

**RFP/AMS/2023-02**

**“Implementation of new strategic positioning of the brand “UNWTO Affiliate Member””**

**QUESTIONS AND ANSWERS**

**19<sup>th</sup> June 2023**

**Question 1**

**SEGMENTATION:**

Could we please receive more information on the different categories?

As you know, currently UNWTO has around 470 affiliated entities (affiliate members) from all over the world, with a huge variety of profiles (private companies, NGOs, Professional associations, universities, DMOs, local administration etc.).

Within this context and in order to build a coherent Value Proposition of the UNWTO Affiliate Members Department, we proceeded to identify the main type / segment of the affiliate members, which are the ones you can find detailed in the document “New strategic positioning of AMD”, pag. 5, that is: (a) DMOs; (b) universities; (c) professional associations and (d) private companies. Therefore, beyond the big variety of profiles of the affiliated entities, for operational purposes we will develop our personalized communication and “tailored” offer based on the aforementioned 4 main categories / profiles.

Are there any indispensable criteria/filters we should consider for the segmentation?

Currently we are operating with the following criteria/filters for the segmentation (a) type of entity; (b) area of activities; (c) area of interests and (d) country& region.

The aforementioned criteria must be maintained. Notwithstanding the foregoing and considering that our objective is improve our communication, through a more personalized approach, the AMD will be happy to receive and open to analyse any possible additional proposals made by the contractor.

**Question 2**

**CUSTOMIZED COMMS PLAN:** We understand that this is one single plan with common objectives, but different territories and key messages segmented by every AM category. Is that right?

Yes, the Customized Communication Plan has the same general objectives, but the key messages & activities need to be segmented, considering the specific interests& needs of each category (universities, professional associations, DMOs etc.).

**Question 3**

**PROCEDURE FOR DAILY MONITORING THE AFFILIATE MEMBERS ACTIVITIES:** The procedure for collecting information will be defined by us, but it is the AMD who will be in charge of it, right?

Indeed, the contractor will be responsible to develop the procedure and to monitor the Affiliate Members activities during the initial phase (2 months); after this period the AM Department will be in charge of this task.

During the initial phase, one member of AMD will be trained by the contractor on the procedure to monitor the Affiliate Members activities.

#### **Question 4**

PROCEDURE FOR THE INTERACTION WITH THE AFFILIATE MEMBERS IN SOCIAL MEDIA: We will define the interaction frame, but it is the AMD who will implement it. Is that right?

Indeed, the contractor will be responsible to develop the interactive frame with the Affiliate Members in social media, but also to implement it during the initial phase (2 months); after this initial period the AM Department will be in charge of this task.

#### **Question 5**

"AFFILIATE MEMBERS" SECTION OF THE UNWTO WEBPAGE: Will we have to develop the site or just design it? Will we create the content as well or will it be given to us?

The contractor will have to design the Affiliate Members section in the UNWTO site, as well as **to create/elaborate the content**, based on the basic information provided by the Affiliate Members Department.

Once that this initial phase completed, the AMD will be responsible to maintain the site updated.

#### **Question 6**

AMNEWSLETTER: Does the design have to be different for each category or is it enough to update text and images?

It is not necessary to have a different design for each category of Affiliate Members, but the content (text and images) must be different.

Will the content be developed by us? And, if so, will we be provided with the necessary sources?

The content will be developed by the contractor, based on the inputs/sources of information provided by AMD.

Who will release the newsletter every time?

The newsletter will be released by the AMD.

What is the frequency of updating/sending?

Currently, the Newsletter is being released with a monthly frequency, but both the frequency and the target audience will be re-evaluated based on the assessment / proposal made by the Contractor.

#### **Question 7**

UPDATE OF THE JOB DESCRIPTIONS: Is it a one-time thing or what is the frequency of updating?

Yes, the update of the job description of the Affiliate Members Department personnel will be done only one time.

#### **Question 8**

SOCIAL MEDIA AMD: Would we be in charge of opening the different profiles? Do you need us to design the channels to "brand them"?

Yes, the contractor will be in charge to open the different profiles on social media and to design the channels.

**Question 9**

AMCONNECTED PLATFORM CONTENT PLAN: Who would be responsible for updating the content? Would be us?

Indeed, the contractor will be the responsible for updating AMConected Platform content (on a monthly basis).