



ISLAMIC TOURISM CENTRE (ITC)

SPECIFICATIONS FOR PROMOTION, PUBLIC RELATIONS & MEDIA SERVICES FOR ISLAMIC TOURISM MONTH 2026, MALAYSIA HALAL LIFESTYLE FEST, ISLAMIC TOURISM SYMPOSIUM 2026 AND WORLD ISLAMIC TOURISM CONFERENCE 2026

1. INTRODUCTION:

Islamic Tourism Centre (ITC) will be organising a series of flagship programmes in 2026, namely the **Islamic Tourism Month (ITM) 2026, Malaysia Halal Lifestyle Fest, Islamic Tourism Symposium 2026** and the **World Islamic Tourism Conference (WITC) 2026**, as part of its continuous efforts to strengthen Malaysia's position as a leading Muslim-friendly tourism destination and to support the success of the Visit Malaysia 2026 (VM2026) campaign.

*For the purpose of this specification, the term '**Programmes**' refers collectively to Islamic Tourism Month (ITM) 2026, Malaysia Halal Lifestyle Fest, Islamic Tourism Symposium 2026 and World Islamic Tourism Conference (WITC) 2026*

These programmes collectively aim to promote Muslim-Friendly Tourism and Hospitality (MFTH), showcase Malaysia's diverse tourism products and experiences, facilitate knowledge sharing among industry leaders and stakeholders, and enhance public engagement through tourism, culture, gastronomy and industry development initiatives.

The World Islamic Tourism Conference (WITC) will serve as ITC's premier international conference, bringing together policymakers, tourism organisations, academia, industry practitioners, investors and other stakeholders to discuss current developments, opportunities and future directions in Islamic Tourism. The Islamic Tourism Symposium will provide an additional platform for dialogue and knowledge exchange among industry players and relevant stakeholders, while the Malaysia Halal Lifestyle Fest will celebrate Malaysia's rich halal culinary heritage and promote local tourism products and experiences. Throughout the month of September, Islamic Tourism Month (ITM) will feature a nationwide online promotional campaign highlighting tourism offers and experiences from participating industry players.

Collectively, these programmes are expected to attract local and international participants, tourism industry players, strategic partners, media organisations, influencers and members of the public.

In this regard, ITC wishes to engage an experienced third-party supplier to develop and implement comprehensive promotional, public relations and media campaigns to support the successful delivery of all four programmes before, during and after the events.

As such, ITC invites qualified suppliers with proven experience in marketing communications, media relations, public relations and promotional campaign management to submit quotations for the provision of these services.

2. OBJECTIVES:

- To create strong awareness and publicity for the programmes, driving public interest, participation and attendance;
- To position ITC as Malaysia's leading authority and advocate for Islamic Tourism and Muslim-Friendly Tourism and Hospitality (MFTH);
- To promote Malaysia as a vibrant, innovative and globally competitive Muslim-friendly tourism destination in support of Visit Malaysia 2026 (VM2026);
- To increase public engagement with Islamic Tourism Month (ITM) and drive traffic to the official ITM digital platforms;
- To enhance awareness of ITC's initiatives, programmes and services, including MFTH, Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR), Muslim-Friendly Tourist Guide (MFTG), Mosque Tourism and other related initiatives;
- To generate positive local, regional and international media coverage that enhances the visibility and reputation of ITC and its flagship programmes; and
- To develop compelling narratives and promotional content that encourage greater participation and collaboration among tourism stakeholders, strategic partners and the general public.

3. CRITERIA OF PARTICIPATING SUPPLIER:

The interested supplier must have the following qualifications:

- Have experience in the job scopes mentioned, i.e. design, management and copywriting (media, public relations and promotion)
- Have sufficient and capable resources (people, time, creativity, contacts, etc.) to deliver all items indicated in item 5 (Scope of Work). **This must include a dedicated team of writer/editor, designer, etc.**

4. DURATION OF WORK:

The supplier that is engaged for this job will be contracted to complete the said works from **August to December 2026**.

Programme Dates:-

Islamic Tourism Month (ITM) 2026, 1 - 30 September 2026, an online event

Malaysia Halal Lifestyle Fest, 23 - 25 October 2026 in Shah Alam Selangor

Islamic Tourism Symposium, 4 November 2026 in Kuantan, Pahang

World Islamic Tourism Conference (WITC), 5 - 8 November 2026 in Kuantan, Pahang

5. SCOPE OF WORK:

The appointed vendor shall be responsible for the development and implementation of promotional campaigns, public relations and media services for the programmes and all related supporting events.

This includes, but is not limited to, the following:

PROMOTIONS & PUBLIC RELATIONS (LOCAL, REGIONAL AND INTERNATIONAL):

5.1 Marketing and Promotion

- a. Develop and implement an integrated marketing and promotional strategy covering the four key programmes.
- b. Develop and execute integrated promotional campaigns across digital, print, broadcast, outdoor and other suitable media platforms.
- c. Create, manage and publish promotional content for websites, social media platforms, email marketing, digital advertising and other communication channels.
- d. Develop campaign branding, key messaging and promotional materials that ensure consistent communication and visual identity across all programmes.
- e. Identify and establish strategic collaborations and media partnerships to maximise publicity and audience reach.
- f. Prepare integrated marketing calendars, campaign implementation schedules and communication timelines for all programmes.
- g. Monitor campaign performance, audience engagement and promotional effectiveness, and provide recommendations to optimise campaign outcomes.

5.2 Public Relations and Media Management

- a. Develop and implement a public relations and media engagement strategy.
- b. Prepare media plans, press releases, media advisories, speeches, interview answers, fast facts, and communication materials.
- c. Coordinate media invitations, registrations and attendance, as well as news distribution.
- d. Organise media briefings, press conferences and interview sessions.
- e. Manage media relations and engagement with local and international media organisations.
- f. Monitor media coverage and prepare media monitoring and publicity reports.

5.3 Media Buying and Advertising

- a. Develop media buying strategies and recommendations based on campaign objectives and target audiences.
- b. Plan, negotiate and manage advertising placements across relevant media channels, including digital, print, outdoor, radio and other appropriate platforms.
- c. Coordinate advertising schedules and ensure timely publication of promotional materials.
- d. Monitor advertising performance and provide campaign effectiveness reports.

5.4 Key Opinion Leaders (KOL) and Influencer Engagement

- a. Identify, recommend and secure suitable Key Opinion Leaders (KOLs), influencers, content creators and digital personalities whose audience profiles align with the objectives of the programmes.
- b. Develop comprehensive influencer engagement strategies and campaign proposals that maximise visibility, audience engagement and promotional impact across local, regional and international markets.
- c. Manage all communications, negotiations, appointments, contractual arrangements and coordination with appointed KOLs and influencers.
- d. Coordinate content development, event participation, live coverage, digital activations and promotional activities involving KOLs and influencers before, during and after each programme.
- e. Monitor campaign performance using appropriate performance indicators, including reach, impressions, engagement, content quality and publicity value, and submit evaluation reports with recommendations for future improvements.

5.5 Digital Content Development

- a. Develop creative content for digital and social media platforms.
- b. Produce promotional videos, teaser videos, motion graphics and other multimedia content.
- c. Coordinate photography and videography requirements for promotional purposes.
- d. Manage content scheduling and publication in coordination with ITC.

5.6 Reporting and Performance Evaluation

- a. Provide regular progress updates on branding, promotional and media activities.
- b. Submit campaign performance reports, media monitoring reports and publicity value reports.
- c. Prepare a final report detailing campaign achievements, media reach, publicity outcomes and recommendations for future improvements.

5.7 Cooperation with Secretariat

The Vendor shall work closely with the Secretariat and all appointed suppliers, including but not limited to website developers, publicity agencies, media partners, event management companies and other appointed vendors. The Vendor shall provide the necessary support, coordination and collaboration required to ensure seamless integration, harmonisation and successful delivery of all event components.

6. THIRD-PARTY CLAIMS / COMPENSATION:

ITC will not be liable for any claims for plagiarism or copyright and damages from third parties or any other party caused by the negligence of the appointed supplier.

All marketing materials, articles and photographs/videos produced or secured by the supplier are the property of ITC, for ITC's use, reprint, or redistribution across any of its physical or electronic platforms at any time.

7. QUOTATION AND SUBMISSION DATE:

The supplier shall submit a quotation for the job required including all taxes by **4 August 2026**. Quotations must be sent and emailed to perolehan@itc.gov.my and cc to cdf@itc.gov.my, fitra@itc.gov.my, syujaie@itc.gov.my. Any questions regarding this can also be directed to the Mr. Fitra Mohd Ali (Project Officer) at the following:-

Islamic Tourism Centre (*Ministry of Tourism, Arts and Culture*)
Level 13, No. 2, Tower 1, Jalan P 5/6, Precint 5, 62200 Putrajaya, Malaysia

Tel 03 8891 7177, Mob 012 782 4322

The quotation submitted is final and any change in price upon appointment shall not be entertained.

The supplier is required to share their company profile and sample of works. We also require the resumes/CVs of the team members who will be involved in the project (writer, designer), along with their sample of writing and design and video production works.

ITC is **not obliged** to accept the lowest quotation received. All quotations will be evaluated based on the overall merits of the proposal, taking into consideration the supplier's relevant experience, technical capability, proposed methodology, project team, quality of previous works, resources, and overall value for money. ITC reserves the right to accept or reject any quotation, in whole or in part, and the decision of ITC shall be final.

8. SCHEDULE OF PAYMENT:

Payment will be made upon the satisfactory completion of the job.

9. FINE:

If, during the duration of the work, the supplier fails to proceed or complete the work, or produce a satisfactory outcome, then action of either a fine or appropriate remedy/action will be taken against the supplier.

10. CANCELLATION OF OFFER:

Islamic Tourism Centre reserves the right to terminate or cancel the offer to any supplier that does not follow the specified specifications.

11. PROJECT BUDGET:

The total budget allocated for this project is RM400,000.00 (Ringgit Malaysia Four Hundred Thousand Only).

The quoted price shall be inclusive of all costs associated with the successful delivery of the scope of work specified herein, including but not limited to professional fees, manpower, project management, creative development, copywriting, graphic design, photography, videography, content production, media relations, public relations activities, travel, accommodation, transportation, equipment, administrative expenses, applicable taxes, and any other incidental costs, unless otherwise agreed in writing by ITC.

No additional claims or variation in price shall be entertained after the quotation has been submitted and accepted, unless expressly approved in writing by ITC.