

**TERMS OF REFERENCE**  
**FOR THE APPOINTMENT OF A PR CONSULTANCY FIRM**  
**ON RETAINERSHIP BASIS**

**Advertisement:**

- The Board of Investment is looking for a leading professional and full service Communications/Public Relations Firm based in Islamabad to handle its Corporate Communications assignments on a retainership basis. Expression of Interest (EOI) is invited from interested Companies fore pre-qualification. Advertising Agencies need not to apply.
- The Selection of PR firm will be based on a transparent and competitive bidding process for which the bidder is required to submit a technical proposal and a sealed financial bid in compliance with the Terms of Reference/Scope of work.

**Scope of Work/ToR:**

1. Identification of channels and tools of communications with local and foreign investors.
2. Determine the focus of BOI image building campaign and develop key messages and themes.
3. Develop an Integrated Programme of Investment promotion & Image Building Operations for BOI along with the guidelines and checklists for effective implementation of the programme.
4. To devise pre-and-post-publicity plan for specific occasions/events/policy decisions/investment conferences with lay out of the actual expenditure.
5. Prepare messages for print and electronic media. Preparation of articles and placement in the national/international newspapers/magazines etc.
6. Prepare a continuing campaign for educating the appropriate segments of the targeted groups.
7. The Firm must be able to interact with all type of national media channels in all areas of interest. This includes all provincial capital and major cities such as District Headquarters round the clock.
8. To organize educational, promotional and awareness oriented seminars/conferences, symposiums, workshop, lectures with the help of appropriate forums at actual costs.
9. Compilation and Designing of a newsletter on quarterly basis.
10. Remove/counter the misperceptions about Pakistan.
11. Designing of BOI publications/CD-Rom.
12. Any other assignment related to media.

### **Format of the Technical Proposal:**

The Technical Proposal should contain the following information:

1. A brief profile and description of the Firm.
2. Lists of relevant work experience for the last 5 years.
3. A brief sketch of company's perception on the current communication strategy and operations of the BOI and how it can possibly add value and contribute to this process.

### **Qualifications of the Firm:**

1. The firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to development and execution of campaigns/events.
2. Must possess at least 10 years of successful experience related to the scope of work defined above.
3. Experience of having operated globally and/or internationally either by itself or in active collaboration with international PR agencies is essential. Companies not having international experience will need to demonstrate availability of effective international linkages and institutional capacity to operate internationally and / or globally.
4. The firm would either have its own effective media buying capability or have linkages with local and international media buying agencies to ensure the best value for money. The option of appointing a separate Media buying agency s other than the appointed PR agency will remain with BOI.
5. The firm must have the requisite technical and professional expertise reflected in the qualifications and experience of the personnel who would be dedicated/available to the BOI.
6. The contract period will be for one year with a probationary period of three months. All payments will be made net of taxes in Pakistan Rupees except for advertisements in international electronic and print media.

### **Proposal Submission:**

The bidders are required to submit to BOI their sealed financial bids/proposals indicating their per month and annual retainer ship fee with in 15 days from the date of the publication of advertisement in newspapers.