

TERMS OF REFERENCE

VIRTUAL PATA ADVENTURE TRAVEL CONFERENCE AND MART (ATCM) 2021

25-27 May 2021

Services of an Event Management Company

as of 28 April 2021

I. BACKGROUND

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organizations, including 95 governments, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organizations and 70 educational institutions, as well over 4,000 youth members across the world.

The PATA Adventure Travel Conference and Mart is a three-day niche event with conference and business-to-business components. It will bring together tourism professionals from the public and private sectors to discuss new opportunities in promoting tourism sustainability and address the issues regarding adventure travel, and responsible and sustainable tourism.

In particular, this year's edition of the ATCM will be hosted and spearheaded by the Department of Tourism (DOT). Due to global health crisis, the event will be conducted in a two (2)-day hybrid format with the following components:

- a) Travel Mart – Focusing on adventure products and services, it will be participated by a mix of local and international buyers and sellers on a B2B and business matching platform;
- b) Conference - Online educational sessions will explore the dynamics, trends, and nuances of this fast-growing tourism market segment;
- c) Networking –ATCM 2021 participants will be provided with an online platform to network and exchange ideas with their counterparts;
- d) Gamification and Destination Experiences - Online games and live destination experiences will be integrated in the program to provide delegates a unique and fun virtual experience of the Philippines.

II. COMPONENTS OF ATCM

The following are the components of the ATCM:

- a) Conference Opening Ceremony (Hybrid)
 - Duration: Maximum of 30 minutes
 - Setup: Combination of live and online
 - Content: Gamification (online/onsite games to pump up audience participation), MICE & tourism videos, prayer, national anthem, Event Moderator's opening spiel, welcome remarks from the 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*)
 - Online educational sessions for the two (2) days duration of ATCM
 - With interactive virtual Q&A

- c) Closing Ceremony
 - Duration: Maximum of 30 minutes
 - Setup: onsite and online
 - Content: Tourism Videos, event moderator's closing spiel, closing remarks

- d) Gamification
 - Two (2) sets of interactive activities for each day of ATCM, to be participated by onsite and online delegates

- e) Business-to-Business (B2B)
 - Duration: Approximately 2-3 hours
 - Setup: online (*all event activities should be accessible/viewed onsite, offsite and online*)

III. SCOPES OF SERVICES

The Event Organizer shall:

1. Conceptualize, manage and implement the overall program scenario for the virtual / onsite event.
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 / Content Manager
- Event Director
- Technical Director
(*Lights, Sounds, Online Platform*)
- Set Designer
- Stage Manager
- Set Designer
- Creative Artwork Specialist
- Script Writer
- Photographer & Videographer
- Event Host/Moderator
- Voice Over Talent
- Others as necessary / required by TPB

3. Source and hire a conference program moderator/emcee to ensure the smooth transition in-between sessions, to facilitate Q&A, Gamification Activities and synthesize and make the program dynamic and interactive (*for approval of TPB*)

Below are the specific considerations for the Event Moderator/Host:

- Should be aesthetically pleasing and has preferably hosted conferences/ corporate/ similar events-- subject to the approval of TPB
- Must be available to present and deliver spiels either live or onsite during the event;

4. Provide the following general requirements:

- a) Design creative materials including event banner, background, signage, digital juice, title card (*for approval of TPB*);
- b) 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*);
- c) Organize and facilitate Speakers' Technical Rehearsal; Secure a copy of Speaker's presentations and management of pre-recorded presentations, technical requirements and etc.;
- d) Conduct a final orientation or dry-run of ATCM at least a week before the actual event dates;
- e) Organize and manage onsite or online programs/sessions for the entire duration of the ATCM;
- f) Record all sessions and upload to a specific online drive including all other creative materials pertaining to the ATCM;
- g) Document in photo and video the ATCM to include presentations in the sessions and endorse to the TPB in an external hard drive;

h) Generate and submit an Event Analytics Report of the event covering the following:

- Number of Online Views (*Realtime report*)
- Number of Registrants (Realtime Report)
- Social Media Engagement
- Attendee Evaluation Survey
- Summary of Questions and Feedback
- Program Transcription

i) Provide update and feedback to the TPB on a regular basis on the progress of the preparations of the ATCM and other related areas.

5. Provide 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

a) Provide the following requirements for the hybrid Conference 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

ONLINE:

a) 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 registrants
- Has an integrated interactive Q&A / On-Screen Polling Tools

b) Create and manage a Registration System of the Conference

- 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

NOTE: Any deviation/changes to be made or implemented in the deliverables listed in the scope of services will be subject to the approval of TPB as long as it is within the ABC

IV. ELIGIBILITY OF REQUIREMENTS

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;

Must submit the articles of incorporation, CDA or DTI certificate, whichever is applicable

2. Must have organized and staged at least three (3) Virtual/Hybrid Events;

Must submit a list of all ongoing and completed government and private contracts for the last three (3) years whether similar or not similar to the requirements;

3. 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 / Content Manager
- Technical Director and Support Team
- Stage Manager
- Script Writer
- Creative Artist

Must submit a list of personnel to be assigned to the project with their respective CVs / Professional Profile; Use TPF6 Form (see attached form), the document need not be notarized.

4. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);

V. CRITERIA FOR EVALUATION

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:

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	30%
	<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 three (3) years:</p> <ul style="list-style-type: none"> ● Event Coordinator ● Event Director / Content Manager ● Technical Director and Support Team ● Stage Manager ● Script Writer ● Creative Artist ● 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	30%
	<p>a. Experience of the firm in handling similar nature of work (10%)</p> <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>c. Number of Hybrid/Virtual Events organized (10%)</p> <ul style="list-style-type: none"> ● More than 3 projects with at least one (1) government project (10%) 	

	<ul style="list-style-type: none"> • Three (3) projects with at least one (1) government project (8%) • Less than three (3) projects with at least one (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	40%
	<p>a. Adherence of the proposal to all the required components of ATCM Event as mentioned in this bid (15%)</p> <p>b. Creativity and innovation in the plan of approach (15%)</p> <p>c. 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 **ONE MILLION PESOS (PHP1,000,000.00)** inclusive of all applicable fees and taxes.

VIII. TERMS OF PAYMENT

The indicative payment scheme is as follows:

Amount	Deliverables
15% (1 st progress payment)	Upon submission and approval of presentation, program concept, script, flow and set-up retirements
75% (2 nd progress payment)	Upon presentation and approval of final dry run/tech check
10% (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

IX. ADDITIONAL INFORMATION

The cost of items in the bid should be broken down. The winning bid shall be determined using the Quality Cost-Based Evaluation (QCBE), the award of contract shall be made to the Highest/Single Rated Responsive Proposal (H/SRRP). The deadline for submission of bids should be at time and place specified in the request for proposal (RFP).

Contact Persons:

1. Ms. Raquel A. Tria
Acting Head, MICE Department
Raquel_tria@tpb.gov.ph
2. Mr. Dan Joseph B. Ferrolino
Convention Services Officer I, MICE Department
dan_ferrolino@tpb.gov.gov.ph

X. 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. All records are regarded as confidential and therefore will not be divulged to any third party, other than the research agency if legally required to do so to the appropriate authorities. The TPB has the right to request sight of, and copies of any and all records kept, on the provision that the company is given reasonable notice of such a request;
- C. There will be a Non-Disclosure Agreement between TPB and the research agency;
- D. Neither party shall be liable to the other for any failure to perform any obligation under any Agreement which is due to an event beyond the control of such party including but not limited to any Act of God, terrorism, war, Political insurgence, insurrection, riot, civil unrest, act of civil or military authority, uprising, earthquake, pandemic, flood or any other natural or

man-made eventuality outside of our control, which causes the termination of an agreement or contract entered into, nor which could have been reasonably foreseen.