

TERMS OF REFERENCE

19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020, Virtual Edition 22-24 September 2020 * Manila

*Services of an Event Management Company
For the Knowledge Management Component
Of PHITEX 2020, Virtual Edition*

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.

TPB needs the services of an EVENT MANAGEMENT COMPANY to assist in the effective organization of the Knowledge Management components of the PHITEX 2020 Virtual Edition, particularly the Webinars and Roundtable Discussions by delivering the necessary physical and technical requirements.

II. SCOPE OF SERVICES

The event management company shall conceptualize the Knowledge Management program of the Philippine Travel Exchange 2020: Virtual Edition, comprising of at least 4 Webinars and 2 Roundtable Discussions.

A. PHITEX Webinars, 22-24 September 2020 / Whole Day

The webinars will serve as the educational seminars of the previous editions gone virtual. 5 topics are eyed for the 2020 virtual edition as follows:

- Effective Market Strategies During Crises
 - Embracing the Power of Technology
 - Green Destinations
 - Towards a More Sustainable Community Based Tourism
 - Delivering Targeted Messaging
1. Coordination with assigned TPB Officials and private sector partners to finalize the topics and the appropriate speakers
 2. Line-up of speakers will be c/o the TPB or EMC may recommend subject to TPB's approval
 3. Invite and confirm speakers, and provide professional fees
 4. Invite participation from tourism schools/academe and local government units
 5. Engage the services of a moderator/s
 6. Coordination with the platform developer on the preparations, implementation and management of the Webinars
 7. Ensure presentation materials are submitted at least 10 days before the event.
 8. Issuance of Certificates of Attendance
 9. Other similar event management tasks

B. Roundtable Discussions, 23-24 September 2020 / Whole Day

An added feature of the virtual edition, the Roundtable Discussions will be pre-recorded dialogues of 3 or more authorities in the industry broadcast in the PHITEX portal on the following suggested topics:

- Resilience and Innovation – Motivational Stories and Techniques in Overcoming Hardships
 - Developing Crisis Leadership – Strategy, Productivity and Work Methods
1. Coordination with assigned TPB officials and private sector partners to determine the topics and the appropriate participants
 2. Line-up of speakers will be c/o the TPB or EMC may recommend subject to TPB's approval

3. Invite and confirm speakers, and provide professional fees
4. Invite viewership/audience from tourism students, the academe and local government units (LGUs)
5. Engage the services of a moderator/s
6. Coordination with the platform developer on the preparations, implementation and management of the Roundtable Discussions
7. Ensure availability of recorded materials 10 days prior to the event
8. Issuance of Certificates of Attendance
9. Other similar event management tasks

C. Conduct of Video-Recorded Interviews of Key Tourism Players for Current Updates on their Strategies and Action Plans as may be Feasible

1. Formulate questionnaire for the interviewees subject to the approval of the TPB
2. Line-up of interviewees will be provided by the TPB
3. Invite and confirm interviewees, and provide professional fees
4. Invite viewership/audience from tourism students, the academe and local government units (LGUs)
5. Coordination with the platform developer on the preparations, implementation and management of the interview
6. Ensure availability of video-recorded materials 10 days prior to the event
7. Issuance of Certificates of Attendance
8. Other similar event management tasks

III. PROPOSED SCHEDULE OF ACTIVITIES (TENTATIVE PROGRAM):

22 September 2020		
TIME	ACTIVITY	REMARKS
9:00 am	Marketing Workshop for Sellers	*** Tentative program flow
2:00 pm	Final dry run, Tech Check	
23 September 2020		
TIME	ACTIVITY	REMARKS
9:00 am	Opening Program	*** Tentative program flow
9:30 am onwards	B2B pre-arranged meetings Roundtable Discussions Webinars Interviews Speed Networking Games	
10:00 pm	Last B2B session	

24 September 2020		
TIME	ACTIVITY	REMARKS
8:30 am onwards	Continuation of activities	*** Tentative program flow
7:00 pm	Closing Program	

IV. TECHNICAL REQUIREMENTS^[1]

1. Must be in operation for at least five (5) years as an events management company / event integrator handling local/international business events;
2. Must have team members who all have a minimum of three (3) years of experience in handling business events composed of the following:
 - a. Project Manager (1)
 - b. Technical Writer (1)
 - c. Technical and Administrative Support (3)
- ~~3.~~ Must submit a list of business events handled in the last five (5) years;
4. Company profile and CVs of assigned personnel

V. 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 85% based on the following set of selection criteria with their corresponding weight assignment:

Criteria for Evaluation

Proposal	Weight
Technical Proposal	80 ^[2] %
Financial Proposal	20%

Rating Guide for Technical Proposal

	CRITERIA	WEIGHT
I.	Firm Experience and Capability	35%
	<p>a. Experience in handling business events</p> <ul style="list-style-type: none"> • More than 5 years' experience (15%) • 5 years' experience (10%) <p>b. List of implemented similar projects in the last 5 years</p> <ul style="list-style-type: none"> • More than 15 projects with at least 1 government engagement (20%) • 10-14 projects with least 1 government engagement (15%) • 5-9 projects with least 1 government engagement (10%) 	
II.	Qualification of Personnel Assigned to the Project	30%
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events</p> <p>Project Manager</p> <ul style="list-style-type: none"> • With more than three (3) years of experience in handling business events (20%) • With three (3) years of experience in handling business events (10%) <p>Technical Writer and Technical/Admin Support</p> <ul style="list-style-type: none"> • With more than three (3) years of relevant work experience (10%) • With three (3) years of relevant work experience (5%) 	
III.	Plan of Approach and Methodology	35%
	<p>a. Concept of the Over-all Scenario</p> <ol style="list-style-type: none"> 1. Webinar Program (10%) 2. Roundtable Discussion (10%) 3. Conduct of Interviews (10%) <p>b. Proposed Timeline for the Over-all Program (5%)</p>	
TOTAL		100%

Approved Budget for the Contract (ABC) is **NINE HUNDRED FIFTY THOUSAND PESOS (PHP950,000.00₍₃₎)** inclusive of all applicable taxes. 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 the close of office hours on _____.

VI. TERMS OF PAYMENT

Amount	Deliverables
15% (1 st progress payment)	Upon submission and presentation of a detailed program concept and submission and approval of program script, flow, and set-up requirements
70% (2 nd progress payment)	Upon presentation of final dry run/tech check
15% (3 rd progress payment)	Upon completion and satisfactory performance of services and submission of deliverables such as end reports, videos, and pictures.

For particulars, please contact:

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