

Potenza, 28th March 2011  
 Prot. N. 2014/14.

**REQUEST FOR OFFER FOR TECHNICAL CONSULTING FOR ACTIVITIES OF WEB-MARKETING, TOURISM PUBLIC RELATIONS, COMMUNICATION AND PROMO-COMMERCIAL MARKETING OF THE BASILICATA REGION FOR THE GERMAN MARKET - 2011.**

ARTICLE 82 DL 163/2006. CIG\* 164129035A

In the context of the international marketing guidelines for 2011, the Agenzia di Promozione Territoriale Basilicata (Regional Promotion Agency, APT Basilicata) intends to award a contract for the services indicated below:

- technical maintenance and content management for the site [www.discover-basilicata.de](http://www.discover-basilicata.de), dedicated to Tourist Basilicata;
- planning, organisation and assistance for educational- and press tours with German-speaking Tour Operators, opinion leaders and journalists in Basilicata,
- technical and linguistic assistance during International trade exhibitions, fairs and workshops in Germany;
- planning and managing events for German Tour Operators and media to promote Basilicata's tourism offering;
- planning and management of events and conferences about tourist Basilicata for German Tour Operators;
- opening and maintaining contacts with German media and opinion leaders;
- writing press releases and sending them to German media representatives;
- preparation of generic Tourist Basilicata media kits and specific kits addressed to German Tour Operators;
- preparation of newsletters and targeted contacts for tourism professionals;
- creation and management of Flickr.com, Twitter and Facebook accounts and any other social media and social travel sites for APT Basilicata in Germany.

If interested, your company is invited to send, **by 11<sup>th</sup> April 2011**, its best offer, net of VAT, in electronic PDF format, to Marcella Di Feo, e-mail address [difeo@aptbasilicata.it](mailto:difeo@aptbasilicata.it), in conformity with the article 82 of DL no. 163, dated 12th April 2006.

The offer must be accompanied by

- copy of an identification document for the company's legal representative.
- Company profile and curriculum vitae

The subject line of the e-mail must contain the following text: **“PREVENTIVO-OFFERTA CONSULENZA TECNICA PER ATTIVITÀ DI PUBBLICHE RELAZIONI, COMUNICAZIONE E PROMO-COMMERCIALIZZAZIONE TURISTICA DELLA BASILICATA PER IL MERCATO OLANDESE - ANNO 2011”**.

1. APT reserves the right to award the service contract to the Company that will submit the lowest total offer, starting from a base price of **€ 20,000.00 including VAT**.
2. Offers that are equal to, or higher than, the base prices indicated will not be taken into consideration.
3. The contract will be awarded even in the presence of a single offer, if considered valid.

4. The service must be provided under the following prescriptions and conditions:

- The activities required by this invitation letter will have a duration of one year from the signing of the contract.
- Guidelines for the performance of the activities will be provided by APT Basilicata.
- Payment will be made quarterly, in a total of four instalments, upon presentation of regular invoices and after verification of the conformity of the services performed in the period of reference.
- Activities performed and in progress must be documented through the sending of monthly reports.
- APT reserves the right to suspend or interrupt the award at any time due to supervening needs and/or necessities, paying the awarded company only for those services effectively performed and the corresponding sums due.
- The company must have the head office in Germany.

Enclosed with this letter, you will find a document outlining our marketing action lines for 2011.

For information or clarifications, please contact Marcella Di Feo, e-mail address [difeo@aptbasilicata.it](mailto:difeo@aptbasilicata.it).

Best wishes.

MDF/RM



THE MANAGING DIRECTOR  
 Gianpiero Perri

\* **CIG** is the identified codex (CIG) whose the Italian Public Control Agency of the 03th March 2009