

SERVICES OF AN EVENT MANAGEMENT COMPANY
6TH REGIONAL TRAVEL FAIR VIRTUAL EDITION
Proposed Dates: 12-15 November 2020
TERMS OF REFERENCE

I. BACKGROUND

For the first time, TPB shall conduct the Virtual Edition of the Regional Travel Fair (RTF) Virtual Edition. This online exhibition shall provide an opportunity to experience innovative ways of developing new business connections and update local industry partners with the latest Philippine tourism offerings. It can also maximize trackability where every registration, login, click, download and share, and another event tracking functionality has become easier than ever.

All the components of the program (Tourism Forum, B2B, and B2C) will be done online to conform to the health and safety guidelines and protocols of the government. The program will be participated in by local industry partners aiming to sell their respective domestic tour packages to the public on a live digital platform.

This is one of TPB's efforts to provide tourism stakeholders a platform to transact business and sell domestic tour packages online to gradually bounce back from the hardest-hit industry by the recent COVID-19 pandemic crisis.

II. OBJECTIVES:

The event aims to regain public interest to travel domestically following the new norms in travel. To increase again, the volume of domestic travelers as well as domestic tourism expenditure through the selling of different tour packages that will encourage tourists to travel locally. Aside from the economic benefits to our country, the event enhances efforts to combat seasonality and increase the level of the culture of tourism/travel among Filipinos.

III. COMPONENTS OF 6TH REGIONAL TRAVEL FAIR (VIRTUAL AND ONLINE EDITION)

A. Tourism Forum (Webinar) 12 November 2020

The Tourism Forum is focused on educating tourism stakeholders which aims to update the knowledge and enhance the understanding of the following topics:

(500 participants composed of Sellers, Buyers)

- Participants' orientation/familiarization on technical know-how on Virtual B2B and B2C engagement.
- Tourism Entrepreneurship in the New Normal (Tentative Topic)

B. Travel Exchange (TRAVEX)/(B2B) 12-13 November 2020

TPB will conduct Business-to-Business virtual discussions between participating Buyers and Sellers.

This aims to generate direct sales and business leads, renew business deals, and give them the opportunity to network and meet new business partners.

C. Business-to-Consumer (B2C) 12-15 November 2020

It is a consumer expo to be participated in by invited exhibitors composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc. The idea is to challenge exhibitors to become more productive by selling exclusive domestic and affordable tour packages to the consumers.

IV. SCOPE OF SERVICES AND DELIVERABLES:

A. Tourism Forum (Webinar)

1. Conceptualize, implement, and manage at least three (3) webinars and three (3) interviews.
Topics for discussion may include:
 - a. Topic : **R**- “Regional Tourism Updates”
 - b. Topic : **T** – “Travel and Tourism Entrepreneurship in the New Normal”
 - c. Topic : **F**- (to be advised)
2. Coordination with the Domestic Promotions in the finalization of topics and appropriate speakers (maximum of 4)
3. Invite and confirm speakers, and provision of tokens and professional fees
4. Provide at least one (1) Foreign and two (2) Local Speakers
5. Engage the services of a moderator to introduce speakers and to facilitate Q&A and synthesis
6. Conduct dry – run of the program at least 5 days before the actual date of the event.
7. Ensure presentation, and recorded materials are submitted ten (10) days before the event.
8. Conduct interviews should include key tourism players for current updates on their strategies and action plans for Domestic Tourism Recovery Program:
 - a. Atty. Anthonette Velasco-Allones, TPB COO
 - b. Undersecretary Arturo P. Boncato, DOT TRCRG
 - c. Sec. Bernadette Romulo- Puyat, DOT
9. Submission of video recording and post-event report

B. Travel Exchange (TRAVEX)/(B2B)

1. Conceptualize, implement, and manage the event plan/program for the B2B.
2. Provide the services of a moderator during the B2B

1. Business-to-Consumer (B2C)

Provide Emcee or Host for the following:

- a. Opening and closing receptions to be featured in **FB Live /Youtube**
Opening of the RTF
Welcome Remarks
Message
Entertainment
Closing of RTF
Closing Remarks

3. Conceptualize, implement and manage the event plan /program of a maximum of ten (10) live shows or video for the entertainment such as cooking demo, song, and dance, etc. as intermission during the consumer show to be approved by TPB Secretariat. (Inclusive of talent fees and other logistic requirements. Inclusion of one (1) production number for the Opening Ceremony of RTF.)
4. Ensure the sixteen (16) DOT Regions’ presentation and recorded materials are submitted ten (10) days before the event.
5. For the on-line selling of weaver’s products to be displayed during the B2C:
 - a. Video of featured local communities of traditional embroidery and weaving during the consumer show.
 - b. Photos of items to be shown for the e-Commerce platform
 - c. Engage the services of featured local weavers and embroiderers as follows:
 - Lumban, Laguna Embroiderer
 - Maragondon, Cavite Weavers
 - Southern Palawan Weavers

- Kiangnan, Benguet Weavers
 - d. Inclusive of talent fees and other logistic requirements
 - e. Brief description/history of their crafts
- C. The above-mentioned deliverables will be featured in the virtual platform of the Regional Travel Fair.
- D. Close coordination with RTF technical team.

V. LOGISTICAL REQUIREMENTS:

- A. Live Feeds in FB and YouTube of the following :
 - a. Opening Ceremony in Intramuros, Manila
 - b. Closing Ceremony in Aguinaldo Shrine, Kawit, Cavite
 - c. LIVE FEED (real-time videos are fed in the virtual platform)
 - Professional Cameramen
 - Professional Camera Set-up
 - Monitor Set-up-with Video Switcher
 - Technical Director
 - Communication System (Cameramen to Technical Director)
 - Lights and audio set-up
 - Stage Back-drop of RTF Logo to be approved by TPB Secretariat
- B. Provide hotel accommodation for RTF Secretariat for monitoring of the arrangements and logistical requirements of the event.
 - a. Six (6) twin rooms inclusive of breakfast
 - b. Duration: November 11-14, 2020 (3 nights)
 - c. Location must be within a 5-kilometer radius from the TPB office
- C. Provide two (2) dedicated transportation services for the RTF Secretariat on 11-15 November 2020
 - a. Two (2) ten-seater and fully air-conditioned vans
 - b. Compliant with the new normal standard of vehicle
 - c. Serve as shuttle services of the RTF Secretariat
 - d. Including drivers meals, toll fees, and overtime
- D. Provide E-Certificate for the attendees of RTF (Webinar, B2B and B2C)

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:
 - a. Project Manager
 - b. Creative Director/Writer
 - c. Technical Director
 - d. Technical Support Team

**Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.*
- E. Bidder must be able to make a presentation (maximum of 20 minutes) of their Plan Approach.

VII. ELIGIBILITY REQUIREMENTS

- a. Must be duly registered with the Philippine Government Electronic Procurement System (PHILGEPS);
- b. Company Profile and Technical Proposal
- c. Valid Mayor's permit / Business Permit
- d. Income / Business Tax Return
- e. Notarized Omnibus Sworn Statement
- f. Company profile

A. Rating Guide for Technical Proposal

Technical Bid/Proposal Criteria and Rating 80%

CRITERIA	WEIGHT %
I. Quality of Personnel to be assigned to the Project	20%
<p>1.1 Required qualifications and experience of the following key personnel in organizing B2B/B2C events:</p> <ol style="list-style-type: none"> a. Project Manager b. Creative Director/Writer c. Technical Director d. Technical Support Team <p><i>Covering the suitability of the key staff to perform the duties of the particular assignment and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)</i></p> <p>Key personnel involved in the project must have:</p> <ol style="list-style-type: none"> A. Project Manager <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%) B. Creative Director/Writer <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%) C. Technical Director <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%) D. Technical Support Team <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%) 	

III. Plan of Approach and Methodology	50%
<ul style="list-style-type: none"> Proposed Program Scenario for the 4-day activities of RTF (10%) Line-up of entertainers (10%) Creativity and innovativeness of the plan of approach (10%) Creativeness and adherence to the design objectives (10%) Feasibility of the planned execution of the overall scope of work (10%) 	
TOTAL	100%

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract is **NINE HUNDRED SEVENTY THOUSAND PESOS (PHP970,000.00)** only, inclusive of all applicable fees and 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 quotation (RFQ).

IX. TERMS OF PAYMENT

The payment will be on the send-bill arrangement. The full payment will be upon completion of the requirements stipulated in the technical specifications.

The supplier must have a Landbank account. Payment will be made through the LBP bank deposit. In case the supplier does not have a Landbank account, the supplier will shoulder bank charges.

IV. PROJECT OFFICERS/CONTACT PERSONS

MICHELLE ALCANTARA or MARK NICOLE EVANGELISTA

Domestic Promotions Department

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