

## **TERMS OF REFERENCE (TOR)**

### **PHILIPPINE TRAVEL EXCHANGE (PHITEX) AND PHILIPPINE M.I.C.E. BUYERS INVITATIONAL (MICECONnect) 2019**

#### **Services of an Event Management Company**

*As of 14 August 2019*

#### **I. BACKGROUND**

The Tourism Promotions Board (TPB), as the promotions and marketing arm of the Department of Tourism (DOT), is organizing the 18th Philippine Travel Exchange (PHITEX) and the Philippine M.I.C.E. Buyers Invitational scheduled on 19 – 28 October 2019 in Manila.

PHITEX is the biggest government organized travel trade event in the country first held in 1996. Patterned after the ASEAN Tourism Forum, this event host qualified international buyer delegates all over the world to participate in table-top business appointments with accredited Philippine tourism suppliers. Invited foreign participants are also given a chance to experience what the country can offer as a tourism destination during pre and post tours featuring key Philippine attractions and destinations.

On the other hand, the Philippine MICE Conference (MICECON) is a long-standing event organized by the Tourism Promotions Board (TPB) that aims to strengthen the sectors involved in the M.I.C.E. Industry. MICECON is a two-year program that includes a comprehensive educational program for local stakeholders in the first year and a buyers invitational and business exchange program (MICECONnect) in the following year.

MICECONnect focuses on the facilitation of trade/ business opportunities for the Philippine MICE Industry through the following: 1) a business to business (B2B) platform for invited Foreign and Local MICE Buyers and Philippine MICE Sellers and 2) an experiential and familiarization tour to selected Philippine MICE Destinations for the invited MICE Buyers composed of M.I.C.E. Organizers from corporations, associations, incentive houses and independent planning companies from North America, Europe, and Asia.

To ensure the successful conduct of the above-mentioned events and smooth flow of the project implementation, the TPB is in need of the services of an Event Management Company to assist in the effective management of the proceedings of the event by delivering the necessary physical and technical requirements, technical manpower, talents/performers, concept design, and all other provisions for the successful conduct of the event.

## II. SCOPE OF SERVICES

Date/Time	Activity	Remarks
<b>19 October (Mon)</b>	<b>INGRESS</b> Venue A (TBA) Speakers Briefing and coordination of Speakers' Technical Rehearsals (TBC)	
<b>20 October (Tue)</b>	PHITEX 2019 Educational Seminar	Venue A, Room 1
<b>21 October (Wed)</b>	PHITEX Opening Ceremony Travel Exchange / B2B (whole day)	Venue A, Room 1 <i>PHITEX Theme : "Philippine Tourism: Trailblazing responsible Travel and Inclusive Growth"</i>
	themed coffee break	Venue A, Foyer <i>*Day 1 theme : "Natural/ health and wellness" (open for alternate suggestions)</i> <i>**Curated Philippine destination/ product display to remain until the end of PHITEX-MICECON B2Bs</i>
	PHITEX themed Lunch (500-550pax)	Venue A, Room 2
	themed coffee break	Venue A, Foyer <i>*Day 1 theme : "Natural/ health and wellness" (open for alternate suggestions)</i>
	PHITEX – MICECON Gala Dinner (800-850pax)	Venue B <i>*Theme : "Finding Your Roots/Routes" (fusion of traditional and modern)</i>
<b>22 October (Thu)</b>	a.m. - PHITEX Travel Exchange / B2B	Venue A, Room 1
	themed coffee break	Venue A, Foyer <i>*Day 2 theme : "Celebrating Local Artisans"</i> <i>**Curated Philippine destination/ product display to remain until the end of PHITEX-MICECON B2Bs</i>
	PHITEX – MICECON themed Lunch (500-550pax)	Venue A, Room 2
	themed coffee break	Venue A, Foyer <i>*Day 2 theme : "Celebrating Local Artisans"</i> <i>**Curated Philippine destination/ product display to remain until the end of PHITEX-MICECON B2Bs</i>
	p.m. –MICEMart/ MICE B2B	Venue A, Room 1

<b>23 October (Fri)</b>	MICEMart/ MICE B2B (whole day)	Venue A, Room 1
	themed coffee break	Venue A, Foyer <i>*Day 3 theme : : "Natural/ health and wellness" (open for alternate suggestions)</i>  <i>**Curated Philippine destination/ product display to remain until the end of PHITEX-MICECON B2Bs</i>
	MICECON themed Lunch (200-250pax)	Venue A, Room 2 <i>*Day 3 theme : "Natural/ health and wellness" (open for alternate suggestions)</i>  <i>**Ambient themed entertainment</i>
	themed coffee break	Venue A, Foyer <i>*Day 3 theme : "Natural/ health and wellness" (open for alternate suggestions)</i>  <i>**Curated Philippine destination/ product display to remain until the end of PHITEX-MICECON B2Bs</i>
	<b>EGRESS</b> Venue A	
	MICECON Networking Cocktails	Venue C <i>*Theme for proposal</i> <i>**Ambient themed entertainment</i>

The Event Integrator team shall:

1. Conceptualize, implement and manage the event plan/program for the PHITEX and MICECONnect Events listed above
2. Provide a program flow/detailed scenario/script for each of the events.  
*\*For the Educational Seminar Briefer, Speaker Introductions, Announcements, Housekeeping reminders and other necessary voice overs.*
3. Over-all venue décor/execution and construction for the abovementioned events to include, but not be limited to:
  - a. Stage construction (as needed per event)
  - b. Inside/Outside Venue styling
  - c. Registration counter for PHITEX-MICECON
  - d. Printing of A3 title cards/table-top signage back-to-back (300 pcs), specs: colored, A3 120g matte coated inkjet photo quality (lay-out c/o TPB);
  - e. Construction of one (1) piece 3D Cut-out letter –number **nine (#9)** only, measured at 122cm (Height) x 68cm(Width) and 15.5cm(Depth), repainting/refurbishing of the rest of the 3D letters **#PHITEX201** installation with lighting system;
  - f. Construction of 3D Cut-out letters of **#MICECONnect2019**, that would match the **#PHITEX2019** 3D letters measured at 122cm (Height) and 15.5cm(Depth/ Thickness), and installation of a lighting system;

**NOTE: #PHITEX2019 and #MICECONnect2019 3D letters must be transferred to the TPB office after the event. Logistics c/o supplier.**

4. Provide physical and technical requirements for the PHITEX Educational Seminars and PHITEX-MICECON B2B Travel Exchange, and coordinate with the technical team of the venue (TBA) for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
  - a. Audio-Visual and Lighting System (speakers, microphones, etc.)
  - b. LED wall screen, backdrop, stage / set design (one for the PHITEX-MICECON B2B area and one for the lunch venue)
  - c. LCD projector and screen (as needed)
  - d. Stage truss system (as needed)
  - e. Speakers' technical requirements (for the Educational Session on 20 October 2019)
    - Microphones (lapel and wireless)
    - Amplifiers
    - Laptops (mac and windows) with appropriate connectors
    - Presentation Clicker/Laser Pointer
    - Other Technical requirements of Speakers (e.g. Easel Sheets and easel stand , etc.)
  - f. Appropriate cables and video adapters (VGA, HDMI, etc.); and
  - g. Professional lighting system (if needed)
  - h. Signage/roll-up banner within and around the venue (if needed)
  - i. Close circuit camera and dedicated camera/s for documentation purposes
  - j. Provide Voice-Over talent (and Moderator for the Educational Seminar for the duration of the seminar sessions)
  - k. Genset

**NOTE:** *Materials to be used should be sustainable. Avoid the use of materials made of single-use plastic.*

5. Installation, enhancement and styling of the venues to include (but not be limited to) the following :

PHITEX-MICECON B2B/ TRAVEX Venue

- a. Entrance LED Arch and LED display video wall screen in the main entrance of Travel Exchange Area venue, minimum of 12x24ft in size;
- b. Facade, enhancement and styling of registration counter booth and baggage/luggage storage counter with inclusion of claim stubs production (minimum of 100 pairs);
- c. One (1) sponsors wall or backdrop with lighting, 12x24 feet in size;
- d. Curated Philippine destination/ products stand/ area
- e. Venue styling/ installations for the themed coffee breaks and lunches, as needed

PHITEX-MICECON Gala Dinner

Installations for the themed gala, as needed

MICECON Networking Cocktails/ Dinner

Installations for the themed cocktails, as needed

6. Provide Event Entertainment for the following:

PHITEX-MICECON B2B/ TRAVEX Venue

*Following the PHITEX Theme : “Philippine Tourism: Trailblazing Responsible Travel and Inclusive Growth”*

- a. Throughout the arrivals of the delegates to the travel exchange area:
  - Group of modern and contemporary dancers depicting Philippine festival events (e.g Sinulog, Ati-Atihan, Dinagyang, Panagbenga, Moriones, Pahiyas, Pintados, Siron, Masskara, and Giant Lantern) in the foyer/lobby.
  - Integrate an interactive Philippine experience and engagement with animator/artist/talent (e.g. live demonstration of weaving, traditional food or Philippine coffee experience).
- b. Opening ceremony of the PHITEX
  - Musical and dance performances showing Filipino’s pride with the theme, *“Trailblazing Responsible Travel and Inclusive Growth”*.
- c. Themed Coffee Breaks and Lunches  
Following the daily themes

PHITEX-MICECON Gala Dinner

Following the Gala Dinner Theme : *“Finding Your Roots/Routes”*

MICECON Networking Cocktails/ Dinner

Theme : open for suggestions

The Entertainment Plan should depict the best of the Philippine performances through music, songs and dances in a unique approach fit for both international and local audience. The Entertainment Plan should feature the best and most appropriate local/indigenous Filipino artists and performers;

7. Provision of tokens during themed events such as the following:
  - a. PHITEX-MICECON Gala Dinner - gift baskets (bayong) with Philippine products packaged per Philippine tourism destination in line with the theme to serve as tokens to be distributed to the guests during the event (distributed at random)
  - b. Themed lunches- depending on the theme
  - c. MICECON Networking Cocktails – depending on the theme
8. Production of themed invitations for 800 pax (Welcome Dinner Reception) and 350 pax (Cocktail Reception) based on the concept and design of TPB;
9. Form an Event Management Team to oversee the lighting, sound, special effects, audio-visual, stage design, blocking, etc.:
  - Event Coordinator;
  - Event Director;
  - Stage Manager;
  - Script Writer;
  - Set designer;
  - Creative artwork specialist;
  - Technical (lighting and sound) operator;
  - Videographer and Photographer.  
(the above plus the following additional for the Gala Productions)

- Production Director
- Technical Director
- Production Manager
- Stage Manager
- Stage Designer
- Choreographer
- Lighting Director
- Multi-Media Arts Designer
- Sound Engineer
- Video Director
- Production crew
- Stage Management Team
- Voice Over Talent / Emcee
- Production Management Team
- Others as may be necessary

10. Oversee, coordinate and present a final dry-run of the program including the performers a day before the event for final approval of TPB; and

11. Document in photo and video all presentations in the sessions and all event/show presentations and submit to the organizers in an external hard drive

**NOTE:**

Any deviation/ changes to be made/ implemented in the deliverables listed in the scope of services will be subject to the approval of TPB as long as it is within the ABC.

Video and photo documentation and other materials (e.g. original song compositions, decorative displays, etc.) specially created for this event should be under the ownership of TPB after the event

Duration of work commences after the Notice to Proceed until the submission of video and photo documentation of the event.

**III. ELIGIBILITY REQUIREMENTS**

1. Must be a Filipino owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
3. Must have team members who all have minimum of three (3) years of experience in organizing similar B2B events; must be able to submit list of similar local events handled in the past and list of current on-going/forthcoming projects; and
4. Company profile

\*Please see Shortlisting Criteria

**IV. PAYMENT TERMS**

The indicative payment scheme is as follows:

<b>Output/Milestone</b>	<b>% of payment</b>
Upon presentation and approval of preliminary program concept	15%
Upon submission and approval of program script and venue/stage design	35%
Upon satisfactory performance of services	50%
<b>Total:</b>	<b>100%</b>

**V. ADDITIONAL REQUIREMENTS**

Bidders will be required to make a presentation (maximum of 30 minutes) of their Plan Approach for the project. The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

**VI. CRITERIA FOR EVALUATION**

**SHORTLISTING**

<b>CRITERIA</b>	<b>Weight</b>
<b>Applicable Experience of the Company</b> Large-scale local/ international events organized in the past	<b>30%</b>
<b>Qualification of Principal/ Key Staff</b> <ul style="list-style-type: none"> <li>- Number of years in the industry</li> <li>- Expertise in the field and manpower support to implement the project</li> <li>- Relevant experience, education or training acquired</li> </ul>	<b>50%</b>
<b>Current Workload relative to Capacity</b>	<b>20%</b>

Passing rate : 85%

**TECHNICAL EVALUATION**

	<b>CRITERIA</b>	<b>WEIGHT</b>
I.	<b>Firm Experience And Capability</b>	<b>20%</b>
	1.1 Must have a minimum of 3 years experience in organizing large-scale events and world-class entertainment productions featuring Filipino artists and talents (list of handled to be submitted)  1.2 Expertise in the field and manpower support to implement the project (10 points)  1.3 Must be financially capable to advance all payments necessary to implement the project (10 points)	

II.	<b>PLAN OF APPROACH AND METHODOLOGY</b>	<b>50%</b>
	2.1 Creativity of the following: <ul style="list-style-type: none"> <li>• concept / over-all program design</li> <li>• Stage plan</li> <li>• Line-up of performers/artists</li> </ul> 2.2 Relevance of the concept to the PHITEX theme	
III.	<b>QUALITY OF THE PERFORMERS/ARTISTS SUGGESTED</b>	<b>30%</b>
	Must have experience in packaging entertainment programs in international events featuring Filipino artists and talents and must have a repertoire to include ethnic, pop, classical, jazz, etc. as well as traditional and alternative cultural groups.	
<b>TOTAL</b>		<b>100%</b>

Technical Proposal : 85%

Financial Proposal : 15 %

Bid Price Ceiling is **ELEVEN MILLION TWO HUNDRED THIRTY SEVEN THOUSAND EIGHT HUNDRED FIFTEEN (Php 11,237,815.00)** inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved budget. Deadline for submission of bids should be at the close of office hours on \_\_\_\_\_.

For particulars, please contact:

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