

Expression of Interest (EOI) for Public Relations (PR) Works

TO WHOM IT MAY CONCERN,

Information Kerala Mission is inviting expressions of interest (EOI) from reputable and experienced firms or individuals to undertake Public Relations (PR) works on behalf of our organization.

Scope of Work:

The selected PR agency or individual will be responsible for:

1. Developing and implementing strategic PR campaigns to enhance the visibility and reputation of Information Kerala Mission.
2. Crafting press releases, media pitches, and other communication materials to disseminate key messages and promote organizational initiatives.
3. Building and maintaining relationships with media outlets, journalists, influencers, and stakeholders to secure positive media coverage and editorial placements.
4. Monitoring media coverage, analyzing PR metrics, and providing regular reports on the effectiveness of PR efforts.
5. Advising on crisis communication strategies and providing timely responses to media inquiries or issues.

Submission Requirements:

Interested parties are requested to submit their expressions of interest, including the following information:

1. Company or individual profile, including relevant experience and qualifications in PR and communications.
2. Details of previous PR projects or campaigns undertaken, with examples of successful outcomes.
3. Proposed approach and methodology for addressing the scope of work outlined above.
4. Proposed budget, including fees and any additional costs.
5. Contact information of key personnel who will be involved in the project.

Submission Deadline:

Expressions of interest must be submitted by *05/06/2024, 05.00 PM* via email to *email address*

Evaluation Criteria:

Expressions of interest will be evaluated based on the following criteria:

1. Experience and expertise in PR and communications.
2. Quality and relevance of previous work samples.
3. Alignment of proposed approach with the organization's objectives.
4. Cost-effectiveness of the proposed budget.
5. Availability and responsiveness of key personnel.

We look forward to receiving your expressions of interest and working with a qualified PR partner to enhance our organization's public image and communications efforts.

