

Annex A: Terms of Reference

TERMS OF REFERENCE

ONLINE TOURISM MARKETING EDUCATIONAL SEMINAR

Run 1: October 5, 7 & 9, 2020

Run 2: October 12, 14 & 16, 2020

Run 3: November 9, 11 & 13, 2020

Run 4: December 2, 2020

(dates are subject to change)

Service Provider to Design and Implement the Online Tourism Marketing Educational Seminars

I. BACKGROUND

One of the Domestic Promotions Department's (DPD) commitments is the conduct of a tourism marketing educational seminar. A seminar that provides up-to-date information and an enhanced understanding of tourism trends, best practices, new marketing approaches to increase the marketability of tourism destinations while promoting sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Target participants are tourism and marketing officers from the Local Government Units (LGUs) and the Department of Tourism Regional Offices (DOT ROs) nationwide. The implementation of this tourism marketing seminar will be via a digital platform in light of the restrictions due to the COVID-19 pandemic. The confirmed participants will attend one (1) run equivalent to a 3-day session or 4.5 learning hours.

This year's topic, "***Negotiation Principles and Pitching Tour/Destination Packages in the New Normal,***" highlights a skill that is recognized as an integral aspect of the promotion and presentation of a product offering. Participants will be able to learn tips on how to negotiate and deliver a good sales presentation. As we keep up with the constant changes in the industry, such as the adaptation to the 'new normal,' there is a need to use these skills to their advantage when it comes to spot-on negotiations.

The last run in December will be "***Monitoring and Evaluation: Negotiation Principles and Pitching Tour/Destination Packages in the New Normal,***" wherein we consolidate information on the progress of each participant, using indicators or tools to measure if the

program implemented was according to its plan (monitoring) and was executed to produce the desired results (evaluation).

Proposed Program / Course Outline (tentative):

Run	Date	No. of Hours	Program/Activity	Course Outline Inclusions
1	Oct 5	1.5 hrs	<ul style="list-style-type: none"> ● Plenary / Lecture ● Workshop/ Group exercises ● Break-out sessions ● Presentation of Output 	<ul style="list-style-type: none"> ● Introduction/Overview to negotiation and pitching <ul style="list-style-type: none"> - <i>Setting, planning and developing one's negotiation skills</i> - <i>Assess one's negotiation skills</i> ● Negotiation styles, skills & tactics <ul style="list-style-type: none"> - <i>Challenges of negotiation and pitching/ conflict handling</i> ● Making the Elevator pitch <ul style="list-style-type: none"> - Setting, planning and developing one's sales/ business/ promo pitch ● Winning sales pitch ● Final pitching your tour destination/tour package
	Oct 7	1.5 hrs		
	Oct 9	1.5 hrs		
2	Oct 12	1.5 hrs		
	Oct 14	1.5 hrs		
	Oct 16	1.5 hrs		
3	Nov 9	1.5 hrs		
	Nov 11	1.5 hrs		
	Nov 13	1.5 hrs		
4	December 2	1.5 hrs	Reporting of Output	<i>(topic for finalization)</i> <u>Monitoring and Evaluation:</u> Negotiation Principles and Pitching your Tour Destination/Package in the New Normal

II. OBJECTIVES

1. To capacitate and retool participants on how to negotiate and pitch their respective destination's tour package adapting the new normal.
2. To conduct an online seminar that promotes global competitiveness and attracts more travellers, visitors, and investors through skilled negotiation skills.
3. To reinforce the participant's knowledge in marketing and promoting tourism and travel and to provide an opportunity to improve the performance and decision-making skills.
4. To encourage active engagement with participants in terms of workshop activities, individual or group presentation, break-out session, etc.
5. To level up the competency level of the tourism and marketing officers which contribute to sustainable economic and social development in their respective regions.

III. TARGET AUDIENCE/VIEWERS

One hundred (100) participants per run or a total of four hundred (400) Department of Tourism Regional Office (DOT-RO) and Local Government Units (LGUs) tourism and marketing officers, from the sixteen (16) regions.

IV. WEBINAR DATES

As guideline, below is the tentative schedule of ten (10) webinars for the year:

Run	Date	3 Session per Run	No. of Hours	Participants from Regions
1	October 5	Session 1	1.5 hrs	100 participants from Regions IX, X, XI, XII & XIII
	October 7	Session 2	1.5 hrs	
	October 9	Session 3	1.5 hrs	
2	October 12	Session 1	1.5 hrs	100 participants from Regions IV-B, V, VI, VII & VIII
	October 14	Session 2	1.5 hrs	
	October 16	Session 3	1.5 hrs	
3	November 9	Session 1	1.5 hrs	100 participants from Regions CAR, NCR, I, II, III & IV-A
	November 11	Session 2	1.5 hrs	
	November 13	Session 3	1.5 hrs	
4	December 2	Session 1	1.5 hrs	100 participants from Regions CAR, NCR, I, II, III, IV-A, IV-B, V, VI, VII, VIII, IX, X, XI, XII & XIII

V. SCOPE OF WORK

- a. Provide four (4) runs with ten (10) 1.5 hours to 2 hours sessions of online seminar/webinar production for the confirmed/invited participants.
- b. Formulate a methodological framework on the topic of *'Negotiation Principles and Pitching your Tour/destination Packages in the New Normal'* course, with the inclusion of improving competency skills in negotiation and pitching tactics in the new normal (COVID-19 disease).
- c. Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making skills of the officers.
- d. Provide a roster a minimum of three (3) local and/or foreign speakers, guests, or tourism experts appropriate for each run. The DPD may suggest preferred speakers.
- e. Provide moderators, facilitators, administrative staff, and technical staff to assist and engage with the participants online to foster active participation or cite valuable information during the break-out sessions. *Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.*
- f. Honorarium and logistical requirements needed by the resource speakers and working committee.
- g. Develop, manage and handle the participants' online registration confirmation.
- h. Coordinate with the platform developer on the preparations, implementation, and management of webinars.
- i. In-charge of the over-all proceeding of the webinar based on the approved Program of TPB.
- j. Record all proceedings of the webinars.
- k. Conduct pre-event and preparation assistance.
- l. Host the webinar under a stable internet connection and a secured online platform that is easy and accessible to all participants.
- m. Provision of green screen or customized background for resource speakers and host/moderator.
- n. Provide a transcription of the viewers' comments/feedback after each session.
- o. Include ice breakers (quick survey, playback of AVPs, announcement, etc.)
- p. Develop an online survey/evaluation of the webinar and submit a statistical report and analysis based on the result.
- q. Provide an e-Certificate of Participation for participants who completed the required number of webinar hours on the last day of the session.
- r. Print-out all Certificate of Participation forms for participants who completed the required number of webinar hours and turn-over to TPB.

- s. Print-out the Resource Speaker's Presentation hand-out and other resource materials, for all confirmed participants and turn-over to TPB.
- t. Produce pre-recorded AVPs or speech from TPB or Department of Tourism (DOT) officials who might not be available during the webinar proper.
- u. If the schedule permits, conduct an online graduation ceremony on the last day of the session.
- v. Preparatory work for the participants prior to the webinar proper may be requested.
- w. Bidder must be able to make a presentation (maximum of 20 minutes) of their Plan Approach.

Service provider to provide:

- a. Turnover to TPB three (3) copies of the Course Module and Terminal Report including:
 - 1) Executive Summary
 - 2) Content of the Online Program
 - 3) Webinar Output
 - 4) Transcription of the viewers' comments/feedbacks
 - 5) Survey Result
 - 6) Evaluation / Recommendation
 - 7) List of Online Registrants

Copies are for the TPB Domestic Department, Corporate Planning and Finance Department, which will serve as a reference for the conduct of its succeeding and future educational seminars and to support the processing of payment.

- b. Assist in the dissemination and collection of online survey forms and provide a summary of the feedback result.
- c. Provision of co-signed Certificate of Participation for each participant who completed the required number of hours (100% attendance)
 - 1) Automatic e-signed Certificate of Participation on the last day of the run
 - 2) Hard copies turned over to TPB
- d. Copy of Resource speaker's presentation hand-out (binder manual)
 - 1) Soft copy in USB
 - 2) Three (3) hard copies for TPB Domestic Promotions Department
 - 3) Hard copies for all confirmed participants
- e. Soft copy of the proceeding of each run
- f. Provision of green screen or customized background for all participating speakers and host/moderator

- g. Playback of AVPs

TPB to provide:

- a. Namelist of preferred resource speakers
- b. Co-signed Certificate of Participation
- c. Survey/Evaluation form for inclusion in the program
- d. Invitation for participants to join the webinar
- e. Certificate of Attendance (for those who were not able to complete the required number of hours)
- f. Courier of resource speaker’s presentation hand-out and other materials and Certificate of Participation to all participants

VI. ELIGIBILITY REQUIREMENTS

- a. Must be a Filipino owned, operated and legally registered company that handles training and organizational development specializing in customized and in-house training program or an educational training institution under the Philippine laws;
- b. Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS).
- c. Must have a professional track record in handling online and offline training/event in the past three (3) years.
- d. Must have handled at least three (3) web conference and/or on-line training sessions.
- e. Must have handled at least two (2) tourism-related projects/events.
- f. Company profile

VII. RATING CRITERIA

- A. Eligibility Check and Shortlisting Criteria Rating (85% Passing Rate)

Evaluation Criteria	Rating	
Applicable Experience of the Bidder		55%
A. Years active in the field (30%)	30%	
• Three (3) years and above (30%)		
• Below 3 years (0%)		
B. Successfully handled similar web conferences/online training sessions (minimum of 2 tourism-related projects/events)	25%	
• Two (2) and above related project within the last three (3) years		

(25%)		
• Below two (2) related project within in the last three (3) years (15%)		
II. Years of Experience of Personnel Who Will Be Assigned To The Project		30%
Required minimum 3 years of experience of ALL key personnel in handling online and offline training event A. Moderator B. Facilitator C. Administrative staff D. Technical Staff Above three (3) years (all personnel) – 30% Less than 3 years (any personnel) – 0%		
III. Current Workload Relative to Capacity		15%
Number of ongoing projects/accounts as of 2020 being handled of similar scope and nature		
Below 5 projects (15%)		
5 and above projects (10%)		
TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (85% Passing Rate)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		20%
Required qualifications and experience of the following key personnel in organizing web conferences/online training sessions: A. Moderator <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. Facilitator <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. Administrative Staff <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 Staff <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) 		

<ul style="list-style-type: none"> • With less than three (3) years of relevant experience (0%) <p><i>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)</i></p>		
II. Firm Experience and Capability		20%
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>Consultant has presented evidences in conducting web conferences and online training sessions whose quality is acceptable for educational seminar requirements.</i></p>		
III. Plan Approach and Methodology		60%
a. Formulation of the methodological framework in relation to the specified topic (30%)		
b. Quality of the proposed speakers, resource persons, guest, and tourism experts (15%)		
c. Feasibility of the planned execution of the overall scope (15%)		
TOTAL		100%

Proposal	Weight (%)
Technical	85%
Financial	15%
TOTAL	100

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **TWO MILLION PESOS ONLY (Php 2,000,000.00)**, 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.

IX.. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Payment Tranche	Percentage of Payment
Phase 1: Upon submission of the Program, training module, Statement of Account, confirmation of speakers, and the required eligibility requirements stated in item VI.	1st payment	15%
Phase 2: After the implementation of Run 1 and the submission of the following: <ol style="list-style-type: none"> 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation 	2 nd payment	25%
Phase 3: After the implementation of Run 2 and the submission of the following: <ol style="list-style-type: none"> 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation 	3rd payment	20%
Phase 4: After the implementation of Run 3 and the submission of the following: <ol style="list-style-type: none"> 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation 	4th payment	20%
Phase 5: After the implementation of Run 4 and the submission of the following: <ol style="list-style-type: none"> 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. One (1) sample of Certificate of Participation 	5 th payment	20%
