

Thailand Board of Investment, New York Office

Terms of Reference

Consultant Project No. 4/2558

1. Project Name:

Marketing Program to Support Investment Promotion Activities in U.S.A.

2. Objectives:

- 2.1 To stimulate foreign direct investment from North America to Thailand.
- 2.2 To promote Thailand as a competitive and attractive investment location in Asia.
- 2.3 To educate North American industry and trade organizations that Thailand can actively support their goals of foreign investment.

3. Scope of Work

- 3.1 Drafting and distributing at least 2 press releases on PR Newswire
- 3.2 Placing at least 2 stories in top-tier or industry trade press through press release distribution, proactive pitching and media interviews.
- 3.3 Arranging at least 4 media interviews with target industry media or location advisor media for Thailand Board of Investment New York office.
- 3.4 Developing at least 4 company case studies for Thailand Board of Investment New York office's website.
- 3.5 Developing at least 11 monthly posts for Thailand Board of Investment New York office's blog.
- 3.6 Engaging in Thailand Board of Investment New York office's social media such as LinkedIn, Facebook, Twitter and developing Twitter page for the Department and providing monthly editorial calendar of tweets.
- 3.7 Drafting and distributing at least 4 quarterly e-newsletters and redesigning e-newsletter to complement Thailand Board of Investment New York office's website.
- 3.8 Arranging at least 7 one-on-one meetings with location advisors for Thailand Board of Investment New York office.
- 3.9 Submitting monthly report.

4. Total budget: 66,000 USD

5. Period of Contract: November, 2014 until September 30, 2015.

6. Area of responsibility:

The United States Of America
