



## INVITATION TO TENDER For Public Relations Services in 2025

**Contact:** Polish National Tourist Office  
**Date of Issue:** 10 December 2023  
**Deadline:** 17 December 2023

The Polish National Tourist Office (PNTA) seeks for a PR agency to help them achieve their goals in 2025.

The purpose of this Invitation to Tender (ITT) is to select a qualified Public Relations Agency to plan, coordinate, and administer Public Relations services to leverage media coverage about Poland as a top travel destination in Central Europe as well as to increase a positive image of the country amongst the British citizens, including both general public and trade. The selected agency will be retained for 12 months.

### **Overview**

The prospective vendor replying to this ITT will be or represent a PR or marketing agency relevant experience and expertise. A proven experience in destination marketing/public relations is a must.

### **Scope of Work**

The Scope of Work will include but not be limited to the following:

- Social media management (Instagram, Facebook, and Twitter)- 1 post per day, excluding weekends.
- Media pitching - daily media enquiries response, reactive and proactive.
- Securing at least 10 journalists from national newspapers and trade media who will be taking part in press trips to Poland organised by the Polish National Tourist Office in London.
- Writing blog posts for the PNTA's website (1 blog post a month)
- Copywriting and proofreading texts provided by the PNTA including its website.
- Writing and distributing press releases to print, online, specialist and broadcast media if needed.
- Arranging and managing media interviews.
- Weekly clipping services (including estimated number of circulations and media value).
- PR service during WTM 2025 (if requested)

### **Project Cost**

The vendor is requested to provide detailed costs for the services described in the Scope of Work section. **The cost should be provided in GBP and includes the value of the UK tax (VAT)**



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## Enquiries

- Questions regarding requirements and scope of work will be received up to 16 December 2024 via email only at [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl).
- Questions submitted after 16 December 2024 will not be responded to.
- **No verbal enquiries or verbal requests for clarifications will be accepted.**

## Submission Requirements

Proposal should be emailed to [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl). Only the awarded vendor will be notified by email.