

RATING SHEET FOR TECHNICAL PROPOSAL  
TOURISM DESTINATION MARKETING COMPANY - THAILAND

#	Criteria and Ranking	%
1	Quality of the Personnel Assigned to Project (10%)	
	Experience in marketing and promotions	5
	Any member of the team has handled the Philippines or any other ASEAN country/city as Market Representative or have done PR work for them	5
2	Firm Experience and Capability (45%)	
	a.) Work experience in tourism marketing	15
	10 years and above (15%)	
	5 - 9 years (10%)	
	b.) Minimum of 15 projects implemented/organized/conducted from 2010-2020	10
	c.) Experience in Public Relations, consumer fairs, consumer promotion activities (such as social media/website initiatives, media/influencers familiarization trip, in-store promotions and mall promotions, cross promo activities or joint promo activities with consumer products directly or indirectly related to travel)	10
	d.) Experience in organizing trade development projects (like joint promotions, trade familiarization trips, trade fair participation and attendance, and digital B2Bs) with travel trade and airline partners	10
3	Plan of Approach and Methodology (45%)	
	Proposed market development strategy and action plan based on the Terms of Reference	25
	Summary of work plans and program with expected outputs within a specified time frame	20

Legend:

- 1 Accumulated score: points are earned if they fit any or all of the criteria (not applicable in 2.a)

Note: Passing Rate is 70%