

**Services of Event Management Company**  
**MOTORCYCLE TOURISM (MOTORISM)**  
**November 2020 – March 2021**  
**TECHNICAL SPECIFICATION**

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**I. BACKGROUND**

The Tourism Promotions Board (TPB), in collaboration with the Department of Tourism (DOT) and various motorcycle rider clubs and associations in the Philippines, will embark on its first nationwide Motorcycle Tourism Caravan (MOTORISM) from November 2020 – March 2021. The conduct of MOTORISMO aims to help rebuild the confidence of the traveling public to travel domestically and eventually for the tourism industry to bounce back from the negative impact of the recent COVID-19 pandemic crisis. This further aims to tap motor riders as domestic tourism ambassadors who will help promote the Philippines as a fun and diverse country.

This sports tourism project shall be conducted in phases that shall cover the country's three main islands, Luzon, Visayas, and Mindanao:

Phase 1 Luzon –

- November 28 to December 2, 2020  
Epic Ride – Northern Luzon Loop (Regions 1-3 and CAR)
- November 28, 2020  
Micro Ride – Laguna Lake Loop
- November 28, 2020  
MicroRide – Batangas – Cavite Loop

Phase 2 – November 28 to December 2, 2020

- Western Visayas – Boracay Island, Iloilo City, Dumaguete City, and Bacolod

Phase 3 – March 6-11, 2021

- Mindanao East Coast Loop (Cagayan de Oro, Valencia, Surigao, Koronadal, General Santos, Davao, Caraga)

*\*\*Subject to changes of dates and venue*

This phase will carry the TPB's domestic tourism campaign - perfect timing to create noise that will signal the country's tourism industry's gradual bouncing back after the COVID-19 pandemic crisis hardly hit it.

The Phase 1 group will kick start simultaneously at the Quirino Grandstand, Rizal Park, Manila, on 28 November 2020 as the launch of the MOTORISM. This is the signal of the start-up of domestic tourism of the country, and TPB needs the services of an Event Management Company to implement the program on the following requirements.

**II. SCOPE OF WORK/DELIVERABLES**

	SCOPE OF SERVICES	DELIVERABLES
<b>A.</b>	<b>November 2020 – Motorism Webinar</b>	
	Webinar for Road Safety Target Participants: 500-1000 Date: 21 November 2020 (Saturday)	<ol style="list-style-type: none"><li>1. Conceptualize, implement and manage the half-day Seminar on Road Safety</li><li>2. Registration on-line and link for the participants</li><li>3. Invite and confirm speakers, and provision of tokens and professional fees Recommended Topics:<ol style="list-style-type: none"><li>a. "Road Safety under the New Normal"</li><li>b. "Philippine Motorcycle Escapades"</li></ol></li><li>4. Provide a moderator to introduce speakers and to facilitate Q&amp;A and synthesis</li><li>5. Conduct a dry-run of the program at least two days before the event's actual date.</li><li>6. Ensure the presentation be submitted ten (10) days before the event for the technical rehearsal</li><li>7. Provide E-Certificate for the attendees</li><li>8. Conduct surveys and polls during and/or after the event.</li><li>9. Submit video recording and post-event reports after the event.</li><li>10. Simulcast the webinar through FB Live streaming.</li></ol>
<b>B.</b>	<b>28 November 2020 Kick-off Ceremony/Launching Programme</b>	

	PRODUCTION TEAM	<ol style="list-style-type: none"> <li>1. In-charge of planning and execution of the kick-off ceremony on 28 November 2020.</li> <li>2. Provision of production and technical team: (Director, Audio Visual, Music, Lights) <ol style="list-style-type: none"> <li>2.1 <u>Production Team:</u> Director and Production Staff and assistant</li> <li>2.2 <u>Technicals</u> (Audio and Visuals) <ol style="list-style-type: none"> <li>a. Script and sequence guide</li> <li>b. Professional Cameramen</li> <li>c. Technical Director and staff</li> </ol> </li> </ol> </li> <li>3. LIVE FEED (real-time videos screen fed as well as a simulcast through FB Live screening)</li> <li>4. All photos with high resolution and video files should be stored in an external drive to be turned-over to TPB after the event</li> </ol>
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	Sounds and Technical Requirements	<ul style="list-style-type: none"> <li>• LED-wall set at least 9 x 12 feet</li> <li>• Monitor set-up with a video switcher</li> <li>• Lighting equipment</li> <li>• Audio-Video system</li> <li>• Photo wall for Photo Opportunity of the participants</li> <li>• Stage and podium</li> </ul>
	Event Launch Programme	<ol style="list-style-type: none"> <li>1. Provide Host/Emcee</li> <li>2. Program Scenario <ul style="list-style-type: none"> <li>0500H - Assembly</li> <li>0530H – 0630H - Registration /Breakfast (Distribution of Kits)</li> <li>07:30H - National Anthem</li> <li>- Invocation</li> <li>Motourism program orientation and showing of videos of Philippine Destinations</li> <li>- Welcome remarks by DOT/TPB official</li> <li>- Motourismo ceremonial kick-off (firing of the gun to signal the start of rides)</li> </ul> </li> <li>3. Provide welcome live music for the participants, preferably a music on parade.</li> </ol>

#### I. QUALIFICATION OF BIDDER

- A. Bidders must be in operation as an Events Management Company (EMC)/event organizer for at least one (1) year.
- B. Bidders must have at least one (1) year experience in events management/events organizing.
- C. Bidder must have had at least three (3) projects hosting online Virtual Events.
- 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. Bidders must be able to make a presentation (maximum of 10 minutes) of their Plan Approach.

## II. 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. Omnibus Sworn Statement
- f. Company profile

### A. Rating Guide for Technical Proposal

Technical Bid/Proposal Criteria and Rating 80%

CRITERIA	WEIGHT %
<b>I. Quality of Personnel to be assigned to the Project</b>	<b>20%</b>
<p>1.1 Required qualifications and experience of the following key personnel in organizing virtual events:</p> <ul style="list-style-type: none"> <li>a. Project Manager</li> <li>b. Creative Director/Writer</li> <li>c. Technical Director</li> <li>d. Technical Support Team</li> </ul> <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> <ul style="list-style-type: none"> <li>A. Project Manager <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience <b>(5%)</b></li> <li>• With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> </li> <li>B. Creative Director/Writer <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience <b>(5%)</b></li> <li>• With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> </li> <li>C. Technical Director <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience <b>(5%)</b></li> <li>• With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> </li> <li>D. Technical Support Team <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience <b>(5%)</b></li> <li>• With less than three (3) years of relevant experience <b>(0%)</b></li> </ul> </li> </ul>	

<b>II.</b>	<b>Firm Experience and Capability</b>	<b>30%</b>
	<ul style="list-style-type: none"> <li>• Bidders must have been in operation as an EMC/event organizer for at least one (1) year (10%)</li> <li>• Bidder must have at least one (1) year of experience in event management/event organizing (10%)</li> <li>• Bidder must have had at least three (3) projects hosting online Virtual Events (10%)</li> </ul>	
<b>III.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
	<ul style="list-style-type: none"> <li>• Proposed Program Scenario including conceptualization of the Road Safety Seminar (10%)</li> <li>• Line-up of entertainers (10%)</li> <li>• Creativity and innovativeness of the plan of approach (10%)</li> <li>• Creativeness and adherence to the project objectives (10%)</li> <li>• Feasibility of the planned execution of the overall scope of work (10%)</li> </ul>	
<b>TOTAL</b>		<b>100%</b>

### **III. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The approved Budget for the Contract is **Nine Hundred Eighty-Six Thousand One Hundred Twenty-Five Pesos Only (Php 986,125.00)** 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 a time and place specified in the request for quotation (RFQ).