

**International PR Agency**

**Roma 2024 Committee**



# International PR Agency Roma 2024 Committee

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## Purpose

## Scope of work

To support the activities of the Roma 2024 Committee in the Communication area below are the services required of qualified communication agencies:

- A. Support for Press Office;
- B. International Media Programme;
- C. Story creation;
- D. Calendar of Events;
- E. Digital Content Creation.



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## A. Support for Press Office

To support the Italian press office team an adequate communication strategy is required for preparing replies to information requests, relevant questions, as well as help with selecting an extensive journalistic network with the aim of enhancing the Roma 2024 candidature.

The following services are needed in this sphere:

- a. Definition of key messages (quotes and information for journalists);
- b. Q&As: Preparation of effective and exhaustive Q&As for spokespersons of the Roma 2024 Committee;
- c. Communication strategy to be pursued with international media in the event of incorrect and/or contradictory communications;
- d. Communication strategy for management of relations with international journalists that are particularly skeptical or critical of the Roma 2024 candidature project;
- e. Briefing to highlight the weaknesses of other candidate cities;
- f. Communication strategy for the management of specific problems relating to the reputation of Rome and its candidature through ad hoc communication advice and tools.





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## B. International Media Programme

This activity is required to strengthen relations with influential journalists and commentators and “influencers” in general from key markets of the sporting, political and cultural sphere so as to increase positive comments in support of the candidature.

The following services are needed in this sphere:

- a) Visits to the city of Rome. Creation of itineraries for journalists to give them a better idea of the city and the candidature project, with general and detailed views;
- b) In-bound visits – Planning of briefings during journalists’ stay to maximise their knowledge of the project and the city;
- c) Out-bound visits – Planning and organisation of meetings and briefings of the Roma 2024 team in international scenarios and markets;
- d) Phone briefings – providing journalists with knowledge of the candidature project, news of progress, related opportunities, in order to keep up the interest of international media in Rome’s candidature.



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Further aspects:

- ✓ Development of a Top 100 list (key supporters and influencers);
- ✓ Pitching to journalists for planning meetings;
- ✓ Planning of preliminary briefings to develop topics for spokespersons of the Roma 2024 Committee;
- ✓ Readiness of the agency to accompany spokespersons of the Roma 2024 Committee to international meetings;
- ✓ Providing of feedback and coverage for released communications.



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## C. Story creation

This objective is based on the development of a series of suitable announcements, stories and comments that can drive forward and support the candidature.

Areas to be tackled:

- a) Vision – communicate Rome’s candidature through stories, showing the strengths, lifestyle and quality of the city that will host the Olympic Games;
- b) Support – demonstrate the passion underpinning the project, announcing new supporters and «ambassadors» from the world of sport, culture, politics and so on;
- c) Legacy – in keeping with the rationale for Agenda 2020, explain the innovative ideas, solutions and pledges for the Olympic Games, based on sustainability and designed to enhance the experience of athletes and make the Olympic movement an integral cultural element within the Italian system;
- d) City – show that the candidature project will have positive knock-on effects in a number of sectors, such as transport, hotel accommodation, training centres, cultural activities and all other activities that will reinforce links between the candidature and the IOC sphere;



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## (cont'd):

- e) Country – identify and create stories that show Italy's strength and stability and highlight its attractiveness in the sphere of tourism;
- f) Bid activity - highlight the work of the Roma 2024 team through stories, showing it to be an innovative action, particularly in the area of sporting media; describe the dynamic nature of the Roma 2024 team.

Story creation activities will include:

- Development of the creative idea;
- Communiqués aimed at supporters and partners as events unfold;
- Production of press releases, photographs, videos, etc.;
- Messages for launching stories and news for the media.





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## D. Calendar of Events

The aim is to develop and use adequate communication tools in meetings with the media during the following major international events:

- Casa Italia – Rio De Janeiro;
- Important international conferences.



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## E. Digital Content Creation

The aim is to work in concert with the activities described in point D) above so as to develop supplementary contents for social networks and the official website.

The development of contents should include:

- ✓ Drafting of texts;
- ✓ Consultancy for the production of creative contents, photography for graphics and videos to be used in all communication channels;
- ✓ Support for the creation of messages to be posted on Facebook, Twitter and Instagram channels.

