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ZENO

For Zeno Use Only
Client No.:
Contract No.:

Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO RETAINER
January 1, 2021 – December 31, 2021

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.) for 3-6 pitches a month 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

- Zeno responsible for securing hotel partners and creating itinerary guide and recommendations for press trips
  - ATA designated TRL to manage booking all activities and restaurant reservations for press
- Individual press trip coordination included (up to eight media included for the year)
- 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.
- Ongoing adaptation of press trip protocols in collaboration with ATA due to COVID-19 regulation changes

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

- Identify and vet influencers for consideration
- Work with up to 5-6 All Inclusive influencers, 3-5 niche influencers to support Happily Ever After Guarantee (or similar romance offering), weatherman & wellness program
- 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

Social Media

- Revise social strategy 1-2 times throughout year
- Ongoing content calendar with 3 posts per week
- One reactive request per month
  - Note: This does not include brainstorms for new social ideas and also does not include larger activations
  - ATA to update Monday.com & ATA to handle social posting
- Set KPIs and recap reporting

2022 Planning

- Develop 2022 strategic plan, including insights, big ideas, data-driven storytelling, co-branding ideas
- IAT meetings/calls to align on plans
- Virtual presentation of plan to ATA
  - Note: This does not include any fee or OOP for Zeno to travel to Aruba to present

Crisis and Issues Management

Ongoing support for crisis and issues through Q1 for COVID-19 to include:

- Develop materials for communication, draft reactive and proactive statements, and offer strategic counsel/POV, as needed in response to real-time crisis and issues
- Coordination with media relations and social media teams regarding reactive inquiries

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- Support with developing, editing, and modifying materials (i.e., tough QA) that may require counsel
- Includes up to 15 hours of senior crisis specialist support per month (through Q1)
- COVID-19 Daily Media Audit for Q1
- *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
Estimated Out of Pocket Expenses	**$254,203.23 annually**
Social Media Fee	**$62,400 annually,** $5,200/month
Influencer Fee	**$111,999.96 annually,** $9,333.33/month
Estimated Influencer OOP	**$170,099.92 annually**
2022 Planning Fee	**$35,000**
Crisis Fee Q1	**$12,000,** $4,000/month for 3 months
COVID Audit Q1	**$7,200,** $2,400/month for 3 months
Total Retainer SOW:	**$1,111,111.11**

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.

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

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Address:	L.G. Smith Blvd 8, Oranjestad, Aruba

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

ACCEPTED AND AGREED TO ON THIS 1 DAY OF JANUARY 2021.

ARUBA TOURISM AUTHORITY

By: Speidy Feliciano

Printed Name: Speidy Feliciano

Title: Communications Mngr

ZENO GROUP, INC.

By: Betty Lui

Printed Name: B. M. Lui

Title: Finance Director

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