

**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
<p>Account Management</p> <ul style="list-style-type: none"> • 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 <p>Media Relations</p> <ul style="list-style-type: none"> • Media relations outreach and media materials development (e.g., press release, media lists, fact sheets, press kit, etc.) <ul style="list-style-type: none"> ○ Manage news bureau and ongoing media relations ○ 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 <p>Partner Relations</p> <ul style="list-style-type: none"> • 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



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 2023 Presentation (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)



<i>Includes estimated OOP travel fees.</i>	
Crisis & Issues Management	
Ongoing Issues Management: COVID-19 Risk Mitigation	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • Three-times weekly media audit and summary for COVID-19 and related issues 	
Additional Ongoing Issues Management	
<ul style="list-style-type: none"> • Support from senior crisis leads(s) on other non-pandemic issues on an as needed basis. 	
<i>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.</i>	

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.



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

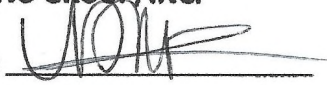
By: 

Printed Name: Renella Croes

Title: CEO

12/14/2021

ZENO GROUP, INC.

By: 

Printed Name: Natalia Lopez

Title: SVP, Consumer