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OMB No. 1124-0003; Expires July 31, 2023

U.S. Department of Justice

Washington, DC 20530

Amendment to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .75 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Zeno Group, Inc.	6652

3. This amendment is filed to accomplish the following indicated purpose(es):

☐ To give notice of change in information as required by Section 2(b) of the Act.

☐ To correct a deficiency in

☐ Initial Statement

☐ Supplemental Statement for the 6 month period ending _____

☐ Other purpose *(specify)* _____

☒ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:
ATA 2022 SOW-Fully Executed

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains.

Extension of contract filed 4/22/2019 under Transaction #37008 for the Aruba Tourism Authority (ATA) and amended annually in 2020 and 2021. Contract extended to provide PR and Media relations, issues management and strategic counsel services for the period of 1/1/2022 through 12/31/2022.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature[1]	
December 21, 2021	Raquel daFonseca	Sign	/s/ Raquel daFonseca	eSigned
		Sign		
		Sign		
		Sign		

[1] This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

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Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO RETAINER
January 1, 2022 – December 31, 2022

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated January 1, 2019, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

This Scope of Work is made a part of the Client Services Agreement dated January 1, 2019 (the Agreement"), by and between Zeno Group, Inc. ("Agency") and the Aruba Tourism Authority ("Client"). Any capitalized terms used herein shall have the meaning set forth in the Agreement. To the extent that the provisions of this Scope of Work conflict with those of the Agreement, the provisions of the Scope of Work shall control.

Deliverables

ACTIVITY
Public Relations

Account Management
• Weekly/Bi-weekly client calls
• Fiscal / overall budget management
• Integration with IAT agencies and bi-weekly calls
• Daily management of all workstreams, internal meetings, timelines and project budgets
 	
Media Relations
• Media relations outreach and media materials development (e.g., press release, media lists, fact sheets, press kit, etc.)
  o Manage news bureau and ongoing media relations
  o Share recommendations for always-on/culturally relevant pitch moments throughout the year
• Creation of quarterly pitch calendar
• Editorial calendar research and management
• Vetting, responding, and handling reactive media requests (including paid and earned opportunities)
• Execute and oversee up to two SMTs / paid media opportunities
 	
Partner Relations
• Collaboration with hotel and activity partners to incorporate new offerings into media outreach
• Manage relationships with partners and update partner tracking list on an ongoing basis
• Share ongoing plans and shifts with hotel partners, as required
• Liaise with hotel partners for press trips as needed

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Press Trips

- Press trip ideation and management of up to four niche groups trips (KPI: 3 media per trip)
- Zeno responsible for securing hotel partners and creating itinerary guide and recommendations for group trips
    - ATA designated TRL to manage booking all activities and restaurant reservations for press
- 1 Zeno team member to staff each group press trip (up to four per year)
    - Incremental fee will be charged when two Zeno members staff a group press trip
- Estimate OOP for 4x group press trip included
- Individual press trip coordination included (up to four media included for the year)
- Recaps on-the-ground during group press trips

Reporting / Monitoring

- Earned media data and measurement for ongoing reporting (monthly, quarterly, annually) + monitoring and merchandising of clips
- Activity report to be shared each month

Influencer Program & Paid Social

- Identify and vet influencers for consideration
- Work with 10-15 total influencers, inclusive of 1 celebrity partner, 10 on-island and 3 reactive partners
- Develop influencer briefing materials, itineraries & hold briefing calls with each influencer
- Manage influencer outreach and content approvals
- Create relevant program reporting (EOD updates on-island and 30-day recap reports) and share routine updates with ATA, partners, and ATA social
- Work and coordinate with ATA social to ensure content sharing, updated content calendar including rights usage and email alerts for when influencers are on-island to encourage engagement
- Provide campaign reporting, including weekly data pulls and post-campaign reports
- Manage paid social Branded Content ads for influencer content including quarterly reports on program metrics and optimizations

Strategic Counsel and Planning

Planning

- 2023 strategic plan, including insights, big ideas, data-driven storytelling, co-branding ideas
- IAT meetings/calls to align on plans
- Virtual presentations to AHATA
- North America agency workshops to present plans, and presentations to support these workshops

On-Island Senior Level Staffing Support

- ATCA (Aruba Tourism Conference) (Q2 or Q3 2022 - tentatively): 2 Zeno members to participate for three working days
- AHATA 2023Presentation (Fall 2022): 2 Zeno members to participate for two working days

NYC Planning Meeting (Fall 2022)

- Present and align on 2023 planning: 2 Zeno members for two working days (one rehearsal with NA team and one all-day planning day)



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Includes estimated OOP travel fees.

Crisis & Issues Management

Ongoing Issues Management: COVID-19 Risk Mitigation

- Strategic counsel
- Coordination with account teams and client teams/stakeholders to help manage potential concerns as Aruba continues to navigate issues in the wake of the global pandemic (reopening, health and safety for travelers, regulatory changes and new requirements, etc.)
- Development of rapid-response materials such as standby statements, messaging, etc., as appropriate.
- Support with developing, editing, and modifying materials (i.e., media interview questions, internal and external Q&A, and others)
- Ad-hoc support from senior crisis lead(s) for recommendations, points-of-view, and insights around potential risks or issues as they arise.

COVID-19 Monitoring Report

- Three-times weekly media audit and summary for COVID-19 and related issues

Additional Ongoing Issues Management

- Support from senior crisis leads(s) on other non-pandemic issues on an as needed basis.

For major crisis events that require additional resources above and beyond the minimum monthly project fee, Zeno will advise ATA and get pre-approval for any additional budget.

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

BUDGET

Professional Fees – PR Retainer	**$458,208 annually,** $38,184/month
Professional Fees – Influencer Retainer	**$111,999.96 annually,** $9,333.33/month
Professional Fees – Crisis Retainer	**$32,640,** $5,440/mo. for 6 months
Strategic Counsel and Planning	**$80,000**
Press Office and Press Trips OOP	**$75,000**
PR Activations	**$271,000**
Big Play	**$200,000**
Agency Travel	**$60,000**
Estimated Influencer OOP	**$285,000**
Paid Social	**$65,000**
Total SOW:	**$1,638,847.96**

Zeno shall only request approval from Client per initiative or individual out-of-pocket expenses exceeding $1,000. Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts over $1,000 without seeking further approval.

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TERMS

Fee Billing. Zeno shall invoice Client in accordance with the billing schedule mentioned above. The Monthly Retainer is based on the Scope of Services retained above. Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client for out-of-pocket expenses on an as incurred basis at the end of the month. Prebilled expenses may be required via written approval by the client prior to being incurred. Agency shall not exceed the total budget amount unless approved in writing, it being understood that amounts may be shifted between fees and expenses, so long as the total budget is not exceeded.

Invoices. Zeno will render invoices based on the billing schedule above. For pre-billed out-of-pocket expenses, documentation for expenses will be provided within 60 days of reconciliation after the quarter close. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Sjeidy Feliciano
Company Name:	Aruba Tourism Authority
Address:	L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

ACCEPTED AND AGREED TO ON THIS 1ST DAY OF DECEMBER 2021.

ARUBA TOURISM AUTHORITY

By: _____

Printed Name: Loretta Croes

Title: CEO

12/14/2021

ZENO GROUP, INC.

By: _____

Printed Name: Natalia Lopez

Title: SVP, Consumer

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