

## TERMS OF REFERENCE

### **PROCUREMENT OF SERVICES OF AN EVENT MANAGEMENT COMPANY FOR THE ASSOCIATIONS SUMMIT 8<sup>th</sup> Edition (AS8) A VIRTUAL EXPERIENCE 25-26 November 2020**

#### **I. BACKGROUND**

The **Philippine Council of Associations and Association Executives (PCAA)** is the country's first and only organization that caters to the needs of professional associations and individuals who are into managing the same.

Established in November 2013 through the joint efforts of the Tourism Promotions Board (TPB), the Philippine International Convention Center (PICC) and the Association of Development Financing Institutions in the Asia and the Pacific (ADFIAP), PCAA plays an important role to unify the Philippine professional associations. PCAA works to professionalize our local associations and strengthen their capacities as they are instrumental in bringing and organizing international events into the country.

The Associations Summit (AS) is the annual flagship program of the PCAA. It is an educational and networking event for many of its members. Likewise, this occasion provides the opportunity for the TPB to touch base with the association sector, update its members on the programs of the TPB, encourage them to bid for events, and offer them the assistance that we provide.

This year, AS8 is shifting into a virtual event so that they can continue with their commitments to provide educational and networking services for members.

In view of this, the TPB-MICE Department is in need of services of an event management company that provider of virtual event platform that will complement the AS8 program and likewise organize and manage the requirements of the AS8 virtual activities.

#### **II. SPECIFICATIONS OF THE AS8 EVENT**

A. AS8 theme: *“Leading With Agility”*

B. Target Participants

- Associations
- Association Executives
- All individuals related to the management of an association / organization

C. AS8 Programme and Components

<b>Date / Time</b>	<b>DAY 1 25 November 2020, Wed</b>	<b>DAY 2 26 November 2020, Thu</b>
08:00 – 08:30	Registration	Registration
08:30 – 09:00	<b>Opening Ceremony</b> National Anthem Invocation Energizing Prod Number Welcome Remarks Greetings from ASAE Opening Remarks	General Council of Members Meeting / CEO Report
09:00 – 09:30	Virtual Exhibition	Virtual Exhibition
09:30 – 10:30	Main Stage	Main Stage
10:30 – 11:00	Virtual Exhibition	Virtual Exhibition
11:00 – 12:00	Learning Sessions	Learning Sessions
12:00 – 13:00	Lunch/ Virtual Exhibition	Lunch / Virtual Exhibition
13:00 – 14:30	Panel Session 1	Panel Session 3
14:30 – 15:00	Virtual Exhibition	Virtual Exhibition
15:00 – 16:30	Panel Session 2	Panel Session 4
16:30 – 17:30	Virtual Exhibition	Virtual Exhibition
17:30 – 19:00	Ang Susi Award (10-15 Awardees)	Virtual Tour

*\*\*Note: Subject to changes / adjustments*

### III. SCOPE OF SERVICES

Conceptualization, planning, coordination and technical management of the two-day virtual conference of the Associations Summit 8<sup>th</sup> Edition (AS8), to include the following:

- A. Recommend, deliver and utilize the most efficient event platform for the program components
- B. Provide a dedicated platform connectivity hosting
- C. Conceptualize customized virtual exhibition design for every area of the virtual event
  - Create a Virtual Conference Lobby which will be embedded in the AS8 website and should only be activated during the actual dates of the event;

- Designate tabs / menu toolbar for activities happening in the Conference and as shown on the Virtual Conference Lobby (schedule must be updated daily)

D. Develop and manage the participants' online registration

E. Organize and manage the virtual sessions/events based on the approved program

*Note: Invitation and confirmation of speakers shall be c/o the PCAAE*

- Plenary Session
  - Four (4) Sessions / Two (2) Per Day
  - Duration of each session: 1 hour
  - Maximum number of participants: 500 attendees
- Panel Sessions
  - Four (4) Sessions / Two (2) Per Day
  - Duration of each session: 1 and ½ hours
  - 4 to 5 speaker access on the streaming platform
  - Maximum number of participants: 500 attendees
- Awarding Ceremony (10-15 Awardees)
  - Display of creative for backdrop (creatives c/o event organizer)
  - Management of the virtual ceremony
- Gamification / Slido Polls / Kahoot! / Raffle
  - Capability to insert daily or in between games/raffle that can be accessed by maximum 500 attendees
  - NOTE: Games, raffle draws, online polls and survey mechanics c/o event organizer
- Virtual Exhibition
  - Design and arrange a virtual exhibition for 6-10 exhibitors where exhibitors and potential clients can interact (table top)
- Display of Tourism Images / Videos
  - The platform must be able to run Philippine tourism images and videos
- Virtual Tours
  - Edit file format if necessary
  - Uploaded tourism videos must be available for unlimited viewing

F. Generation of analytics:

- Number of people engagement per session
- Speaker and session engagement via Live Polling
- Attendee Evaluation Survey

- Session Feedback and Ratings

G. Assign competent key personnel with relevant experience for the project.

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

- Project Manager
- Content Manager
- Graphic Manager
- Platform Developer
- Technical Support Team

H. Others

- Pre-event orientation and technical run with the speakers and program participants
- Provision of Technical Support 24/7 during the actual event
- Capacity to upload AR / VR Videos
- Conduct and manage technical rehearsal for each session prior to the actual date of the event
- Integration of an interactive Q&A for each session
- All sessions must be recorded and available on demand within 48 hours after the actual event
- Facilitation of an online evaluation survey right after the last session of the day.
- All sessions to generate individual certificate of attendance upon accomplishment of live streaming and survey (Consultant may propose alternative ways to implement this)
- Submission of all event app data including all recorded sessions of the virtual conference to TPB on a hard drive after the event.

#### **IV. ELIGIBILITY REQUIREMENTS**

A. Technical Requirements

1. Must be Filipino-owned, operated and legally registered event management company under Philippine laws, and in operation for the last two (2) years.

2. Must have an experience in handling local and international events including virtual webinars/ conference for at past two (2) years. Bidder must submit a list of all ongoing and completed government and private contracts of at least three (3) virtual events handled for the last 2 years.
3. Must have key personnel who has expertise and experience in handling and managing virtual events with a minimum experience of the least one (1) year. Bidders must submit CVs of identified personnel.
4. Must submit an articles of incorporation, CDA or DTI certificate, whichever is applicable

**B. Legal Documents**

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

**V. CRITERIA FOR EVALUATION**

<b>Proposal</b>	<b>Weight</b>
A. Technical Proposal	80%
B. Financial Proposal	20%

Technical and Financial Proposals Criteria and Rating (80% Passing Score)

**VI. RATING GUIDE FOR TECHNICAL EVALUATION**

		Score	Rating
I	Qualification of personnel who may be assigned to the project	30%	
	Profile and expertise of key personnel assigned to the project showing experience in the conduct of similar events with minimum experience of at least one (1) year  <ul style="list-style-type: none"> <li>○ Project Manager</li> <li>○ Content Manager</li> <li>○ Graphic Manager</li> <li>○ Platform Developer</li> <li>○ Technical Support Team</li> </ul> Covering the suitability of key staff to perform the		

	duties of the particular assignments and general qualifications and competence including list of qualified subject matter experts, education and training of the key staff and similar projects handled by personnel (based on submitted CVs).		
VII	Firm Experience and Capability	30%	
	A. Bidder must be in operation for at least two (2) years as an event management company (15%).  B. Bidder must have handled at least three (3) virtual events for the last two (2) years as evidenced by the submitted list of similar projects (15%)		
III	Plan of Approach and Methodology	40%	
	<ul style="list-style-type: none"> <li>o Adherence of the proposal to the requirements of the project (10%)</li> <li>o Creativity and Innovativeness of the plan approach (10%)</li> <li>o Creativeness and adherence to project objectives (10%)</li> <li>o Feasibility of the planned execution of the overall scope of work (10%)</li> </ul>		
	<b>TOTAL</b>	<b>100%</b>	
	<b>Passing Rate</b>	<b>80%</b>	

**VII. APPROVED BUDGET FOR THE CONTRACT (ABC) INCLUSIVE OF APPLICABLE TAXES**

The Approved Budget for the Contract (ABC) is NINE HUNDRED EIGHTY THOUSAND PESOS (P980,000.00) inclusive of applicable taxes.

**VIII. TERMS OF PAYMENT**

Amount	Deliverables
15% 1 <sup>st</sup> progress payment	<ul style="list-style-type: none"> <li>• Approval of timeline and gantt chart by TPB and PCAAE</li> </ul>
65% 2 <sup>nd</sup> progress payment	<ul style="list-style-type: none"> <li>• Approval of the program flow</li> <li>• Approval of event management platform</li> <li>• Approval and acceptance of virtual exhibition design template based on the event theme</li> </ul>
20% 3 <sup>rd</sup> progress payment	<ul style="list-style-type: none"> <li>• Complete implementation of all approved deliverables</li> <li>• Upon submission of event app data and session recordings in a hard drive</li> </ul>

For particulars, please contact:

- Ms. Mary Ann Caramat [maryann\\_caramat@tpb.gov.ph](mailto:maryann_caramat@tpb.gov.ph)