

### REQUEST FOR PROPOSALS

The Maldives Marketing and PR Corporation require the services and expertise of an International Public Relations Agency to create a positive image of the Maldives and its tourism industry due recent negative coverage of Maldives.

The winning agency will need to undertake the following scope of work

Duration of the Contract: 3 Months

#### SCOPE OF WORK

The following outlines scope of work for 3 MONTHS based on your goals and the activities

#### Objectives:

1. Instill confidence on the tourism industry of the Maldives
2. Gain understanding and public acknowledgement of the Maldives from the international community.
3. Maldives government's commitment to strengthening democracy and sustainable development.
4. Improve the image of Maldives

#### Activities:

##### 1. Strategic counsel

Goal: Provide Maldives with advice and input to ensure a proactive and coordinated effort to effectively reach all key stakeholders. To do it the Agency will have to work for a 3 month period and the work during this period should be carried out as follows

##### *Months 1, 2, and 3*

- Advise the government on its policy announcements and events on key stakeholder groups such as media, international governments and NGOs and help respond to ongoing developments
- Assist in formulating effective strategies for key international audiences
- Assist with the roll out of policy and other announcements to media, parliamentarians, government, NGOs and others

##### 2. Key message and storybook development

Goal: Develop a consistent, factual and compelling narrative to shape all discussions with key stakeholders. To do this Agency will:

##### *Month 1*

- Develop a core set of key messages including facts and proof points around the following:
  - Core platforms of democracy and sustainable development, including goals and vision for the future
  - Events surrounding the recent incidents in Maldives
  - Maldives as a safe tourist destination
- Prepare materials to address the key issues
  - Question and answer document
  - Fact sheet sheets on topics such as record on democracy and the environment
- Begin to develop a storybook that provides several different angles and storylines for use with media, government, NGOs, academics and other stakeholders. The goal of the storybook is to provide:
  - Key themes and story angles that will capture sustained attention, drive understanding and enhance reputation

##### *Months 2 and 3*

- Ongoing development and refinement of key messages, materials and storybook

### 3. Media

Goals: Develop a coordinated and proactive approach to media relations that will:

- Promote a balanced portrayal of Maldives
- Ensure inaccuracies in coverage are corrected immediately to avoid pick-up and further dissemination
- Begin the process of developing relationships with key journalists who are friendly and receptive
- Provide avenues for proactively seeding positive stories

To do this Agency will have to:

#### *Month 1*

- Initiate monitoring of media coverage on a daily basis across the US and Europe (English language publications only) and provide analysis (positive, negative, neutral)
- Set up a rapid response system to immediately correct inaccuracies and help provide balance to negative stories
- Develop a media list of the most influential outlets and journalists with whom to engage, targeting top tier media across the US, the UK and the major countries in the EU of importance to the Maldives. List to include reporters covering the following beats:
  - International affairs
  - Environment/sustainability
  - Travel and tourism
- Develop a media plan to highlight key initiatives and upcoming milestones that can be used to create positive news. For example:
  - Policy announcements
  - Major speeches
  - Kick off of key initiatives
  - Media visit to the Maldives
- Identify 1-2 high-profile, credible and friendly journalists for 1:1 relationships
- Evaluate opportunities for placing an Op-Eds

#### *Months 2 and 3*

- Ongoing monitoring of media coverage and rapid response in case of inaccuracies or negative stories
- Media outreach around key initiatives and milestones
  - Drive positive coverage for the Maldives
  - Look to leverage outcomes from relationships with governments, academics and NGO's
- Arrange additional relationship building meetings with friendly, high profile journalists
  - Facilitate media access to Maldives
  - Aim to do 1-3 relationship building meetings per month
- Arrange press trips to the Maldives for key media
  - Focus on showcasing the Maldives as a safe tourist destination and promoting environment work and eco tourism.
  - Invite 3-5 reporters from top publications and/or freelancers focused on travel and tourism and/or environmental sustainability
  - Aim to schedule 1 press trip to take place before the end of June

### 4. Stakeholder mapping and engagement

Goals: Develop a strategy for identifying and engaging stakeholders that will:

- Renew the Maldives image in major countries
- Rally an alliance of support for the Maldives
- Ensure a deeper understanding amongst international political audiences on Maldives

To do this Agency will have to:

#### *Month 1*

- Develop high level stakeholder maps :



- In UK
- In USA
- In Commonwealth countries
- In relevant EU institutions
- Council of Europe, European Commission, relevant commissioners and Departments European Parliament.
- Academic institutions, individuals and think tanks
- NGOs
- Arrange 1:1 meetings with influential and open minded potential champions across the UK and relevant EU bodies
- Conduct initial briefings and discussions with key academics
  - Feed in academic arguments to those identified
  - Aim to arrange 1-3 briefings with academics
- Set up a rapid response system to immediately correct inaccuracies amongst key government, academic and NGO stakeholder groups

**Months 2 and 3**

- Develop deeper stakeholder maps
  - Tailor key messages and materials for use with these groups and individuals
- Arrange briefings to build links at various levels with the UK, US, Commonwealth and major European governments
- Build support with selected NGOs
  - Arrange 1:1 briefing meetings or calls with top NGOs
  - Aim to conduct 1-3 briefings
- Expand and further build relationships with key academics
  - Build on support to roll out supportive academic content for journals, op-eds and other coverage
  - Target creating 1-2 additional relationships
- Determine champions who are willing to speak publically on Maldives
- Ongoing execution of rapid response system to immediately correct inaccuracies
- Build towards a high level delegation visit to the Maldives

**Please also provide the following information as part of the proposal:**

1) *The MMPRC will only allow an Interested Agency of credible history and of financial competence to pitch for the business. This selective process is designed to filter out applications from inappropriate agencies that may not be established or have a proven track record in the areas important and relevant to the MMPRC. Interested Agencies must answer the following providing examples, references and documented proof where possible to support the application:*

**a) Company History and Financial Credibility:**

- *How long has the company been in business?*
- *What is the annual turnover and profit To support this the bidder has to submit the most recent Income statement, Balance Sheet and The Cash Flow Statement.*
- *Please state or demonstrate that the company is financially competent and you have no bad paying, bad debt history or other business grievances against you.*

**b) Staffs Structure:**

- *How many full-time staff do you employ?*
- *What is the structure of your media planning and buying team and your creative team? Please summarize their relevant experience and achievements to this pitch?*
- *Please indicate who will handle our account on a day to day level i.e. will we get attention from partners and top level staff or less experienced employees?*
- *State your office location(s) that will be working on our business.*



Maldives  
Marketing & PR  
Corporation

c) Relevant Experience:

- Please justify and demonstrate your company's experience and successes Testimonials, awards and highlights of previous work and portfolio.

Evaluation criteria:

- 40% = Standard of previous work
- 40% = Costs based on Monthly Retainer Fee
- 10% = Costs based on Monthly Out of Pocket Expenses
- 10% = Costs based on Hourly Rate by Professional Staff

Please send your proposal by email no later than Saturday, 14 April 2012 to:

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