

**SERVICES OF AN EVENT MANAGEMENT COMPANY TO CONDUCT THE DIGITAL MARKETING
SEMINAR AND LOCALIZED B2B**

Proposed Dates: 10-11 September 2020

TERMS OF REFERENCE

I. BACKGROUND

Mandated by Republic Act 9593, the TPB Membership Program aims to provide marketing services and benefits to its members through various activities that promote, advocate, and represent the interests of its members for the benefit and sustainable development of their business and the tourism industry as a whole. The three (3) main areas where TPB provides assistance to its members are promotional assistance, targeted market intelligence, and sustainable business generation.

Among the TPB membership programs lined up for the year is a Digital Marketing Seminar with Localized B2B aimed at strengthening the TPB members' digital marketing capabilities in light of increased technological requirements brought about by the COVID-19 pandemic. Furthermore, the webinar aims to capacitate and prepare the members for their participation in PHITEX 2020 which will be conducted virtually for the first time on September 22-24, 2020.

The online training seminar presents an opportunity for the TPB to extend support measures to its members to aid them in crisis management and recovery.

II. OBJECTIVES:

1. To equip TPB members with digital marketing skills to meet new demands in conducting business; and
2. To train and prepare TPB members for their participation in the virtual PHITEX on September 22-24, 2020.

III. COMPONENTS OF THE PROGRAM

A. Webinar Sessions Management and Live Streaming Process (Plenary Format)

Day 01: Webinar on Digital Marketing, maximum of 2 hours

B. Localized Business-to-Business (B2B) Virtual Meetings

Day 02: Localized B2B, maximum of 4 hours with break-out

Target Audience: Minimum of 200 pax with priority given to TPB Members

Proposed Program Outline:

Day 01- Digital Marketing Webinar

- I. Introduction
- II. Welcome Remarks
- III. Plenary Session – Digital Marketing Modules
- IV. Q and A
- V. Synthesis

Day 02- Localized B2B

- I. Introduction
- II. Recap
- III. Briefing on B2B
- IV. Actual Localized B2B
 - Meetings/Breakout sessions
- V. Q and A
- VI. Synthesis
- VII. Closing Remarks

IV. SCOPE OF SERVICES AND DELIVERABLES

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
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

POST EVENT

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

LOCALIZED B2B

PRE - EVENT

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
7. Submission of buyer and seller profile to TPB
8. Conduct dry – run/technical rehearsal of the program 5-7 days before the actual date

ACTUAL EVENT

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)

POST EVENT

1. Data Analytics (registration total, demographics, attendee profile, attendee engagement etc.) and participants' evaluation
2. Submission of all recorded content and post-event report

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 as follows:
 - Develop a work program with the corresponding timeline and provide regular and timely feedback/status of preparations to TPB;
 - Coordinate with TPB on the overall execution of the event, promotion, as well as budget allocation; and
 - Handle the documentation of all events/activities and maintain an efficient filing and referencing system of all documents.
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:
 - Activities/Events
 - Program Schedules, and
 - Other related areas;
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**

VI. 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).

D. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

1. Project Manager (1 personnel)
2. Content Manager (1)
3. Graphic Designer (1)
4. Technical Support Team (2)

**Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.*

VII. ELIGIBILITY REQUIREMENTS

- A. SEC Registration and Articles of Incorporation/DTI/CDA
- B. List of its all ongoing and completed government and private contracts within the past three (3) years similar or related to the requirements
- C. List of personnel to be assigned to the project with their respective job descriptions and work experience for the last three years

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract is **EIGHT HUNDRED FIFTY THOUSAND PESOS (PHP850,000.00)** only, 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 time and place specified in the request for proposal (RFP).

Indicative Budget Breakdown is as follows:

COMPONENT	AMOUNT IN PHP
Pre and post event management requirements (E-poster, program & content planning and conceptualization, development of registration form and survey forms, speakers' honorarium and professional fees, technical rehearsals, data analytics, etc.)	500,000.00
Virtual Session Management and Livestreaming Platform	200,000.00
Management Fee including all other event features / requirements	150,000.00
TOTAL	PHP 850,000.00

IX. TERMS OF PAYMENT

OUTPUT / MILESTONE	PAYMENT AMOUNT
1. Upon approval by TPB of the Timeline and Gantt Chart	15% of the total contract price
2. Mock-up designs of e-poster (based on the approved theme) for Digital Marketing Seminar with Localized B2B 3. Presentation of three (3) proposed concepts, topics, program, course outline and speakers’ profile	35% of the total contract price
4. Upon approval and acceptance of final topics, program, course outline, confirmed speakers, attendees and B2B appointments 5. Upon conduct of dry-run 6. Upon completion of services required for the actual implementation of the project	40% of the total contract price
7. Upon submission of data analytics report, database, and all recorded content	10% of the total contract price

X. ADDITIONAL REQUIREMENTS

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

XI. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

XII. RATING GUIDE FOR TECHNICAL PROPOSAL

Technical Bid/Proposal Criteria and Rating (80% passing score)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		20%
<p>Required qualifications and experience of the following key personnel in organizing the Digital Marketing Seminar and Localized B2B:</p> <ul style="list-style-type: none"> ● Project Manager (1 personnel) ● Content Manager (1) ● Graphic Designer (1) ● Technical Support Team (2) <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> <p>Key personnel involved in the project must have</p> <p>A. Project Manager</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p>B. Content Manager</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p>C. Graphic Designer</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p>D. Technical Support Team</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) 		
II. Firm Experience and Capability		30%

<ul style="list-style-type: none"> ● Bidders must have been in operation as an EMC/event organizer for at least five (5) years. (10%) ● Bidder must have at least three (3) years of experience in event management/event organizing. (10%) ● Bidder must have had at least three (3) projects hosting online Virtual Events (B2B/B2C). (10%) 		
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III. Plan Approach and Methodology		50%
<p>Functionality of the presented topic and concept based on the features stated in the Section IV. Scope of Services and Deliverables</p> <ul style="list-style-type: none"> ● Bidder's proposal incorporates value-added features, components and strategies that can complement the requirements stated in Section IV. Scope of Services and Deliverables (50%) ● Bidder's proposal fully adheres to the requirements stated in Section IV. Scope of Services and Deliverables (40%) ● Bidders' proposal does not adhere to the requirement stated in Section IV. Scope of Services and Deliverables (0%) 		
TOTAL		100%

Contact Persons:

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