

# REQUEST FOR PROPOSAL (RFP)

## For the Appointment of a Public Relations (PR) Agency

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## Section I: Introduction and Background

### 1.1 Purpose of RFP

The Event and Entertainment Management Association (EEMA) invites proposals from qualified, experienced, and strategic **Public Relations agencies** to support media visibility, brand communication, and reputation management across national and regional initiatives.

This RFP seeks a PR partner who can amplify EEMA's voice, strengthen industry positioning, and ensure consistent media outreach across platforms.

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### 1.2 EEMA Overview

Established in 2008, EEMA is the only national body representing India's event and experiential industry, uniting leading agencies across events, MICE, weddings, entertainment, activations, and sports — representing nearly 80% of the organized sector.

Across almost two decades, EEMA has:

- Driven industry-level policy dialogue with government bodies
- Led knowledge, skill building, and safety initiatives
- Enabled member welfare programmes through 10+ active committees
- Managed national and regional event IPs, including conferences and awards

EEMA organizes three national flagship events annually — **EEMAGINE**, **EEMAX Global Awards**, and **Spotlight Awards** — along with multiple regional conclaves, learning programs, and committee-led initiatives that shape the ecosystem.

To further strengthen EEMA's national narrative, the association seeks an agency capable of delivering high-quality PR strategy, media outreach, and impactful storytelling.

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## 1.3 Project Background

As India's experiential industry expands, EEMA continues to lead conversations around policy, standards, innovation, and member development. With increasing public interest and the need for unified representation, EEMA seeks a strategic PR partner to:

- Enhance media visibility and brand positioning
  - Build ongoing relationships with national, business, lifestyle & regional media
  - Amplify EEMA's announcements and committee activities
  - Ensure accurate communication and industry representation
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## 1.4 Primary Goals and Objectives


Through this engagement, EEMA aims to:

- Strengthen media presence nationally & regionally
  - Position EEMA as the apex voice of the experiential industry leading change and working towards growing the creative economy
  - Build leadership visibility
  - Ensure consistent and professional communication for all major initiatives
  - Increase positive media coverage across print, digital, and broadcast platforms
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## 1.5 Point of Contact

All queries and submissions related to this RFP shall be directed to:

 [executive.director@eemaindia.com](mailto:executive.director@eemaindia.com)

 [secretary@eemaindia.com](mailto:secretary@eemaindia.com)

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# Section II: Project Scope of Work and Deliverables

## 2.1 Scope of Work

The PR agency shall provide end-to-end media strategy, outreach, and communication support as detailed below:

### A. Media Relations & Outreach

- Drafting & dissemination of press releases
- Media pitching and story placements across print, digital & broadcast
- Maintaining a customised media list for national and regional outreach
- Coordination of interviews, quotes, and expert commentaries
- Regular follow-ups with journalists and editors
- Monthly coverage summary and insights

### B. Strategic PR Planning

- Monthly PR strategy calendar
- Messaging frameworks aligned to EEMA's national objectives
- Crisis communication support (if required)
- Leadership profiling for the National Executive Committee including President, Gen. Secretary & other committee chairs

### **C. Event PR Support**

Applicable for EEMA's key flagship events and regional initiatives:

- Pre-event PR plan, announcements, and media invites
- On-ground media coordination & facilitation
- Press kits, official notes & spokesperson guidelines
- Post-event coverage amplification

### **D. Content Development**

- Press releases, official statements, and authored articles
- Thought leadership communication
- Quotes for media queries

### **E. Monitoring & Reporting**

- Comprehensive monthly PR report
- Coverage tracking across online, print & broadcast
- Quarterly strategy review with recommendations

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## **2.2 Deliverables and Outcomes**

- Consistent, high-quality media presence
  - Increased visibility across national and industry publications
  - Professional representation of EEMA leadership
  - Strengthened brand positioning as India's key experiential industry body
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## Section III: Budget and Timeline

### 3.1 Estimated Budget

The estimated retainer range for PR services is:

**₹40,000 to ₹50,000 per month**, exclusive of applicable taxes.

(Actual negotiation will depend on scope and agency capabilities.)

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### 3.2 Payment Terms

Payments shall be made monthly, subject to submission of reports and satisfactory delivery of services.

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## Section IV: Submission Requirements and Evaluation Criteria

### 4.1 Submission Format

Proposals must be submitted via email in PDF format and clearly labelled:

**Proposal for EEMA PR Agency Appointment**

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### 4.2 Required Information

Proposals should include:

- **Agency Profile:** History, structure, expertise
- **Relevant Experience:** Case studies, work with associations or industry bodies
- **Proposed PR Strategy:** Understanding of EEMA's communication needs

- **Team Details:** Key personnel handling the account
- **References:** 2–3 clients
- **Financial Proposal:** Monthly retainer, additional costs, taxes

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## 4.3 Evaluation Criteria

EEMA will evaluate proposals based on the following CQCCBS method:

Criteria	Weightage
Creativity & PR Strategy	40%
Relevant Experience & Case Studies	25%
Team Expertise & Industry Understanding	25%
Financial Proposal	10%

Shortlisted agencies may be invited to present their proposals.

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## Section V: General Terms and Conditions

- All information shared through this RFP is confidential.
- EEMA reserves the right to accept or reject any proposal.
- The selected agency will enter into a formal Service Agreement.

## Section VI: Legal Clauses

### **A. Confidentiality:**

All EEMA-related information must remain confidential.

### **B. Dispute Resolution:**

All disputes shall fall under the jurisdiction of New Delhi courts.

### **C. Force Majeure:**

Neither party is liable for delays due to unforeseen circumstances.

### **D. Governing Law:**

The agreement will be governed by the laws of India.

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### **By Order of the Association**

Event and Entertainment Management Association (EEMA)

New Delhi, India

[www.eemaindia.com](http://www.eemaindia.com)