

TERMS OF REFERENCE

- I. PROJECT TITLE: 19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020
VIRTUAL EDITION “PHITEX PIVOTS :
BUSINESS UNUSUAL”
22-24 SEPTEMBER 2020**

Services of a Visual/Creative Agency For the Development of Infographic Animated Video

II. BACKGROUND:

PHITEX is the biggest government-organized travel trade event in the country first held in 1996. Patterned after the ASEAN Tourism Forum, this event hosts qualified international buyer delegates worldwide 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.

Research reveals that 68% of business events have been cancelled or postponed due to the very recent COVID-19 pandemic. This has caused significant challenges for the tourism industry; thus, digitization is now one of the most effective ways to bridge us into the new normal.

For the first time, TPB shall host PHITEX Virtual Edition. This online event shall provide an opportunity to experience innovative ways of developing new business connections and update global buyers with the latest Philippine tourism offerings. Also, it can maximize trackability where every registration, login, click, download, and share, and other event tracking functionality has become easier than ever.

III. SCOPE OF WORK/DELIVERABLES:

TPB requires the services of a visual/creative agency that can create and develop an Infographic Animated Video to be shown as a briefing of the mechanics of the Travel Exchange with the following technical specifications:

- Size: 1920x1080 (1080p)
- 24 FPS (frames per second)
- Format: MP4
- Minimum of 2 minutes, maximum of 3 minutes
- With background music, sound effects and voice over

Video must:

- Not be too wordy
- Narration told through animation
- Minimalist
- Clean
- Creative
- Straight to the point
- Fun, engaging and professional to watch at the same time
- Avoid using stock photos/animation

Additional Notes:

1. The video will be shown to all participants in the virtual event platform.
2. The supplier must closely coordinate with TPB during the production of the animated video.
3. The supplier must assign one (1) point person to coordinate all requirements of TPB.
4. The supplier must provide the working file and assets.
5. TPB shall approve all changes to be made in the video.
6. The supplier must secure copyright and permission from rightful owners for the materials that will be used including background music to be shown on the AVP if needed.
7. TPB shall have full legal ownership of the artworks, for commercial and perpetual use.
8. TPB reserves the right to modify the files if needed.
9. TPB will provide the mechanics script for the video.
10. Sample video: NEDA's AMBISYON NATIN
(<https://youtu.be/il6LiXQG0CY>)

Program of Activities:

Date / Time	Activity
01 September (Tue)	
	Web Platform is open for updating of delegate's profile
	Registration of participants
05 September (Tue)	Tech Rehearsals
	Webinar Registration
22 September (Tue)	
0900H	Marketing Workshop for Sellers
1400H	Final dry run, Tech Check
23 September (Wed)	
Whole-day	B2B Pre-arranged meetings with Buyers and Sellers
	Interview Webinars Roundtable discussions
0930H	Opening Remarks
	Roundtable Discussion
1000H – 1800H	Speed Networking
1000H – 1200H	Business Appointments
1300H – 2200H	Business Appointments
24 September (Thu)	
Whole-day	B2B Pre-arranged meetings with Buyers and Sellers
	Interviews Webinars Roundtable Discussion
1000H – 1800H	Speed Networking
1000H – 1200H	Business Appointments
1300H – 2200H	Business Appointments
1800H	Closing Remarks

IV. TIME FRAME AND SCHEDULE OF WORK

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|-------------------|---|---|
| 10 August 2020 | - | Submission of storyboard |
| 20 August 2020 | - | Submission of the first draft |
| 05 September 2020 | - | Coordination with TPB for changes and finalization |
| 10 September 2020 | - | Submission of final infographic animated video for approval |

V. APPROVED BUDGET FOR THE CONTRACT

The allocated budget for the infographic animated video is ***Two Hundred Fifty Thousand Pesos (PHP 250,000)***

Approved Budget for the Contract is inclusive of all applicable fees and taxes. 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. The deadline for submission of bids should be at the time and place specified in the request for quotation (RFQ).

VI. ELIGIBILITY REQUIREMENTS

1. A reputable creative agency with at least five (5) years' experience in the business
2. Must be duly registered with the Philippine Government Electronic Procurement System (PHILGEPS)
3. With an extensive background specializing in the production of videos
4. Must have provided at least five (5) similar technical services to public and private offices within the last five (5) years
5. Presentation of portfolio

TERMS OF PAYMENT:

Full payment upon completion and satisfactory performance of services and submission of deliverables.

For particulars please contact Ms. Maria Dolores R. Aparejado/Ms. Francine Roca at the following contact details:

Email addresses: doris_aparejado@tpb.gov.ph

francine_roca@tpb.gov.ph

Mobile number: 0928-5043050 and 0906-2986280