

**SERVICES OF AN EVENT MANAGEMENT COMPANY**  
**7<sup>th</sup> and 8<sup>th</sup> REGIONAL TRAVEL FAIR (HYBRID)**  
**25-27 June 2021 (Region VIII) Eastern Visayas**  
**06-08 November 2021 (Region IX) Zamboanga Peninsula**  
*As of 24 March 2021*

**TERMS OF REFERENCE**

**I. BACKGROUND**

Following the successful implementation of last year's virtual edition of the Regional Travel Fair (RTF), the Tourism Promotions Board (TPB) will stage two separate hybrid Regional Travel Fairs in 2021 featuring Eastern Visayas and the Zamboanga Peninsula regions in June and November, respectively. This is an excellent opportunity for the host regions to showcase their respective tourism offerings in strategic partnership with LGUs and private local industry players.

This event will feature a two-day hybrid selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services. RTF will also feature a whole-day hybrid Business-to-Business session (B2B), a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovatively develop travel-related business operations aligned with the government's health and safety guidelines and protocols. A webinar on best practices on tourism operation open to all tourism stakeholders is also part of the fair.

**II. OBJECTIVES:**

The event aims to regain the consumer's public interest to travel domestically following the new norms in travel and help the tourism industry bounce back from the impact of the COVID-19 pandemic.

**III. COMPONENTS OF REGIONAL TRAVEL FAIR (VIRTUAL EDITION)**

**A. Tourism Forum (Webinar)**

The Tourism Forum is focused on educating at least 500 tourism stakeholders, which aims to update the knowledge and enhance the understanding of the participants on the following topics:

*Proposed Topics:*

- *Eastern Visayas : Philippine Weave*
- *Zamboanga Peninsula: Philippine Halal Food*
- *Gender Trends in Philippines' Tourism Destination*
- *Regional Tourism Updates: The Eastern Visayas and the Zamboanga Peninsula*

**B. Travel Exchange (TRAVEX)/(B2B)**

TPB will conduct a Business-to-Business virtual meeting between participating Buyers and Sellers. The B2B is expected to generate direct sales and business leads, renew business deals, and allow them to network and meet new business partners.

**C. Business-to-Consumer (B2C)**

It is a 2-day online selling of discounted domestic tour packages to the consumers to be participated in by exhibitors from the host regions composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc.

**Proposed Venue and Schedule of Activities: \* subject to change**

<b>PARTICULARS</b>	<b>EASTERN VISAYAS</b>	<b>ZAMBOANGA PENINSULA</b>	<b>TYPE</b>
Webinar and Technical Orientation	22 June 2021	29 October 2021	Zoom/Virtual Platform
Business to Business Session (B2B)	25 June 2021	06 November 2021	Hybrid
Business to Consumer Session (B2C)	26-27 June 2021	07-08 November 2021	Hybrid

**IV. SCOPE OF SERVICES AND DELIVERABLES FOR EASTERN VISAYAS (REGION VIII)**

**ABC Lot 1: Php1,300,000.00**

The Tourism Promotions Board (TPB) is inviting qualified Event Management Company with the following guidelines for Eastern Visayas (Region VIII).

**A. TOURISM WEBINAR**

1. Conceptualize, implement, and manage at least three (3) webinars and three (3) interviews.
  - Philippine Weave
  - Regional Tourism Updates in Eastern Visayas
  - Gender Trends in Philippines' Tourism Destination
2. Provide zoom can accommodate minimum of 500 attendees and link to the virtual platform provider.

3. Coordination with the Domestic Promotions in the finalization of topics and appropriate speakers.
4. Invite and confirm speakers and provision of tokens and professional fees.
5. Engage the services of a moderator to introduce speakers and to facilitate Q&A and synthesis.
6. Conduct a dry – run of the program at least 3-5 days before the actual date of the event.
7. Conduct interviews should include key tourism players for current updates on their strategies and action plans for Domestic Tourism Recovery Program:
  - a. Atty. Anthonette Velasco-Allones, TPB COO
  - b. Undersecretary Robby Alabado, DOT TRCRG
  - c. Sec. Bernadette Romulo- Puyat, DOT
8. Submission of photos and video recording and post-event report in the external drive.

## **B. BUSINESS-TO-CONSUMER (B2C)**

1. Provide Emcee or Host for the following:
  - Opening and closing receptions to be featured in FB Live /Youtube
  - Opening of the RTF
  - Welcome/Closing Remarks
  - Message
  - Entertainment
2. Implement and manage the event plan /program of a maximum of six (6) live shows or video for the entertainment as follows:
  - a. Opening Ceremony with live music, song, and dance (local entertainers from the regions)
  - b. Closing Ceremony
    - b.1 Provide three (3) minute edited compilation of video for the 3-day activities of RTF to be shown during the Closing Ceremony.
    - b.2 Live music, song, and dance
    - b.3 Announcement of winners (Best Virtual, Booth, Virtual Games and others)

- c. For the two (2) days B2C activities as an intermission during the consumer show (4 varieties of entertainment can be a group or individual talents) as follows:
  - c.1 One (1) Craft or cooking demo or unique talents from the region
  - c.2 One (1) Ethnic song and dance
  - c.3 One (1) Wellness Tourism
  - c. 4 One (1) Local talents playing string and percussion
3. Inclusive of talent fees, applicable taxes, and other logistic requirements (eg. video editing, transportation, meals and other)
4. Preferably Talents from Region VIII and Region IX or National Commission for Culture and the Arts (NCCA). Subject for the approval of TPB.

**C. FEATURED LOCAL ARTISANS DURING THE BUSINESS TO BUSINESS SESSION (B2C):**

1. For the on-line selling of weaver's products to be displayed during the B2C for two (2) days.
2. Video of featured local communities of traditional embroidery and weaving during the consumer show.
3. Photos of items to be shown for the e-Commerce platform.
4. Engage the services of featured local artisan (e.g. weavers, crafts, embroiderers or others)
5. Inclusive of talent fees plus taxes and other logistic requirements such as location shoot.
6. Brief description/history of their crafts
7. Inclusive of meals, accommodation and transportation, and other logistic requirements of the artisan.
8. Example local artisans that are subject for approval of DOT Region.
  - Basey, Samar Banig Weaver
  - Handicraft Mamanwas (Indigenous People) rattan and bamboo as their materials in handicraft making
  - Bamboo Weavers of Quinapondan, Eastern, Samar

**D. TECHNICAL/LOGISTICAL REQUIREMENTS:**

1. Live Feeds in FB and YouTube of the following for the 3-day event in Eastern Visayas.
  - a. LIVE FEED (real-time videos are fed in the virtual platform)
  - b. Professional Cameramen
  - c. Professional Camera Set-up

- d. Monitor Set-up-with Video Switcher
- e. Technical Director
- f. Communication System (Cameramen to Technical Director)
- g. LED wall size of 9 x 12 ft. for three (3) days
- h. Sounds System and lights during the event
- i. Stage set-up and backdrops for RTF
- j. Inclusive the cost of accommodation, travel and meal expenses of the Event Management personnel assigned.

**E. PUBLICITY AND PROMOTIONS OF THE EVENT IN SOCIAL MEDIA BOOSTING:**

- 1. Informing the Public on the Virtual Regional Travel Fair
- 2. Encouraging the general public to visit the Virtual B2C and seminar on the virtual platform to transact business with the exhibitors who are selling tour packages, services, etc.
- 3. Produce a 1 minute “infomercial” to be broadcast to Social Media Platform at least two weeks before the event

**F. TOKENS FOR THE BUYERS:**

Food voucher in the amount of One Thousand Pesos (Php1,000.00) to be delivered to the participating Buyers during B2B. (TPB will provide the list)

**G. The above-mentioned deliverables will be featured in the zoom and virtual platform of the Regional Travel Fair.**

**H. Close coordination with RTF technical team and Virtual Platform Provider.**

**I. All assigned personnel shall be followed the health protocol provided by AITF and respective LGUs rules and regulations.**

**V. SCOPE OF SERVICES AND DELIVERABLES FOR ZAMBOANGA PENINSULA (REGION VIII)**

**ABC Lot 2 : Php1,300,000.00**

The Tourism Promotions Board (TPB) is inviting qualified Event Management Company with the following guidelines for Zamboanga Peninsula (Region IX).

**A. TOURISM WEBINAR**

- 1. Conceptualize, implement, and manage at least three (3) webinars and three (3) interviews.
  - Philippine Weave
  - Regional Tourism Updates in Eastern Visayas
  - Gender Trends in Philippines’ Tourism Destination

2. Provide zoom can accommodate minimum of 500 attendees and link to the virtual platform provider.
3. Coordination with the Domestic Promotions in the finalization of topics and appropriate speakers.
4. Invite and confirm speakers and provision of tokens and professional fees.
5. Engage the services of a moderator to introduce speakers and to facilitate Q&A and synthesis.
6. Conduct a dry - run of the program at least 3-5 days before the actual date of the event.
7. Conduct interviews should include key tourism players for current updates on their strategies and action plans for Domestic Tourism Recovery Program:
  - Atty. Anthonette Velasco-Allones, TPB COO
  - Undersecretary Robby Alabado, DOT TRCRG
  - Sec. Bernadette Romulo- Puyat, DOT
8. Submission of photos and video recording and post-event report in the external drive.

## **B. BUSINESS-TO-CONSUMER (B2C)**

1. Provide Emcee or Host for the following:
  - Opening and closing receptions to be featured in FB Live /Youtube
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  - Welcome/Closing Remarks
  - Message
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2. Implement and manage the event plan /program of a maximum of six (6) live shows or video for the entertainment as follows:
  - a. Opening Ceremony with live music, song, and dance (local entertainers from the regions)
  - b. Closing Ceremony
    - b.1 Provide three (3) minute edited compilation of video for the 3-day activities of RTF to be shown during the Closing Ceremony.
    - b.2 Live music, song, and dance

b.3 Announcement of winners (Best Virtual, Booth, Virtual Games and others)

- c. For the two (2) days B2C activities as an intermission during the consumer show (4 varieties of entertainment can be a group or individual talents) as follows:
  - c.1 One (1) Craft or cooking demo or unique talents from the region
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- e. Preferably Talents from Region VIII and Region IX or National Commission for Culture and the Arts (NCCA). Subject for the approval of TPB.

**C. FEATURED LOCAL ARTISANS DURING THE BUSINESS TO BUSINESS SESSION (B2C):**

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- 3. Photos of items to be shown for the e-Commerce platform.
- 4. Engage the services of featured local artisan (e.g. weavers, crafts, embroiderers or others)
- 5. Inclusive of talent fees plus taxes and other logistic requirements such as location shoot .
- 6. Brief description/history of their crafts.
- 7. Inclusive of meals, accommodation and transportation, and other logistic requirements of the artisan.
- 8. Example local artisans that are subject for approval of DOT Region.
  - Yakan Weavers
  - The weaves of Subanen in Kumalarang

#### **D. TECHNICAL/LOGISTICAL REQUIREMENTS:**

1. Live Feeds in FB and YouTube of the following for the 3-day event in Zamboanga Peninsula:
  - a. LIVE FEED (real-time videos are fed in the virtual platform)
  - b. Professional Cameramen
  - c. Professional Camera Set-up
  - d. Monitor Set-up-with Video Switcher
  - e. Technical Director
  - f. Communication System (Cameramen to Technical Director)
  - g. LED wall size of 9 x 12 ft. for three (3) days
  - h. Sounds System and lights during the event
  - i. Stage set-up and backdrops for RTF
  - j. Inclusive the cost of accommodation, travel and meal expenses of the Event Management personnel assigned.

#### **E. PUBLICITY AND PROMOTIONS OF THE EVENT IN SOCIAL MEDIA BOOSTING:**

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3. Produce a 1 minute “infomercial” to be broadcast to Social Media Platform at least two weeks before the event

#### **F. TOKENS FOR THE BUYERS:**

Food voucher in the amount of One Thousand Pesos (Php1,000.00) to be delivered to the participating Buyers during B2B. (TPB will provide the list)

**G. The above-mentioned deliverables will be featured in the zoom and virtual platform of the Regional Travel Fair.**

**H. Close coordination with RTF technical team and Virtual Platform Provider.**

**I. All assigned personnel shall be follow the health protocol provided by AITF and respective LGUs rules and regulations.**

#### **VI. QUALIFICATIONS OF BIDDER**

- A. Bidders must have been in operation as an EMC/event organizer for at least five (5) years.



- B. Bidder must have at least three (3) years of experience in event management/event organizing.
- C. Bidder must have had at least three (3) projects hosting online Virtual Events (B2B/B2C).
- D. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
  - i. Project Manager
  - ii. Creative Director/Writer
  - iii. Technical Director
  - iv. Technical Support Team

*\*Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.*
- E. Bidder must be able to make a presentation (maximum of 15-20 minutes) of their Plan Approach.

**VII. 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

**VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)**

Approved Budget for the Contract is **TWO MILLION SIX HUNDRED THOUSAND PESOS ONLY (Php2,600,000.00)** only, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down.

**TERMS OF PAYMENT**

Payment will be on send-bill arrangement. Full payment upon completion of the requirements stipulated in the technical specifications.

The supplier must have a Landbank account. Payment will be made through an LBP bank deposit. In case the supplier does not have a Landbank account, the supplier will shoulder bank charges.

PARTICULARS/PER EVENT		TERMS OF PAYMENT
➤ Eastern Php1,300,000.00	Visayas	100% of the total contract price
➤ Zamboanga Php1,300,000.00	Peninsula	

<ul style="list-style-type: none"> <li>Acceptance and approval program activities, confirmed speakers, talents/performers, and infomercial</li> </ul>	15% of the total contract price
<ul style="list-style-type: none"> <li>Completion of requirements of featured local artisans and deliveries of token for the buyers of each event</li> </ul>	35% of the total contract price
<ul style="list-style-type: none"> <li>Full completion of deliverables for each event with corresponding reports</li> </ul>	40% of the total contract price
<ul style="list-style-type: none"> <li>Submission of Terminal Report and Certification of Project Completion</li> </ul>	10% of the total contract price

**Milestone:**

REQUIREMENTS / PER EVENT	DURATION
Submission of program activities with script, speakers , talents/ performers and infomercials	20 days before the event
Technical rehearsal and walkthrough	10-15 days before the event
Completed requirements of featured local artisans	10- 15 days before the event
Completion of distribution tokens for the Buyers	2-5 days before the event
Three (3) minute edited compilation of video for the 3-day activities	on or before the Closing Ceremony
Terminal Report of 4-day Activities	5 to 7 days after the event

**IX. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)**

PARTICULARS		RATING	
<b>APPLICABLE EXPERIENCE OF THE BIDDER</b>			<b>60%</b>
A.	Nature of Operation and Specialization	25%	
	The bidder should specialized in design virtual/online platform for company brand activation campaigns, events and exhibition as evidenced by the statement of previous and ongoing contracts		
B.	Three (3) Similar Projects handled	20%	
	More than 3 projects (20%)		
	At least 2 projects (15%)		
	Below 0 projects (0%)		
C.	Contract cost of completed projects in the last 3 years	15%	
	At least 3 projects with contract cost equal to or greater than the ABC (15%)		
	At least 1 project with contract cost equal to or greater than the ABC (5%)		

	No previous and ongoing contracts cost equal to or greater than the ABC (0%)		
<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>			<b>30%</b>
	Bidder should STRICTLY comply with required minimum number of personnel and the minimum number of years of experience per position as indicated in Section VI-D of the Technical Eligibility Requirements		
<b>NUMBER OF ONGOING PROJECTS BEING HANDLED OF SIMILAR SCOPE AND NATURE vis-à-vis CAPACITY</b>			<b>10%</b>
	The bidders capacity (manpower and financial capacity) should STRICTLY compensate the number of ongoing projects handled of similar scope and nature		
	<b>TOTAL</b>		<b>100%</b>
<b>Factor Rating</b>			
	Applicable Experience of the Bidder	_____	* (.60) =
	Qualification of Personnel who may be assigned to the job	_____	* (.30) =
	Number of ongoing projects being handled of similar scope and nature vis-à-vis capacity	_____	* (.10) =

**X. 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 B2B/B2C 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> </ul>	

<p>B. Creative Director/Writer</p> <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> <p>C. Technical Director</p> <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> <p>D. Technical Support Team</p> <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>	
<b>II. 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 five (5) years (10%)</li> <li>● Bidder must have at least three (3) years of experience in event management/event organizing (10%)</li> <li>● Bidder must have had at least three (3) projects hosting online Virtual Events (B2B/B2C) (10%)</li> </ul>	
<b>III. Plan of Approach and Methodology</b>	<b>50%</b>
<ul style="list-style-type: none"> <li>• Proposed Program Scenario for the 4-day activities of RTF with at least sample of infomercial (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 design objectives (10%)</li> <li>• Feasibility of the planned execution of the overall scope of work (10%)</li> </ul>	
<b>TOTAL</b>	<b>100%</b>
<b>Factor Rating</b>	
Quality of Personnel to be assigned to the Project	____ * (.20) =
Firm Experience and Capability	____ * (.30) =
Plan of Approach and Methodology	____ * (.50) =

The minimum ST required to pass is **80%**.

**Technical Proposal - 85%**

**Financial Proposal - 15%**

**PROJECT OFFICERS/CONTACT PERSONS**

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**\*\*\* Nothing Follows \*\*\***