

DOCUMENT III - TERMS OF REFERENCE

for contracting services to

implement the new strategic positioning of the brand “UNWTO Affiliate Member”

- 1. General objective: implementation of the strategy for the new strategic positioning and promotion of the UNWTO Affiliate Membership.**

After having carried out the process of defining the new strategic positioning of UNWTO Affiliate Membership, it is necessary to contract content development and promotion services for the effective implementation of the Strategy / Action Plan already defined.

- 2. Specific objectives:**

- **increase the visibility of the UNWTO Affiliate Members (AMs)**, through the promotion and communication carried out through the channels of the Affiliate Members Department (AMD);
- **activate the engagement and effective participation of AMs in activities and events** promoted by AMD and by the AMs themselves, through the monthly communication carried out;
- **share among AMs information, data and research** regarding the tourism sector, both developed by UNWTO and by Affiliate Members.
- **promote segmented & personalized interaction and networking among AMs**, based on specific needs and interests of each of the main typology of AMs.

- 3. Services to be provided.** In line with the UNWTO requirements, the company will provide the following services:

- a. During the initial phase** of the contract (phase 1: August-September 2023)

- Definition and implementation of the segmentation of affiliates according to their profiles and interests - as the guiding line of the new UNWTO Affiliate Membership Strategic Positioning Plan.
- Development of the **customized communication plan** - with messages tailored/personalized for each main category of Affiliate Members: DMOs, Training and Research centers, Tourism Associations, private companies;
- Define AMD's standard **procedure for the daily collection of information regarding Affiliate Members activities**, to be used for the elaboration of content for communication;
- Define / elaborate the **standard procedure for permanent interaction with the Affiliate Members in social media** (i.e. procedure for monitoring the activities and communication of AMs, for interacting with them in social media, on how to use

the monitored AMs activities for the elaboration of AMD's communication and promotion content etc.);

- Design / update the **content for a new "[Affiliate Members](#)" section of the [UNWTO webpage](#)**, in line with the new strategic positioning and the new value proposition for the UNWTO affiliate membership.
- Design of the **new AMNewsletter** - personalized for the main categories of AMs (DMOs, Training and Research centers, Tourism Associations, private companies;) - with relevant information adapted to the specific interests and needs of each main profile of AMs.
- **Elaboration of the content of a new and modernized promotional package**, in line with the new strategic positioning and value proposition (brochures on benefits of the Affiliate Membership, on the affiliation procedures etc; new promotional video-clips etc.).
- **Contribute to the update of the job descriptions** and assignment of responsibilities within AMD, in line with the daily activities induced by the new communication plan.

b. Monthly (during the whole period of the contract):

- **Newsletter. Elaboration of the Newsletter** - personalized by categories of AMs- in accordance with the style and profile defined during the phase 1.
- **Social media.** Elaboration of the **communication plan for AMD's social media channels** and of the corresponding content.
- Elaboration of the **content plan for AMConnected** platform.
- **Maintain updated the content of the new "Affiliate Members" section of the UNWTO webpage**, in line with the new strategic positioning and the newly defined value proposition for the UNWTO affiliate membership.
- **Maintain updated the content of the promotional package** (brochures, promotional documents and videos).
- Support in the design and elaboration of all the daily the marketing and communication activity.
- **Training:** Carry out all content elaboration activities mentioned in the previous paragraph **with the direct and active engagement of the staff member of the Affiliate Members Department** in charge with the membership promotion and communication, with the objective to achieve a proper training of him/her as liaison person with the company and to become as much as possible able to perform autonomously in the medium & long run.

4. Contract period: 1 (one) year. Estimated start date: August 2023

5. Deliverables:

During the initial phase of the contract (phase 1: August-September 2023)

- a. **customized communication plan** - with messages tailored/personalized for each main category of Affiliate Members
- b. standard **procedure for daily monitoring the Affiliate Members activities** and take advantage of it for the elaboration of content for communication
- c. **procedure for the interaction with the Affiliate Members in social media**
- d. the updated **content for the new "Affiliate Members" section of the UNWTO webpage**
- e. the concept of the **new AMNewsletter**
- f. the concept and content for a **new and modernized promotional package** (brochures on benefits of the Affiliate Membership, on the affiliation procedures etc; new promotional video-clips etc.).
- g. **updates job descriptions** and assignment of responsibilities within AMD, in line with the daily activities induced by the new communication plan.

Monthly (during the whole period of the contract):

- a. Monthly plan for content elaboration and communication for **AMD social networks**.
- b. Monthly content plan for **AMConnected platform**
- c. **AM Newsletter**
- d. Update the **AMD webpage**

6. Requirements regarding the profile of the company and assigned staff:

- a. **Previous verifiable experience in similar projects of the company.**

The offers of those companies that can provide references of participation in projects of similar characteristics will be positively scored.

In this regard, the bidder must provide information on the name of the contracting company, telephone number and contact person in order to verify the information provided, specific references to the similar project carried out.

- b. **Professional/s assigned to the project.**

The bidder must include in the offer precise information about the staff that will be assigned to the project: professional profile and verifiable experience, indicating those aspects that are related to his/her/their direct participation in the project and professional profile & skills.

Assignment of professionals with background and experience in Strategic Communication and Digital Marketing is a strong asset and will be scored accordingly.