

04 August 2020

REQUEST FOR PROPOSAL

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

Proposal No. TPB-PR 2020.07.221

Requirement: Services of an Event Management Company to Conduct the Digital Marketing Seminar and Localized B2B

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount(PhP)
1 Lot	<p>PR No. 7.014 Services of an Event Management Company to Conduct the Digital Marketing Seminar and Localized B2B</p> <p>Objectives:</p> <ol style="list-style-type: none"> To equip TPB members with digital marketing skills to meet new demands in conducting business; and To train and prepare TPB members for their participation in the virtual PHITEX on September 22-24, 2020. <p>Components of the Program:</p> <p>A. <u>Webinar Sessions Management and Live Streaming Process (Plenary Format)</u> Day 01: Webinar on Digital Marketing, maximum of 2 hours</p> <p>B. <u>Localized Business-to-Business (B2B) Virtual Meetings</u> Day 02: Localized B2B, maximum of 4 hours with break-out</p> <p>Target Audience: Minimum of 200 pax with priority given to TPB Members</p>	850,000.00	850,000.00

Pls. see attached Terms of Reference for the proposed program outline

Scope of Services

A. Digital Marketing Seminar

Pre-Event

1. Webinar program conceptualization and planning (with TOPIC inputs from TPB)
2. Pre-event promotion and attendance promotion
3. Creative design of e-poster (theme and concept c/o TPB)
4. Development of an online registration form to be linked to the TPB Membership website
5. Management of online registration confirmation
6. Electronic direct mails to all participants to include event reminders, links for live streaming, on demand / recorded sessions, etc.
7. Development of an online evaluation form of the webinar
8. Development of Webinar Guide / Etiquette
9. Pre-event orientation and preparation assistance including technical rehearsals of all speakers
10. Provide TPB a copy of the speakers' presentation
11. Conduct dry – run of the program 5-7 days before the actual date

Actual Event

1. Program implementation, assistance and coordination
2. Scriptwriting for all sessions, if needed
3. Provision of session moderator/s to introduce speakers and to facilitate Q&A and synthesis
4. Online production management on live streaming tools / sites / platforms

	<ol style="list-style-type: none"> 5. Live streaming should be accessible to a minimum of 200 participants 6. Connectivity hosting and recording of all sessions 7. Transcription of the program 8. Live / interactive Q&A and on-screen polling with real time results 9. Gamification / other engagement tools <p><u>Post Event</u></p> <ol style="list-style-type: none"> 1. Dissemination of Webinar Certificates to all qualified participants 2. Consolidation of speakers' presentations and dissemination to all participants 3. Uploading of on-demand content on the TPB Membership Website (subject to end user's confirmation) 4. Processing of speakers' honorarium and applicable professional fees 5. Data Analytics (registration total, demographics, attendee profile, attendee engagement etc.) and participants' evaluation 6. Submission of video recording and post-event report <p>B. Localized B2B</p> <p>Pre-Event</p> <ol style="list-style-type: none"> 1. Pre-event promotion and attendance promotion 2. Creative design of e-poster (theme and concept c/o TPB) 3. Development of an online registration form to be linked to the TPB Membership website 4. Management of online registration confirmation 5. Electronic direct mails to all participants to include event reminders, links for live streaming, on demand / recorded sessions, etc. 6. Development of an online evaluation form of the webinar 		
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	<p>7. Submission of buyer and seller profile to TPB</p> <p>8. Conduct dry – run/technical rehearsal of the program 5-7 days before the actual date</p> <p><u>Actual Event</u></p> <ol style="list-style-type: none"> 1. Program implementation, assistance and coordination 2. Conduct of actual, localized B2B (“boxed”, to simulate PHITEX) 3. Provision of session moderator 4. Online production management on live streaming tools / sites / platforms 5. Live streaming should be accessible to a minimum of 200 participants 6. Pre-event orientation/briefing of the participants with demo 7. Connectivity hosting and recording of all sessions 8. Gamification / other engagement tools 9. Technical production management 10. Maximum of 4 hours session of B2B meet virtual meet up for a minimum of 200 participants (with break-out) 11. Documentation, chat, interactive communication should be enabled 12. Appointment setting, matching, registration, etc. 13. B2B Secretariat services (invitation, confirmation, registration) <p><u>Post Event</u></p> <ol style="list-style-type: none"> 1. Data Analytics (registration total, demographics, attendee profile, attendee engagement etc.) and participants’ evaluation 2. Submission of all recorded content and post-event report 		
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GENERAL REQUIREMENTS

PROVISION OF AN ONLINE EVENT PLATFORM TO INCLUDE ALL THE COMPONENTS SPECIFIED ABOVE.

Manage the events listed below on a turnkey basis from planning and preparation to execution and documentation.

1. Develop and implement as agreed upon project budget;
2. Provide administrative support
3. Provide a dedicated Overall Project Manager and a full-time secretariat with ample and efficient personnel to manage the preparation, planning, coordination, and conduct of the event;
4. Update TPB on a regular basis on the progress status of the event
5. Databases must be regularly backed-up
6. Provide (Survey) Customer Satisfaction Feedback System
7. Databases and applications, if any, must be turned over to TPB.
8. Compliance to the Data Privacy Act for the database created and all session recordings
9. Submission of a POST EVENT REPORT

QUALIFICATION OF BIDDER

- A. Bidders must have been in operation as an EMC/event organizer for at least five (5) years.
- B. Bidder must have at least three (3) years of experience in event management/event organizing.
- C. Bidder must have had at least three (3) projects hosting online Virtual Events (B2B/B2C).

	<p>D. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:</p> <ol style="list-style-type: none"> 1. Project Manager (1 personnel) 2. Content Manager (1) 3. Graphic Designer (1) 4. Technical Support Team (2) <p><i>*Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.</i></p> <p>ELIGIBILITY REQUIREMENTS</p> <p>A. SEC Registration and Articles of Incorporation, DTI, CDA whichever is applicable</p> <p>B. List of its all ongoing and completed government and private contracts within the past three (3) years similar or related to the requirements</p> <p>C. List of personnel to be assigned to the project with their respective job descriptions and work experience for the last three years</p> <p><i>Please see attached Terms of Reference for other details:</i></p> <ol style="list-style-type: none"> 1. <i>Terms of Payment</i> 2. <i>Criteria for the Technical Proposal and the passing rate</i> <p><i>Qualified bidders are required to present their plan of approach for a maximum of 15 mins</i></p>		
Terms	As stated		
Delivery	As stated		
ABC	PhP850,000.00 inclusive of service charge and all applicable taxes		

Please submit your **proposal and legal documents** duly signed by your representative to email address *janet_villafranca@tpb.gov.ph* not later than **10 August, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.
Thank you very much.



ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person	JANET G. VILLAFRANCA
Contact No	0995-0274187

Note: **All entries must be typewritten in your company letterhead.**

Price Validity shall be for a period of thirty (30) calendar days.

Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. Income Tax Return Certificate
4. Omnibus Sworn Statement
5. Company Profile