

PHILIPPINE MICE CONFERENCE VIRTUAL EDITION (MICECONline)

26 – 30 October 2020

Manila

TERMS OF REFERENCE

(Services of a Production/ Events Company for the
Opening and Closing Ceremonies and Program Enhancements)

I. BACKGROUND

Organized by the Tourism Promotions Board (TPB) Philippines, marketing arm of the Philippine Department of Tourism, MICECON is the biggest gathering of Meetings, Incentive Travel, Conventions, Exhibitions/ Events (MICE) professionals in the Philippines. It is a highly anticipated annual educational event for travel and tourism and MICE practitioners in the Philippines because of its range of topics, quality speakers and themed events. Furthermore, MICECON serves as a platform by which our MICE stakeholders learn from experts new trends, approaches, methods and insights as well as draw inspiration and energy from their message and help the Philippine MICE and Tourism Industry to recover and bounce back.

Activities undertaken in the MICECON include discussion on global trends on travel/ tourism and business events, marketing, leadership, innovation, technology as well as industry-specific workshops on convention and association management, incentive travel, exhibition and events management.

Approximately 1,000 viewers/ participants representing airlines, hotels, resorts, convention centers, destination management companies, incentive planners, event organizers / planners, professional congress/ exhibitor organizers, academe, local government units and media are expected to attend this event.

Due to the pandemic that paralyzed business operations and halted travel globally, the TPB will still continue to reach out to its stakeholders, show them the endless possibilities of conducting virtual events and prepare them for the so-called “New Normal”. With this in mind, the 2020 virtual edition of MICECON will carry the theme, “Future-ready MICE: Renew, Reboot, Revitalize”.

Aside from the main conference, the TPB CSR initiative to help unemployed tourism frontliners and communities in select Philippine tourist destinations will be promoted further during the event.

As such, TPB is in need of the services of a *Production House* who will conceptualize, implement and manage the Opening and Closing Ceremonies and Program Enhancements of the MICECONline 2020 and ensure the successful conduct of this virtual event by delivering the necessary physical and technical and other digital requirements.

II. SCOPE OF SERVICES

The production house shall:

1. Conceptualize the virtual entertainment plan, manage and implement the overall program scenario for the following activities:

A. OPENING CEREMONY

Date : 26 October 2020
Target audience : Philippine MICE and Tourism Stakeholders, Academe (Tourism Schools), LGUs (Tourism Officers), Media
Concept/Theme* : **for presentation and recommendation** (as long as it evokes Positivity, Optimism, Hopefulness)

*Additional guidelines:

- the proposed concept to set the conference mood, and introduce the conference theme, **“Future Ready MICE : Renew, Reboot, Revitalize”**
- Visual pegs may incorporate elements of the template theme design of the conference (see micecon.ph for reference), as needed/ applicable
- there is a need to re-write the lyrics (tweak only based on the conference theme) and re-arrange the theme music of MICECON
- Opening Virtual Show must have a “wow” factor (which should be unique or heart-warming or novel) with content that is timely for the current situation, appropriate/ appealing to the target audience and customized for the MICECONline event
- May be pre-recorded and submitted as a video file, depending on proposal concept

Proposed program sequence (subject to change):

- 09:30 am : **Start of Opening Ceremony**
National Anthem
Invocation
Entertainment presentation
- 09:45 am : Introduction of the Tourism Secretary (TPB COO)
Welcome Message (DOT Secretary)
Message from an International Tourism and/or MICE Association (UNWTO Secretary General)
- 10:15 am : End of Opening Ceremony/ Break

B. CLOSING AND VIRTUAL SOCIAL HOUR

Date : 30 October 2020
Target audience : (same)
Concept/Theme* : **for presentation and recommendation** (preferably tie up well with the Opening Show)

*Additional guidelines:

- the proposed concept may include elements of the program
- Closing Virtual Show should still have a “wow” factor which may or may not be connected to the opening show with content that is appropriate/ appealing and has strong positive impact to the target audience and customized for the MICECONline event
- May be pre-recorded and submitted as a video file, depending on proposal concept

Proposed program sequence (subject to change):

- 4:30 pm : Closing Remarks (TPB COO)
- 4:40 pm : **Closing Ceremony Virtual Show**
- 4:45 pm : Ambient visuals/ music for a Virtual Social Hour
- 6:30 pm : End of program

C. PROGRAM ENHANCEMENT

Source a celebrity conference program moderator/ online emcee to ensure the smooth transition in-between sessions, to synthesize and make the virtual program dynamic and interactive.

- Recommended host should be aesthetically pleasing and has preferably hosted conferences/ corporate/ similar events-- subject to the approval of TPB.
 - Host’s spiel may be pre-recorded but should preferably include a live virtual appearance during the opening program on 26 October and closing program on 30 October.
2. Recommend to TPB the best artists/ talents/ performers/ corporate emcees that can carry out effectively the proposed concept, as applicable and subject to alternate recommendations by/ final approval of TPB.
 3. Create a Core Production Team to coordinate, oversee the light, sound, audio-visual, technical requirements, and other elements and requirements of the show for pre and post production activities, rehearsals and performances.

The Core Production Team shall source the necessary talents and artists, technical practitioners, etc. to develop and stage their respective performance/s (as applicable) and create visual entertainment for virtual appreciation, which may include, but not limited to the following:

- Director
- Technical Director
- Production Manager
- Multi-Media Arts Designer
- Musical Arranger
- Script Writer

As needed:

- Videographer / Photographer
- Video Editor
- Stage Manager
- Stage Designer
- Choreographer

- Lighting Director/ Designer
 - Sound Engineer
4. Prepare the program scenario and script to include the spiel of the emcee/voice over; there will be a need to coordinate this with the Conference Program Committee of the event;
 5. Create and/or source content/ materials for the Virtual Show (i.e. produce and execute the shooting and pre-recording of performances, etc.);
 6. Coordinate with the TPB officers to secure recordings of the messages of key officials (which may include heads of Tourism and MICE Associations) for the Opening and Closing Ceremonies;
 7. Coordinate with the platform developer for the proper airing of the recordings in accordance with the program sequence;
 8. Final dry run/technical check of the virtual program scenario to be presented for final approval of TPB at least 1 week before the event;
 9. Submit end reports, recordings of the activities, videos, photos, etc. to TPB after the event.
 10. Make necessary adjustments, if time and resources will allow, in coordination with the Conference Program Committee.

NOTES:

- ANY DEVIATIONS/CHANGES TO BE MADE/IMPLEMENTED IN THE DELIVERABLES LISTED IN THE SCOPE OF SERVICES WILL BE SUBJECT TO THE APPROVAL OF TPB AS LONG AS WITHIN THE ABC.
- COPYRIGHTS OF ALL CONTENT (MUSIC, VIDEOS, ETC.) CREATED FOR THIS EVENT SHOULD BE OWNED BY THE TOURISM PROMOTIONS BOARD; COPYRIGHTS AND ROYALTIES OF SOURCED CONTENT SHOULD BE DILIGENTLY PAID/ SETTLED BY THE PRODUCTION COMPANY;

III. ELIGIBILITY REQUIREMENTS

1. Must be a Filipino-owned, operated and legally registered Production/ Events Company under Philippine laws; Must have been in operation for at least three (3) years.
2. Production/ Events Company key team members must have a minimum of three (3) years of experience in organizing local and international events and world-class entertainment productions featuring Filipino artists and talents;
3. Must submit a list of all ongoing and completed government and private contracts for the last three (3) years similar or related to the requirements
4. Must submit the articles of incorporation, CDA or DTI certificate, whichever is applicable
5. Must submit CVs/ Profile of the Core Production/ Key Team Members.

IV. ADDITIONAL REQUIREMENTS

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

Bidders should also submit proposed talents/ artists, as applicable.

V. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

VI. RATING GUIDE FOR TECHNICAL PROPOSAL

	CRITERIA	WEIGHT
I.	Quality of personnel who may be Assigned to the Project	20%
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events with minimum experience of 3 years:</p> <ul style="list-style-type: none"> ● Director ● Technical Director ● Production Manager ● Multi-Media Arts Designer ● Musical Arranger ● Script Writer ● Others (as applicable) <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>	
II.	Firm Experience And Capability	20%
	a. Experience of the firm in handling similar nature of work (10%)	

	<ul style="list-style-type: none"> • 3 years and above (10%) <p>b. List of implemented similar projects for the last 3 years (10%)</p> <ul style="list-style-type: none"> • More than 10 projects with at least 1 government project (10%) • 5-10 projects with at least 1 government project (8%) • Less than 5 projects with at least 1 government project (6%) <p>Bidder has presented evidence in implementing/managing similar projects whose quality is acceptable to the event requirement.</p>	
III.	Plan of Approach and Methodology	60%
	<p>a. Adherence of the proposal to all the required components of MICECONline 2020 entertainment program as mentioned in this bid (20%)</p> <p>b. Creativity and Entertainment value of the proposed concept (20%)</p> <p>c. Relevance of the concept and proposed performances / repertoire / visual presentation to the overall theme (10%)</p> <p>d. Feasibility of the planned execution of the overall scope of work (10%)</p>	
TOTAL		100%

Passing Rate: 80%

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **NINE HUNDRED THOUSAND PESOS (PHP900,000.00)** inclusive of all applicable fees and taxes.

VIII. TERMS OF PAYMENT

Amount	Deliverables
15% (1 st progress payment)	Upon submission, presentation, and approval of a detailed program concept
30% (2 nd progress payment)	Upon submission and approval of program script, flow, and set-up requirements
45% (3 rd progress payment)	Upon presentation and approval of final dry run/tech check
10% (4 th progress payment)	Upon completion and satisfactory performance of services and submission of deliverables such as end reports, recordings of the activities, videos, photos.

IX. ADDITIONAL INFORMATION

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).

Contact Person:

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