



Greater Miami Convention & Visitors Bureau France PR Agency RFP Questions February 3, 2025

Here is a synopsis of the questions and their answers for the France PR Agency RFP. To streamline the information, we have consolidated duplicate questions and provided succinct answers. Questions that were not relevant at this stage have been omitted. The questions and answers are organized into the following categories:

- Budget Related
- Scope and Services
- Legal and Confidentiality
- Administrative and Miscellaneous

BUDGET-RELATED QUESTIONS

- 1. Should the clippings monitoring service be included in the fees or considered as expenses / technical costs invoiced separately and annually?**

In our experience PR agencies have their own media monitoring services, specific to the market they represent, that are extended to clients. If the PR agency must contract a service for the account, the fee (which must be approved by the GMCVB) would be invoiced separately from the monthly agency retainer each month.

- 2. Does GMCVB have a dedicated budget for paid partnerships with influencers, or are trips exclusively conducted on a barter basis?**

It varies but it is often a combination of paid and bartered services such as hotel rooms, meals, admission to attractions, etc. This has been one area of growth within the marketing communications budget.

- 3. Does GMCVB allocate a budget for paid brand content or paid media activities, or is the contract exclusively focused on earned media initiatives?**

The scope focuses on earned media, however the GMCVB is open to considering pay-to-play opportunities recommended by the PR agency.

- 4. Broadcast/ production projects require a budget, do you confirm that the GMCVB has a dedicated budget to be used for confirming at least one national project?**

See answer #3

- 5. Will the GMCVB take care of the expenses of all journalists on GMCVB press trips (flights, hotels, activities)?**

Yes, if the GMCVB invites journalists on a group press trip, there will be a budget for flights, hotels, meals, activities, etc.

- 6. Who will bear the costs for the PR team member to attend/escort press trips?**

Media trips are funded separately by the GMCVB and are not part of the agency's retainer fees.

SCOPE AND SERVICES

- 7. What you mean by "media training session(s)"?**

Media training would be designated on an as-needed basis specifically for senior executives and subject-matter experts.

- 8. Can you confirm that the PR team must include one full-time Account Supervisor and one Senior Level Account Executive (not full-time)?**

Yes, the agency must provide a full-time Account Supervisor to handle all day-to-day contact with the Director for the market, and a Senior Level Account Executive with deep strategic communications expertise to shepherd and guide the team as well as be available for counsel and overarching communications strategy, as needed.

- 9. Is the monthly newsletter for distribution to media and influencers or also for Trade contacts /consumer database that you might own in the French market?**

These newsletters serve to keep the French media and influencers abreast of destination happenings without an actual pitch. Content expectations consist of working with the Director for the market and identifying new hotel openings, restaurants openings, accolades and events and including them in newsletter format for the media.

- 10. What type of press trips will a PR team member be required to travel down for? Could you provide an estimate number of trips required to attend?**

A group press trip. A maximum of two trips per fiscal year.

11. Does the GMCVB assist the agency with itineraries for the press trip or must the agency deal directly with all partners (airlines, hotels, restaurants, etc.)?

For scheduled group press trips, the GMCVB takes the lead in developing the itinerary. However, we request agency assistance with some logistics including the booking of flights for participating French media. All flights must be approved by the GMCVB, and the agency will be reimbursed for the expense.

12. Can we have an estimated number of Group influencer trips (France only)?

We do not have any France group influencer trips currently planned.

13. For press trips that happened in FY 2023/2024, could you specify the following quantities:

- **Individual press trips: 18**
- **Individual influencer trips: 0**
- **Group press trips (France only): 1**
- **International (Pan-European) group press trips: 2**

Please note that the number of individual press trips vary from year to year and are subject to change.

14. What are your expectations regarding MICE and Trade communications in the French market?

MICE and Trade media coverage is a key component of our PR strategy/scope. The PR agency will support the GMCVB's Convention Sales and Industry Sales teams by gaining a deep understanding of Miami's meetings and trade landscape, crafting targeted messaging, and distributing relevant information to MICE and Trade contacts.

MICE is a high priority, as the GMCVB's Convention Sales team has a strong international focus, with a dedicated director overseeing strategic plans to attract global meetings and conventions to the destination.

Additionally, we expect Travel Trade and Industry news coverage to reinforce the efforts of our Tourism Industry Sales team and enhance overall industry messaging. The primary objectives are to disseminate information about Miami & Miami Beach to the French trade and generate media coverage that highlights both the industry and the GMCVB's partners.

- 15. Page 9 of the RFP, states that " The Agency should be able to suggest strategies to expand the impact of advertising/marketing campaigns, leveraging them for enhanced editorial/advertorial coverage." Can you share the next advertising/marketing campaigns the GMCVB will undertake in the French Market?**

If your agency is retained, you will receive a comprehensive briefing on our advertising and branding program. For a general understanding, you can reference the [GMCVB marketing plan](#).

- 16. Could you advise what is meant by "Miami Temptations" Programs? Should it be about relaying information from the program?**

A comprehensive briefing on what is considered the "[Miami Temptations](#)" program will be provided if your agency is retained. Traditionally, our PR agencies translate GMCVB-issued press releases and distribute them to targeted media within their respective markets, along with strategic pitching.

- 17. Please confirm that paid digital campaign will be managed by GMCVB directly and will not involve the French agency?**

Paid media tactics such as advertising, creating banners, etc. will not be required of the France PR agency since it falls within the scope of the Digital Marketing team.

LEGAL AND CONFIDENTIALITY

- 18. Page 13 of the RFP requests the "Total number of full-time employees, including ethnic/race/gender breakdown." However, French law prohibits collecting data on ethnicity or race during the hiring process, so we are unable to provide this information. Would it be possible to remove this requirement from the RFP?**

We understand the importance of agencies complying with their respective government regulations. This information will not be required.

- 19. Which destinations does the GMCVB view as its most formidable competition for leisure travel and for meetings and conventions that would cause a conflict of interest?**

In these times, the competitive set has evolved a great deal to include anywhere you can fly to for travel. The GMCVB has reviewed the list of potential conflicts of interest submitted by agencies intending to bid. We encourage all agencies to proceed with their proposals, even if they represent other destinations.

ADMINISTRATIVE AND MISCELLANEOUS

- 20. What does the GMCVB mean by “monitor and advise on influential followers on GMCVB social assets”? Is it a matter of identifying journalists and influencers following Miami & Miami Beach on social networks? If so, will we have a listing of these French journalists and influencers?**

The GMCVB does not currently have social media platforms in the French market. However, if we decided to launch French channels in the future, we would want an agency that has social media community management capabilities. This would consist of social listening of consumer priority channels on Instagram, Facebook and X, as well as all the capabilities listed on page 7 of the RFP. Social media would be a separate scope and monthly retainer.

- 21. Does GMCVB use a social media monitoring tool already or should we include use of our own monitoring tool?**

The GMCVB does not currently have social media platforms in the French market. However, if we decided to launch channels in the future, we would want an agency that has their own monitoring tool.

- 22. Could you confirm that the presentation for finalists will be via zoom and not in person?**

Yes, presentations for the finalists will be via zoom.