

Tender Notice

Travel Industry Council of Hong Kong (TIC)

Tender Reference: T120/07112023/E/GF

Procuring Department: Special Duties Department

Project Name: Deeper into Hong Kong: Creative Itinerary Design Competition 2023 – Publicity Plan for the Promotion of Online Polling Campaign.

Scope of Service:

1. Develop a holistic digital marketing plan for online polling activity to maximize the visibility of the Competition among the general public and encourage participation in online polling activity through partnership with online and social media, influencer platforms and any other channels in Hong Kong;
2. Build a media planning strategy to continuously monitor, track, and analyze performance in order to drive maximum KPI;
3. Provide full support and services for the smooth implementation of the Project and ensure the services and deliverables shall be done in a timely and effective manner.

Collection of Tender Brief / Specification:

Travel Industry Council of Hong Kong

Contact Persons : Ms Kristy Leong

Telephone : 2969 8134

E-mail : kristy.leong@tichk.org

Address : Rooms 1706-09, Fortress Tower,
250 King's Road, North Point,
Hong Kong

Office Hours : Monday to Friday, 9am to 1pm and
2pm to 5:30pm (Saturday, Sunday
and public holidays closed)

Tenderers who wish to collect the tender documents shall write a letter on a company letterhead together with the contact details and send it by e-mail to the above contact persons of the TIC.

Tender documents can be collected at the TIC in person or via e-mail by the TIC.

Closing Date & Time: Date: 17 November 2023 (Friday)
 Time: 17:00 (Hong Kong time)

In the event of a typhoon signal No. 8 or above or a black rainstorm warning signal is issued on the closing date before the closing time, the tender closing time will be postponed to the same time on the first working day immediately after the signal or warning is lowered.

Tender Result 23 November 2023 (Thursday)
Announcement Date:

Tender Briefing Session: Date: 9 November 2023 (Thursday)
 Time: 11:00 am – 12:30 pm (Hong Kong time)
 To be held via Zoom

Important Points to Note:

1. Any information or communications between the TIC and tenderers in connection with the captioned tender are private and confidential. Tenderers shall not disclose or otherwise divulge the same without the TIC's prior written consent;
2. The TIC reserves the right not to appoint any company to undertake the project. The lowest fee bid may not necessarily be accepted as the successful bid. The TIC is not responsible for any cost incurred by tenderers in the preparation of the tender and in responding to this notice; and
3. The TIC reserves the right to change or cancel this notice without prior notice or liability to any parties. Tenderers will be deemed to have accepted these conditions if they respond to this notice.

6 November 2023