



APPOINTMENT OF PR AGENCY

Pune Film Foundation invites Expressions of Interest (EOI) from reputed PR agencies with at least 05 years' experience with a proven track record with medium and large business houses on state/ national level campaign,(work executed for firms in film industry would be preferred.) for complete media co-ordination and PR related solution for Pune International Film Festival. The agency will have to undertake specific media and PR related activities on mutually agreed terms and conditions for 1 years from the date of signing the agreement. The thrust of the activates would be mainly in the months of September October November December and January

Scope of the work

- Issue Press releases on PIFF event and related initiatives by Pune film foundation
- Conduct press conference in Pune
- Preparation of speeches for Chairman and other guests in Hindi / English /Marathi if required. The basic input/primary data will be provided by PIFF
- Writing/Arranging articles for advertorials in magazines & newspapers through print publications & review writers and bloggers. The agency shall diligently follow up publicity so that the information about PIFF is spread nationally and international.
- Organizing visits for the media / blog writers / other dignitaries to PIFF events in consultation with PIFF.
- Organizing interviews of Juries and guests with top newspapers/ magazines /TV Channels / FM's as and when required but more during the main PIFF event and regional festivals
- Preparation of print and electronic material in the form of kits to the media as required
- Damage Control is a necessary scope of the work. It is expected that the PR agency will help to counter any adverse publicity related to PIFF. In cases where there is negative press for the PIFF, rejoinders/damage control exercise has to be undertaken immediately.
- Coordinate with social media team so that the total communication is synced
 - Drawing up a detailed implementable communications strategy PIFF based on the Communication Needs Assessment and to ensure achievement of the objectives indicated above within the framework of the Vision and Mission.
 - Preparing a communication strategy for raising the profile and media presence of PIFF
 - Identifying the different segments of stakeholders and conduct a comprehensive Communication Needs

- Design and implement feedback mechanisms to understand the effectiveness of the strategy including holding of surveys, organizing events and implement or oversee organization of such surveys and events

There will be defined reporting system

- Providing the coverage detail on PIFF for the month supported by clippings of newspapers / magazines. Dispatches of print and electronic material to the media when so desired.
- Submit weekly business review consisting of international/national trends, on other festival activities, film industry publicity, political development and also articles published on PIFF and other festivals. Preparation of detailed clippings docket/ competition and general industry on customized periodicity in E format
- Keeping in view the above scope, it would be imperative for the agency to depute able and experienced person/s who is based in Pune with a functional office and other logistic support system to cater to the needs of PIFF. The agency has to assign a dedicated official who would be the nodal point of contact for the PIFF authorities. And has to be present at the PIFF office as and when required.
- Any other work on mutually agreed terms

Eligibility Criteria

- A. The agency must have a fully established office in Pune
- B. All necessary documents in support of qualification claim shall be attached with the application
- C. Upon shortlisting, the agencies will be requested to make a presentation entailing their approach towards promoting PIFF. The presentation should give a **clear roadmap on your vision for promoting PIFF** by optimally planning and using the PR as an instrument of message dissemination. The presentation should be accompanied with samples based on your own ideas. The ideas should be scalable and should address the purpose of promotion of PIFF
 - A brief on how you plan to carry out the PR campaign for PIFF for 1 year.
 - PR activities done with other clients
 - One Case study of how you have handled an adverse publicity for your client. What damage control exercise you had carried out.
 - Proof of your networking skills/contacts with the local press.
 - Detailed activity chart for the financial year 2018 has to be presented.

