

TERMS OF REFERENCE

TOURISM AND TECHNOLOGY FORUM

18-19 March 2021

Manila, Philippines

(Hybrid Event)

Services of an Event Management Company

as of 19 February 2021

I. BACKGROUND

The ongoing global pandemic has made it imperative for tourism stakeholders to transform their business model by reconsidering strategies, improving operations, facilities, systems, and refocusing marketing and promotional plans through the use of technology to remain competitive and relevant in the market.

The Travel and Tourism Technology Forum (TTF), organized by the Tourism Promotions Board (TPB) Philippines, aims to raise awareness on technological trends and a variety of digital tools to engage travelers at home and encourage them to travel whenever possible. It likewise aims to generate valuable feedback and ideas from industry stakeholders for creating a new direction for smart tourism projects. The TTF will be held in a hybrid format wherein selected speakers and delegates will be present in both live and virtual sessions. The Forum will run a series of informative sessions and open discussions presented by industry experts over a period of two days. Moreover, the forum is expected to be attended by a maximum of 50 onsite delegates and an approximate of 500 online participants. Registration will be offered free to travel and tourism stakeholders.

To ensure the success implementation of above-mentioned event, TPB is in need of the services of an Event Management Company to assist in the effective management of the proceedings of the event by delivering the necessary onsite and online physical and technical requirements, technical manpower, talents, concept design, and all other provisions for the successful conduct of the event.

II. COMPONENTS OF FORUM

The following are the components of the Forum:

- a) Opening Ceremony (Virtual and Onsite)
 - Duration: Maximum of 30 minutes
 - Setup: Live & Onsite

- **Content:** Gamification (onsite and online games to pump up audience participation), MICE & tourism videos, prayer, national anthem, Event Moderator’s opening spiel, welcome remarks from Guest of Honor
- b) Plenary Sessions
- **Duration:** Minimum of 45 minutes / Maximum of one (1) hour and 30 minutes
 - **Setup:** either pre-recorded, live onsite or online (*all event activities should be accessible/viewed onsite, offsite and online*)
 - **Maximum of six (6) educational sessions for the two (2) days duration of the Forum**
 - **With interactive Q&A (onsite and online)**
- c) Closing Ceremony
- **Duration:** Maximum of 30 minutes
 - **Setup:** Live Onsite and online
 - **Content:** MICE & tourism Videos, event moderator’s closing spiel, closing remarks from Guest of Honor
- d) Gamification
- **Two (2) sets of interactive activities for each day of the Forum, to be participated by onsite and online delegates**

III. SCOPE OF SERVICES

The Event Organizer shall:

1. Conceptualize, manage and implement the overall program scenario* for the following activities:

| TIME | ACTIVITY |
|----------------------|--|
| 18 March 2021 | |
| 1:20 – 1:30 pm | Opening Spiel by Event Moderator - Invocation - National Anthem - Gamification Activity |
| 1: 30 – 1:45 pm | Welcome Remarks |
| 1:45 – 3:15 pm | Plenary Session 1 |
| 3:15 – 4:00 pm | Plenary Session 2 |
| 4:00 – 4:15 pm | Screen Break |
| 4:15 – 5:00 pm | Plenary Session 3 |
| 5:00 – 5:15 pm | End of the Day / Wrap up by Event Moderator - Gamification Activity |
| 5:15 – 6:00 pm | Networking Reception (Afternoon Snacks) |

| 19 March 2021 | |
|----------------------|--|
| 2:00 – 2:10 pm | Opening Spiel by Event Moderator - Gamification Activity |
| 2:10 – 3:00 pm | Plenary Session 4 |
| 3:00 – 3:45 pm | Plenary Session 5 |
| 3:45 – 4:00 pm | Screen Break |
| 4:00 – 4:45 pm | Plenary Session 6 |
| 4:45 – 5:00 pm | End of the Day Recap by Event Moderator - Gamification Activity |
| 5:00 – 5:15 pm | Closing Remarks |
| 5:15 – 5:25 pm | Closing Spiel by Event Moderator |
| 5:25 – 6:30 pm | Networking Reception (Afternoon Snacks) |

**schedule and program is subject to change*

2. Form an Event Management Team that will execute, oversee and manage the required onsite and online physical & technical requirements of the event which may include, but not limited to the following:
 - Event Coordinator
 - Event Director
 - Technical Director
 - (Lights, Sounds, Online Platform)
 - Stage Manager
 - Creative Artwork Specialist
 - Script Writer
 - Photographer & Videographer
 - Event Host/Moderator
 - Voice Over Talent
 - Others as necessary / required by TPB

3. Event management shall provide a moderator/emcee who will ensure the smooth transition in-between sessions, facilitate panel discussions and Q&A, gamification activities, synthesize the program and make it dynamic / interactive (for approval of TPB)

Qualifications of the Event Moderator/Host:

- Should be aesthetically pleasing, preferably has experience in hosting and moderating similar events such as conferences, fora, workshops, symposiums, and other corporate / association events, subject to the approval of the TPB
- Must be available to present and deliver spiels live,online and onsite during the two-day forum

*Recommendation of a Celebrity Host (*Business/Travel/Lifestyle Program Host*)is an advantage

4. Provide the following general requirements:

- a) Create pre-event promotional materials and facilitate attendance promotions (*design and content to be provided and approved by TPB*)
- b) Design creative materials including event banner, background, signage, digital juice, title card (*for approval of TPB*)
- c) Prepare a program scenario and script to include the following: Spiels of Event Moderator / Voice Over, Session Briefer, Speaker's Introduction, Webinar Decorum and Housekeeping Reminders including safety and health protocols, and other announcements and event information (*for approval of TPB*)
- d) Organize and facilitate Speakers' Technical Rehearsal; Secure a copy of Speaker's Presentations and management of pre-recorded presentations, technical requirements and etc.
- e) Conduct a final orientation or dry-run of the Forum before the actual event dates
- f) Organize and manage onsite and online programs/sessions for the entire duration of the Forum
- g) Record all sessions and upload to a specific online drive including all other creative materials pertaining to the event
- h) Document in photo and video the Forum to include presentations in the sessions and endorse to the TPB in an external hard drive
- i) Generate and submit an Event Analytics Report of the event covering the following:
 - Number of Online Registrations (*Real-time report*)
 - Number of Online Views (*Real-time report*)

- Social Media Engagement
 - Attendee Evaluation Survey
 - Summary of Questions and Feedback
- j) Provide update and feedback to the TPB on a regular basis on the progress of the preparations of the event and other related areas
5. Ensure delivery of the following physical and technical requirements:

ONSITE:

- a) Over-all venue décor/execution and construction for the abovementioned event to include, but not be limited to:
- Stage design / decoration (*using existing stage of the venue*)
 - Venue styling
 - Printing of Banner, Signage, Title Card (*if necessary*)
 - Registration Counter
- b) Provide the following requirements for the hybrid Forum and coordinate with the technical team of the venue (TBA) for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
- Audio-Visual and Lighting System (speakers, microphones, etc.)
 - LED wall screen, backdrop, stage / set design
 - LED projector and screen (as needed)
 - Stage truss system (as needed)
 - Speakers' technical requirements
 - Microphones (lapel and wireless)
 - Amplifiers
 - Laptops (mac and windows) with appropriate connectors
 - Presentation Clicker/Laser Pointer/Easel
 - Appropriate cables and video adapters (VGA, HDMI, etc.); and
 - Professional lighting system (if needed)
 - Signage/roll-up banner within and around the venue (if needed)
 - Close circuit camera and dedicated camera/s for documentation purposes
 - Non-wired/wireless internet connection equipment
 - Other requirements/equipment needed for streaming live the pre-recorded/online sessions at the venue

**See attached Annex A for recommended specifications of technical equipment (subject to change/approval)*

ONLINE:

- c) Provision and management of an online event/webinar platform that has a capacity to deliver the following requirements:

- Can accommodate at least 500 to 1000 online users/viewers
 - With registration system
 - Can be integrated and streamed live in Facebook
 - Can control and manage speakers in a virtual backstage
 - Can facilitate the participation/engagement of delegates
 - Has an integrated interactive Q&A / On-Screen Polling Tools
- * Bidder should submit a webinar account (e.g. Licensed Zoom Account) or equivalent certificate reflecting capability to provide the above requirements

d) Create and manage a Registration System of the Forum

- Registration should be integrated into the online event platform
- Must be able to accommodate at least 500 to 1000 registrants
- Manage electronic issuance of registration confirmation, event notifications and reminders including provision of designated links for webinar sessions, event feedback forms and on-demand/recorded sessions
- Dissemination / uploading and collection of digital evaluation form (content to be provided and approved by TPB)
- Development of an e-Certificate and distribution to qualified delegates (content to be provided and approved by TPB)

IV. ELIGIBILITY OF REQUIREMENTS

A. Profile and Competency

1. Must be Filipino-owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws. Must have been in operation for at least three (3) years;
2. Key team members of the Events / Production Company must have a minimum of three (3) years of experience in organizing local and international events;
 - Event Coordinator
 - Event Director
 - Technical Director
 - (Lights, Sounds, Online Platform)
 - Stage Manager
 - Script Writer
 - Photographer & Videographer
 - Event Host/Moderator
 - Voice Over Talent

- Creative Artwork Specialist (CAS)*
- Others as necessary / required by TPB

** may have less than 3 years of relevant experience*

3. Must submit a list of personnel to be assigned to the project with their respective CVs / Professional Profile
4. Must have organized and staged at least one (1) Virtual/Hybrid Event;
5. 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;

B. Other Special Requirements

Bidders will be required to submit their proposal for the following*:

1. Event Moderator / Host
2. Platform to use (*with certification or its equivalent*) for the Virtual/Hybrid set up
3. Registration System including issuance of Evaluation and E-Certificate
4. Program Scenario for Hybrid Event
5. Stage Design / Set up for Hybrid Event
6. Gamification Activities
7. Layout of Promotional Materials, Background, Signage, Evaluation and Certificate

**Note: the above proposals will form part of the evaluation*

V. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **ONE MILLION PESOS (PHP1,000,000.00)** 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. The deadline for submission of bids should be at time and place specified in the request for quotation (RFQ).

VI. TERMS OF PAYMENT

The indicative payment scheme is as follows:

| Amount | Deliverables |
|--------|---|
| 15% | Upon submission and approval of presentation, program |

| | |
|---|--|
| (1 st progress payment) | concept, script, flow and set-up retirements |
| 45% (2 nd progress payment) | Upon presentation and approval of final dry run/tech check |
| 40% (3 rd progress payment) | Upon completion and satisfactory performance of services and submission of deliverables such as end reports, recordings of the activities, videos, photos. |

The following documents should be submitted by the winning bidder for the processing of payment:

- Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

MARIA ANTHONETTE C. VELASCO - ALLONES
 Chief Operating Officer
 Tourism Promotions Board
 4/F Legaspi Towers 300, Roxas Blvd., Manila 1100

- Copy of Official Receipt

VII. ADDITIONAL INFORMATION

Contact Persons:

1. Ms. Raquel Tria
 Acting Head, MICE Department
 raquel_tria@tpb.gov.ph
2. Ms. Sherdoll Bayona
 Senior Convention Services Officer, MICE Department
 sherdoll_bayona@tpv.gob.gov.ph
3. Ms. Natasha Blanquisco
 Convention Services Officer III, MICE Department
 natashia_blanquisco@tpb.gov.ph

VIII. OTHER TERMS & CONDITIONS

- A. The TPB shall have full ownership of all the data gathered and presented (both in hard or softcopy files) from the event.
- B. The winning bidder will be bound by and should comply with Republic Act No. 10173 otherwise known as the “Data Privacy Act of 2012”.

ANNEX A: RECOMMENDED SPECIFICATIONS OF ONSITE AND ONLINE TECHNICAL EQUIPMENT(as applicable)

- **STREAMING REQUIREMENTS STREAM MACHINE**
 - Intel i9-10900desktop
 - Licensed VMIX 4K Video Production and StreamingSoftware
 - 64gb RAM
 - NVidia RTX 3080 GPU for video render andencoding
 - Black Magic Design Quad HDMI 4k Video CaptureCard
 - 2 WorkingMonitors
 - Zoom H5 - Digital Audiointerface

- **CAMERA**
 - Panasonic Full HD professionalcamcorder
 - Benro Heavy DutyTripod
 - Signal and Power Cable
 - Sony A7 iii Full Frame MirrorlessCamera
 - Manfrotto Heavy DutyTripod
 - Signal and Power Cables

- **REGISTRATIONBACKDROP**
 - m x 0.5m x 8'(LWH)
 - Exhibit system structuresupport
 - Wrap around tarpaulin in woodframes
 - Inclusive of graphics printing andinstallation

- **STAGE BACKDROP / LED FRAME**
 - 24' x 12' Stage Backdrop
 - TEES Octanorm Exhibit system structuresupport
 - LED Wall FramingProvision
 - Tarpaulin Graphics printing, andinstallation
 - Wood Framing and Backing forgraphics

- **LED WALL**
 - Stage LED Wall: 3.5m x 2.5m H (896 x 640) Each Set Includes
 - 35 Cabinets 50cm x 50cm GTOPTOP Video LEDwall
 - Signal SendingBox
 - VideoProcessor
 - 1 Lot Power, Signal and PatchingCables
 - Metal Frame LED Wall StructureSupport
 - Counterweights
 - 1 Power Distribution Unit (Power Supply c/oClient)

- **LED RISERS**
 - 12' x 2'

- **TV MONITOR PROMPTERS**
 - 2 Sets 43" LEDTV
 - Inclusive of Vertical Stand or FloorStand
 - Inclusive of Cables, splitters (No LaptopIncluded)

- **LIGHTING**
 - 1 Unit Digital LightingController
 - 1 Unit DMX XLR signal Splitter
 - 4 Unit MovingHeads
 - 16 units 84bulb Par LED RGBW StageLights
 - 24 units 54 bulb Par LED RGBW Slim StageLights
 - 16 units Par LED Amber White Frontal StageLights
 - 8 Units LED strip Up Lights (Registration Backdrop and Photo wall)
 - 1 Lots Signal and Powercables
 - Units Heavy Duty LightStands

- **AUDIO**
 - 1 Unit Allen and Heath Digital Audio Mixer 24Channel
 - 1 Unit Allen and Heath Digital Stage Box
 - 2 Units JBL PRX 835 Active Speakers(FOH)
 - 2 Units JBL PRC 815 Active Speakers (StageMonitor)
 - 2 Units X-Line 18' ActiveSubwoofers
 - 1 Lot Power and XLR Cables

- **MICROPHONES**
 - 6 Units RF WirelessMics
 - 4 Units WiredMics

- **PRODUCTION COMMUNICATION SET**
 - 6 pcs EarTEC Wireless CommunicationSet

- **ELECTRICAL**
 - 4 Sets Power Outlets (RegistrationCounters)
 - Inclusive of Electrical Wiring and safetybreakers
 - Complete Electrical wiring forevent

- **ELECTRICAL**
 - 4 Sets Power Outlets (RegistrationCounters)
 - Inclusive of Electrical Wiring and safetybreakers
 - Complete Electrical wiring forevent

