

# The Jamaica Tourist Board (JTB)

is reviewing the assignment of its Public Relations (PR) account for The Americas (North, South and Central) and is inviting expressions of interest from suitably qualified firms to be considered for review.

The JTB directs PR worldwide to attract tourism to Jamaica – one of the world's leading vacation destinations. The marketing and promotional efforts are focused primarily on the regions of North America, the United Kingdom and Europe, the primary source of the overwhelming majority of Jamaica's visitors.

Firms interested in being considered for this assignment are invited to submit an Agency Profile which should provide the following information:

- Agency background, size, geographic coverage, billing, agency principals and key personnel, client list.
- Record of experience in tourism and related industries.

Prior experience in tourism and destination marketing and promotion is a prerequisite for consideration

- Brief case histories of successful previous or current work in the tourism category.
- Experience and proven skills in creating, planning and executing promotions and events at national, regional and local levels.

Information should be structured so as to demonstrate the range and variety of both media and business contacts to which the agency has access.

- Experience with crisis management, whether as a consequence of natural disaster, war, or socio-political turbulence.
- Experience with corporate reputation management
- Any other specialized or distinctive skills, resources or services which differentiate the Firm.
- A brief list of client and media references including names, titles and contact information

This credentials presentation is the initial step in the review process. The information requested is a prerequisite for qualification, after which the JTB will issue a formal Request for Proposal to the short-listed firms.

Expressions of interest should be received at **JTB headquarters** in Kingston by **August 26, 2011** and may be submitted in electronic format, hard copy, or both. They should be addressed to:

**Public Relations Review Americas 2011**  
**The Jamaica Tourist Board**  
**64 Knutsford Boulevard, Kingston 5**  
**Jamaica W.I.**  
**Email: [pr.reviewamericas2011@visitjamaica.com](mailto:pr.reviewamericas2011@visitjamaica.com)**

The word "JAMAICA" is written in a large, bold, pink, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance as if it's floating or attached to a surface.