

July 12, 2021

## REQUEST FOR PROPOSAL

**Proposal No. TPB-PR.2021.07.248**

Requirements : Services of Consulting Company

Project Title : Conduct of Tourism Marketing Educational Seminar 2021

Approved Budget : Two Million Five Hundred Thousand Pesos Only (Php 2,500,000.00)

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The TPB, through its Bids and Awards Committee (BAC), is in need of the Service Provider for the Conduct of Tourism Marketing Educational Seminar 2021 to Design and Implement an Online Tourism Marketing Educational Seminar (Web Conference / Webinar) with the following Tentative dates: Run 1: 5 - 6 October 2021 and Run 2: 9-10 November 2021.

As such, **Consulting Firm** is invited to **submit a quotation/proposal** duly signed by your authorized representative not later than July 15, 2021, until 12:00 Noon.

### QUALIFICATIONS OF CONSULTING COMPANY:

The Service Provider must have the following qualifications:

- a. Bidder must have been in operation as a legally registered company under the Philippine laws, that handles educational training programs or is an institutional training institute for at least five (5) years.
- b. Bidder must have at least handled three (3) web conference and / or online training sessions.
- c. Bidder must have at least handled two (2) tourism-related project / events.
- d. Key Personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
  1. Project Manager / Coordinator (1 personnel)
  2. Moderator (1 personnel)
  3. Facilitators to handle break-out sessions (25 personnel)
  4. Secretariat (2 personnel)
  5. Technical Support Team (2 personnel)

### SCOPE OF WORKS / DELIVERABLES:

#### Pre-Event

- a. Webinar program conceptualization and planning. Formulate a methodological framework of the determined topics set by TPB.
- b. Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making skills of the officers.
- c. Provide a roster a minimum of three (3) local and/or foreign speakers, guests, or tourism experts appropriate for each run. The DPD may suggest preferred speakers.

- d. Create and disseminate an e-invite, e-reminder prior to sessions and post-thank you posters.
- e. Develop, manage and handle the participants' online registration confirmation and daily attendance.
- f. Electronic direct mails to all participants to include event reminders/recorded sessions, etc.
- g. Develop an online survey/evaluation of the webinar and submit a statistical report and analysis based on the result.
- h. Development of a Webinar Guideline/Etiquette
- i. Preparation of Breakout Session activities
- j. Conduct a pre-event orientation and preparation assistance including technical rehearsals of all speakers
- k. Provide TPB a copy of the Speaker's presentation.
- l. Logistical requirements needed by the resource speakers and working committee.
- m. Provide a webinar software platform and coordinate with the platform developer on the preparations, implementation, and management of webinars.
- n. Conduct a dry-run of the program at least 5 days before actual date
- o. Produce pre-recorded AVPs or speech from TPB or Department of Tourism (DOT) officials who might not be available during the webinar proper.
- p. Preparatory work for the participants prior to the webinar proper may be requested.

#### **Actual Event**

- a. In-charge of the over-all proceeding of the webinar based on the approved Program of TPB.
- b. Script writing for all session, if necessary
- c. Provision of at least twenty-five (25) break-out rooms in the platform that can handle a maximum of ten (10) participants per break-out room.
- d. Connectivity and recording of all proceedings of the webinars.
- e. Provision of green screen or customized digital background for resource speakers and host/moderator.
- f. Transcription of the viewers' comments/feedback after each session.
- g. Live/interactive Q & A and on-screen polling with real-time results

#### **Post Event**

- a. Dissemination of webinar e-Certificates of Participation for participants who completed the required number of webinar hours (100- 90% attendance) and an e-Certificates of

Attendance for those who did not complete the required number of webinar hours (less than 90%).

- b. Print-out all Certificates (hardcopy) and turn-over to TPB for dissemination.
- c. Print-out Speakers' presentation for all participants and turn-over to TPB for dissemination
- d. Processing of speakers' honorarium and applicable professional fees.
- e. Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.) and participants' evaluation.
- f. Submission of all recorded content and post-event report.

**TERMS OF PAYMENT**

<b>Phase</b>	<b>Percentage of Payment</b>
<p>Phase 1:</p> <p>Upon submission of the design and training module based on chosen topic/s, Statement of Account, list of qualified speakers, and the required eligibility requirements stated in item VI.</p>	<p>15% of the total contract price</p>
<p>Phase 2:</p> <p>Upon approval of training module, presentation of program concept, list of confirmed speakers, online registration form and conduct of technical rehearsal prior to Run 1.</p>	<p>25% of the total contract price</p>
<p>Phase 3:</p> <p>Upon completion of Run 1 and the submission of the following:</p> <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Two (2) copies of the approved Program</li> <li>3. Three (3) copies of the course module and Terminal Report</li> <li>4. Print-out of e (1) sample of Certificate of Participation Certificates of Participation and Attendance</li> <li>5. Print-out of Speaker's Presentation</li> </ol>	<p>25% of the total contract price</p>
<p>Phase 4:</p> <p>Upon approval of training module, presentation of program concept, list of confirmed speakers, online registration form and conduct of technical rehearsal prior to Run 2.</p>	<p>25% of the total contract price</p>
<p>Phase 5:</p>	<p>10% of the</p>

<p>Upon completion of Run 2 and the submission of the following:</p> <ol style="list-style-type: none"> <li>1. Statement of Account</li> <li>2. Two (2) copies of the approved Program</li> <li>3. Three (3) copies of the course module and Terminal Report</li> <li>4. Print-out of e (1) sample of Certificate of Participation Certificates of Participation and Attendance</li> <li>5. Print-out of Speaker's Presentation</li> <li>6. Data analytics report, database and all recorded content</li> </ol>	total contract price
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#### RATING

Evaluation Criteria	Rating	
<b>I. Applicable Experience of the Bidder</b>		<b>55%</b>
A. Years active in the field (25%)	25%	
<ul style="list-style-type: none"> <li>• Five (5) years and above (25%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Four (4) years and below (0%)</li> </ul>		
B. Handled web conference and/or online training sessions	20%	
<ul style="list-style-type: none"> <li>• Three (3) and above related projects within the last three (3) years (20%)</li> </ul>		
<ul style="list-style-type: none"> <li>• Two (2) and below related projects within the last three (3) years (15%)</li> </ul>		
C. Handled similar web conferences/online training sessions (minimum of 2 tourism-related projects/events)	10%	
<ul style="list-style-type: none"> <li>• Two (2) and above related projects within the last three (3) years (15%)</li> </ul>		
<ul style="list-style-type: none"> <li>• One (1) related projects within the last three (3) years (0%)</li> </ul>		

<b>II. Years of Experience of Personnel Who Will Be Assigned To The Project</b>		<b>30%</b>
<p>Required minimum 3 years of experience of ALL key personnel in handling online and offline training event</p> <p>A. Moderator B. Facilitator C. Administrative staff D. Technical Staff</p> <p>Above three (3) years (all personnel) – 30%</p> <p>Less than 3 years (any personnel) – 0%</p>		
<b>III. Current Workload Relative to Capacity</b>		<b>15%</b>
Number of ongoing projects/accounts as of 2020 being handled of similar scope and nature		
Below 5 projects (15%)		
5 and above projects (10%)		
<b>TOTAL</b>		<b>100%</b>
<b>Factor Rating</b>		
<b>I. Applicable Experience of the Bidder</b>	_____ * (.55) =	
<b>II. Years of Experience of Personnel Who Will Be Assigned To The Project</b>	_____ * (.30) =	
<b>III. Current Workload Relative to Capacity</b>	_____ * (.15) =	

<b>CRITERIA</b>	<b>RATING</b>	
<b>I. Qualification of Personnel who may be Assigned to the Project</b>		<b>20%</b>
<p>Required qualifications and experience of the following key personnel in organizing web conferences/online training sessions:</p> <p>A. Moderator</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (5%)</li> <li>• With less than three (3) years of relevant</li> </ul>		

<p>experience (0%)</p> <p>B. Facilitator</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (5%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <p>C. Administrative Staff</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (5%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <p>D. Technical Staff</p> <ul style="list-style-type: none"> <li>• With three (3) years or more of relevant experience (5%)</li> <li>• With less than three (3) years of relevant experience (0%)</li> </ul> <p><i>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)</i></p>		
<b>II. Firm Experience and Capability</b>		<b>20%</b>
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>Consultant has presented evidences in conducting web conferences and online training sessions whose quality is acceptable for educational seminar requirements.</i></p>		
<b>III. Plan Approach and Methodology</b>		<b>60%</b>
a. Formulation of the methodological framework in relation to the specified topic (30%)		
b. Quality of the proposed speakers, resource persons, guest, and tourism experts (15%)		
c. Feasibility of the planned execution of the overall scope (15%)		
<b>TOTAL</b>		<b>100%</b>
<b>Factor Rating</b>		
<b>I. Qualification of Personnel who may be Assigned to the Project</b>	_____ * (.20) =	
<b>II. Firm Experience and Capability</b>	_____ * (.20) =	
<b>III. Plan Approach and Methodology</b>	_____ * (.60) =	

## PRESENTATION

Qualified Bidders will be required to make a **presentation (maximum of 15 minutes)** of their Plan Approach. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weigh assignment ( the date and time will be advice):

Proposal	Weight
Technical	85%
Financial	15%
Total	100%

Copies of the following legal and eligibility requirements are also required to be submitted along with your quotation/proposal:

Legal Documents:

1. 2021 Mayor/Business Permit / License
2. SEC / DTI Registration Certificate
3. PhilGEPS Membership/ Certificate
4. Revised Omnibus Sworn Statement
5. BIR Registration / TIN
6. Income Tax Return
7. Secretary's Certificate
8. Company Profile

Technical Documents:

1. Statement of all ongoing and completed government and private contracts, including contract awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the last Three (3) year prior to the deadline for the submission and receipt of eligibility documents.
2. Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions in Clause 1.2 their respective curriculum vitae.
3. Joint Venture Agreement (if applicable). In case the joint venture is already in existence, or duly notarized statement from all the potential joint venture partners stating that they will enter into and abide by the provisions of the JVA in the instance that the bid is successful.
4. TPF 1. Signed Technical Proposal Submission Form
5. A brief description of the organization and outline of recent experience of the Consultant on projects of a similar and related nature (TPF 2. Consultant's References)
6. Comments, if any, on the TOR (TPF 3. Comments and Suggestions of Consultant on the Terms of Reference, etc.)
7. TPF 4. Description of the Methodology and Work Plan for Performing the Project .
8. TPF 5. Team Composition and Task.
9. TPF 6. Format of Curriculum Vitae for Proposed Professional Staff (Currently Notarized CV)
10. TPF 7. Time Schedule for Professional Personnel Indicating the estimated duration in terms of person-months and proposed timing of each input for each nominated experts
11. Work Plan showing in graphical format the timing of activities (TPF 8. Activity (Work) Schedule)
12. Notarized Omnibus Sworn Statement.

Please submit your quotation/proposal, legal and technical documents not later than July **15, 2021, 12:00 Noon** thru email at [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph) cc [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph), subject to the Terms and Conditions attached herewith, duly signed by your representative to the Procurement

and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

For any clarification, you may contact the BAC Secretariat at telephone number 8525-9318 loc. 266 or email at [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph) and [bac\\_sec@tpb.gov.ph](mailto:bac_sec@tpb.gov.ph)

Thank you very much.

(sgd)

**ATTY. VENANCIO C. MANUEL III**

Chairperson

Bids and Awards Committee