

## **Media and Entertainment Skills Council**

### **Request for Proposal (RFP) *Public Relations (PR) Services***

#### **To Whom It May Concern:**

#### **I. Introduction:**

Media and Entertainment Skills Council, hereinafter referred to as "MESC," invites qualified PR agencies and service providers to submit proposals for comprehensive PR services.

#### **II. Scope of Work:**

The selected PR service provider will be responsible for the following scope of work:

##### **1. PR Strategy and Planning:**

- Develop a comprehensive PR strategy aligned with MESC's objectives and messaging.
- Outline key PR goals, target audiences, messaging, and tactics.
- Create a proactive plan for media outreach and engagement.

##### **2. Media Relations:**

- Establish and maintain strong relationships with relevant media outlets, journalists, and influencers.
- Create and distribute press releases, media pitches, and story ideas.
- Secure media coverage in print, broadcast, online, and industry-specific media.

##### **3. Content Creation:**

- Develop compelling and newsworthy content, including press releases, articles, blog posts, and social media content.
- Craft storytelling narratives that showcase MESC's initiatives and impact.
- Ensure consistent messaging and brand voice across all PR materials.

##### **4. Crisis Communication:**



- Develop a crisis communication plan and protocol.
- Provide guidance and support in managing PR crises or issues.
- Maintain transparency and credibility in times of crisis.

#### **5. Event Management:**

- Plan and execute PR events, including press conferences, product launches, and media briefings.
- Coordinate logistics, media attendance, and post-event follow-up.

#### **6. Monitoring and Reporting:**

- Monitor media coverage and sentiment related to MESC.
- Provide regular reports and analysis of PR activities and outcomes.
- Offer recommendations for continuous improvement.

### **III. Proposal Submission:**

Interested PR agencies and service providers are requested to submit their proposals electronically to [info@mescindia.org](mailto:info@mescindia.org) no later than 25-April-2024. Proposals should include the following:

1. A cover letter expressing your agency's interest in this engagement.
2. A detailed overview of your agency, including its history, areas of PR expertise, and relevant experience in providing PR services.
3. Examples of successful PR campaigns, media coverage, and client testimonials.
4. A description of your approach to PR strategy, media relations, content creation, and crisis communication.
5. A proposed fee structure, including retainer fees, project-based costs, and any additional charges.

### **IV. Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- Qualifications and experience of the PR agency or service provider.
- Demonstrated understanding of MESC's PR requirements and messaging objectives.
- Past success stories and case studies related to PR campaigns.

- Proposed PR strategy and approach.
- Fee structure and overall cost-effectiveness.

**V. Confidentiality:**

All information provided in response to this RFP shall be treated as confidential and used solely for the purpose of evaluating proposals.

MESC appreciates your interest in collaborating with us and looks forward to receiving your proposal. If you have any questions or require clarification regarding this RFP, please do not hesitate to contact [info@mescindia.org](mailto:info@mescindia.org)

Sincerely,

Media and Entertainment Skills Council