

19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) VIRTUAL EDITION

22-24 September 2020

Manila

TERMS OF REFERENCE

(Services of a Production House for the Opening and Closing Ceremonies)

(as of 17 July 2020)

I. BACKGROUND

The Philippine Travel Exchange (PHITEX) is the largest government-organized travel trade event in the country. Conceived in 1996 as a cost-effective tool in promoting the Philippines and significantly growing inbound tourism, the annual travel event hosts qualified international buyers to meet with accredited Philippine tourism suppliers via one-on-one, table-top business appointment sessions. Another key component is the pre- and post-event tours wherein invited foreign participants are afforded a first-hand experience of the country's beauty and unique warmth of its people from a choice of its popular and emerging destinations.

In addition to the event's business potential, educational seminars have been incorporated in the PHITEX program since 2006 for the private sector participants. The activity endeavors to enhance the sellers' marketing aptitudes in providing them with updates on target source markets, knowledge on promotional innovations, and awareness/information on the latest trends in the travel industry.

Amidst the global crisis wrought by the CoVid19 pandemic, studies indicate that over 68% of business events worldwide have been cancelled or postponed causing considerable challenges to the travel industry. Among the current silver linings in jump starting tourism is digitization, using technology as an effective way in bringing the industry into the new normal. Thus, for the first time, TPB shall utilize this innovation in hosting PHITEX 2020 Virtual Edition. The new methods allow participants to experience new platforms in developing business connections and acquiring new skills while maximizing traceability in every registration, login, click, download and share.

With this year's theme "**PHITEX Pivots: Business UnUsual**" and as it gears toward the digital platform, TPB is in need of the services of a *Production House* who will conceptualize, implement and manage the Opening and Closing Ceremonies of the PHITEX 2020 and ensure the successful conduct of this virtual event by delivering the necessary physical and technical and other digital requirements.

II. SCOPE OF SERVICES

The production house shall:

1. Conceptualize the virtual entertainment plan, manage and implement the overall program scenario for the following activities:

A. OPENING CEREMONY

Date	:	23 September 2020
Target audience	:	100 local sellers and 100 foreign buyers
Concept/Theme	:	"PHITEX Pivots: Business UnUsual"

Proposed program sequence:

- 8:30 am : Invocation
- 8:32 am : Philippine National Anthem
- 8:35 am : Opening Remarks (COO MAVVA)

- Keynote Message (Sec. Berna)
- Inspirational Message (PRRD)
- 8:45 am : Virtual entertainment
- 9:00 am : Start of Roundtable discussion

- **ENTERTAINMENT BREAKS / VIRTUAL SOCIAL FUNCTIONS**

- Date : 23-24 September 2020
- Target audience : 100 local sellers and 100 foreign buyers
- Proposed program sequence :
 - 10:15 am – 10:30 am : virtual am break
 - 12:00 pm – 12:30 pm : virtual lunch
 - 3:00 pm – 3:15 pm : virtual pm break
 - 6:00 pm – 6:30 pm : virtual dinner

- **CLOSING AND AWARDING CEREMONIES FOR TOP-RATING BUYERS AND SELLERS**

- Date : 24 September 2020
- Target audience ; 100 local sellers and 100 foreign buyers
- Proposed program sequence :
 - 6:00 pm : Awarding of top-rating buyers and sellers
 - 6:15 pm : Closing Remarks
 - 6:20 pm : Virtual entertainment
 - 6:30 pm : End of program

2. Recommend to TPB the best artists and performers using local talents from different regions to perform for the 3 activities (possibly different performers per activity) in keeping with the overall conceptual approach and as approved by TPB. Performers may include but not limited to : choir, singer/s dances or festival dances, etc.
3. Create a Production Team to coordinate, oversee the light, sound, audio-visual, scenery, technical requirements, staging, choreography and other elements and requirements of the show for pre-production activities, rehearsals and performances. The Production Team shall source the necessary artists, technical practitioners, etc. to develop and stage their respective performance/s which may include, but not limited to the following:
 - Director
 - Technical Director
 - Production Manager
 - Stage Manager
 - Stage Designer
 - Choreographer
 - Lighting Director
 - Multi-Media Arts Designer
 - Sound Engineer
 - Video Director
4. Prepare the program scenario and script to include the spiel of the emcee/voice over;
5. Produce and execute the shooting and pre-recording of performances;
6. Coordinate with the TPB officers to secure recordings of the messages of key officials for the Opening/Closing and Awarding Ceremonies;

7. Coordinate with the platform developer for the proper airing of the recordings in accordance with the program sequence;
8. Final dry run/technical check of the virtual program scenario to be presented for final approval of TPB at least 1 week before the event;
9. Submit end reports, recordings of the activities, videos, photos, etc. to TPB after the event.

NOTE: ANY DEVIATIONS/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 WITHIN THE ABC.

III. ELIGIBILITY REQUIREMENTS

1. Must be a Filipino owned, operated and legally registered Production House under Philippine laws;
2. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS);
3. Production House team members must have a minimum of three (3) years of experience in organizing large-scale events and world-class entertainment productions featuring Filipino artists and talents; must submit a list of large-scale international and local events handled in the past and list of current ongoing/forthcoming projects.
4. Accepts send-bill arrangement.

IV. ADDITIONAL REQUIREMENTS

Bidders will be required to make a presentation (maximum of 15 minutes) of their Planned Approach. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment.

V. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

VI. RATING GUIDE FOR TECHNICAL PROPOSAL

	CRITERIA	WEIGHT
I.	Quality of personnel who may be Assigned to the Project	20%

	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events with minimum experience of 3 years:</p> <p style="padding-left: 40px;"> Director Technical Director Production Manager Stage Manager Stage Designer Choreographer Lighting Director Multi-Media Arts Designer Sound Engineer Video Director Scriptwriter </p> <p>Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)</p>	
II.	Firm Experience And Capability	30%
	<p>a. Experience of the firm in handling similar nature of work (15%)</p> <ul style="list-style-type: none"> ● 3 years and above (15%) ● 3 years (10%) <p>b. List of implemented similar projects for the last 3 years (15%)</p> <ul style="list-style-type: none"> ● More than 10 projects with at least 1 government project (15%) ● 5-10 projects with at least 1 government project (10%) ● Less than 5 projects with at least 1 government project (5%) <p>Bidder has presented evidence in implementing/managing similar projects whose quality is acceptable to the PHITEX requirement.</p>	
III.	Plan of Approach and Methodology	50%
	<p>a. Adherence of the proposal to all the required components of PHITEX 2020 entertainment program as mentioned in this bid (20%)</p> <p>b. Relevance of the concept and proposed performances / repertoire to the PHITEX theme (20%)</p> <p>c. Feasibility of the planned execution of the overall scope of work (10%)</p>	
TOTAL		100%

Passing Rate: 80%

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **NINE HUNDRED THOUSAND PESOS (PHP900,000.00)** inclusive of all applicable fees and taxes.

VIII. TERMS OF PAYMENT

Amount	Deliverables
35% (1 st progress payment)	Upon submission, presentation, and approval of a detailed program concept
25% (2 nd progress payment)	Upon submission and approval of program script, flow, and set-up requirements
25% (3 rd progress payment)	Upon presentation and approval of final dry run/tech check
15% (4 th progress payment)	Upon completion and satisfactory performance of services and submission of deliverables such as end reports, recordings of the activities, videos, photos.

IX. ADDITIONAL INFORMATION

The cost of items in the 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 above mentioned approved budget. The deadline for submission of bids should be at time and place specified in the request for quotation (RFQ).

Contact Person:

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***** Nothing Follows *****