

# TERMS OF REFERENCE

## 2<sup>nd</sup> TOURISM & TECHNOLOGY FORUM

7-  
8 September 2021  
Manila,  
Philippines (Hybrid Event)

### Services for Content Creation & Speakers Management

*As of 05 July 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 2<sup>nd</sup> Travel and Tourism Technology Forum (TTF), organized by the Tourism Promotions Board (TPB) Philippines, aims to re-skill the tourism stakeholders in marketing and promoting their products and services through digital avenues and revisiting their brand to appeal to their target audience in the new normal. The event also aims to introduce a variety of digital tools and solutions to stakeholders so as to engage potential clients/ travellers 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 innovative marketing programs. 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 120 onsite delegates and an approximate of 500 online participants. Registration will be offered free to travel and tourism stakeholders.

In view of this, the TPB is in need of a company that can assist in developing the program and content of the Forum, manage and source quality local and international presenters / speakers / moderators relevant to the session topics of the Tourism and Technology Forum.

## II. SCOPES OF SERVICES

### 1. Conceptualize a program that will provide the following:

- Re-skill the tourism stakeholders in marketing and promoting their products and services through digital avenues
- Help tourism stakeholders revisit and improve their brand to appeal to their target audience in the new normal
- Provide inputs on trends in marketing and branding
- Advise on digital tools / solutions / innovations related to tourism and MICE products and services

\*there should be focused/ industry-specific breakout sessions for tourism stakeholders/ sellers and destination organizations/ LGUs that will help each industry category in improving their sales and marketing skills, target and provide solutions on industry-specific issues

### 2. Secure six (6) to twelve (12) high-caliber local and international presenters/speakers/moderators whose subject expertise are relevant to the topics/issues to be discussed at the Tourism and Technology Forum;

- Presenters / Speakers / Moderators, are preferably thought-leaders or an authority or have an in-depth knowledge of any of the following topics: Tourism industry, Destination Marketing, Digital Marketing, Content Creation, Branding, E-Commerce and Marketing Analytics, among others. They must provide global perspectives on issues to be tackled in the Forum. Speakers may come from various regions (US, Europe and Asia-Pacific) and from leading multinational marketing and technology companies such as Google, Tiktok, Facebook, Instagram, etc.
- Industry Professionals / Resource persons invited in similar conferences, seminars, workshops and webinars for at least 2 years, and with positive review from the audience should be a priority—to ensure relevance of the sessions to the Tourism industry;
- TPB may recommend/invite directly possible speakers for the Forum. TPB, as organizer of the event, may negotiate directly for preferential rates to maximize the budget allocation for speakers' professional fees;
- Any recommended presenters/speakers/moderators will be subject to the approval of TPB. Quotations/professional fees of recommended speakers should be disclosed to TPB. TPB reserves the right to re-negotiate with recommended speakers;

- Once approved, the TPB, as the national organization recognized by international tourism associations/ organizations, may opt to formally invite the vetted presenters/speakers/moderators;
  - The TPB, together with its Event Platform Technical team, shall provide speakers with their technical requirements during rehearsal and actual sessions.
3. Facilitate the payment of honorarium/ professional fees or other logistical expenses of approved presenters/speakers/moderators;
    - The company must have the capability to provide advance payments of professional fees to presenters/speakers/moderators, as required;
    - The company must be able to settle the remainder of professional fees within five (5) working days after the speaker's session, as applicable.
  4. Coordinate with approved presenters/speakers/moderators and provide their requirements from presenters/speakers/moderators
    - To execute agreement with the TPB-approved Speakers;
    - Bio data/profile and photo of the speaker for event promotion;
    - Presentations should be submitted prior to the Speaker's technical rehearsal;
    - Arrange for the authorization of TPB to share the recorded/slide presentation to participants of Tourism and Technology Forum (within the TPB Facebook Page and Website);
    - Speakers Management Company should comply with the Philippine Data Privacy Act;
  5. Assign a point person whom the TPB MICE Organizing Committee will coordinate with for this project

### **III. ELIGIBILITY REQUIREMENTS**

1. Must be a Filipino-owned, operated and legally registered Speakers Bureau /Professional Conference Organizer (PCO), Business Events Management Company under Philippine laws for at least three (3) years.

2. Must have an experience in conference program conceptualization and sourcing and handling speakers for corporate or government events or others similar events
  - a.) Submission of agreements/contracts of a similar nature from 2018 - 2021
  - b.) Submission of sample previous conference programs created and speakers contracted for past clients from 2018 - 2021.
3. Bidders need to submit a proposed program and speakers according to the requirements/program objectives listed in the Scope of Services

#### IV. PROPOSED SCHEDULE OF ACTIVITIES

(subject to change)

Date	Activity
5-9 July 2021	Submission of proposed program, topics and speakers
15 July 2021	Invitation and confirmation of speakers
29 July 2021	Target completion of Presenters/Speakers/Moderators
15 August 2021	Speakers Technical Rehearsal / Deadline of Submission of Pre-recorded Sessions
7 September 2021	Start of the 2 <sup>nd</sup> Tourism and Technology Forum
8 September 2021	End of the 2 <sup>nd</sup> Tourism and Technology Forum

#### V. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **EIGHT HUNDRED THOUSAND PESOS (PHP 800,000.00)** inclusive of applicable taxes.

- The bid amount shall include the total amount of professional fees, management fees and applicable taxes. Allocation for Speakers Professional Fees should not be lower than PHP 300,000.00
- Accepts send-bill arrangement. Billing on the Professional Fees paid to the Speakers should be based on actual cost.

## VI. TERMS OF PAYMENT

Send bill to the Tourism Promotions Board; Final payment in 30 days upon completion of deliverables and receipt of invoice, billing and/or other pertinent documents

## VII. CRITERIA FOR EVALUATION

### RATING SHEET

	<b>CRITERIA</b>	<b>Score</b>	<b>Rating</b>
<b>I.</b>	<b>Firm Experience and Capability</b>	<b>30 pts</b>	
	1. Has been involved in providing training and learning interventions in government and private sector organizations: <input type="checkbox"/> More than 3 years (15pts) <input type="checkbox"/> At least 3 years (10pts)		
	2. Conducted conferences/ learning programs related to the following topics: Tourism, Destination Marketing, Digital Marketing/ Communications, Content Creation, Branding, E-Commerce, Marketing Analytics and Digital Solutions. <input type="checkbox"/> 5 conferences/ learning programs and above (15pts) <input type="checkbox"/> 2 conferences/ learning programs but less than 5 conferences/ learning programs (10pts)		
<b>II.</b>	<b>Qualifications of Speakers/Presenters/Moderators who will be selected to the event</b>	<b>30 pts</b>	
	1. Industry Professionals / Resource persons invited in similar conferences, seminars, workshops and webinars for at least 2 years <input type="checkbox"/> 5 years and above (30pts) <input type="checkbox"/> At least 2 years but less than 5 years (25pts)		
<b>III.</b>	<b>Plan of Approach and Methodology</b>	<b>40 pts</b>	
	1. Bidder's proposal of the program (topics and speakers) (20) 2. Relevance of the customized topics to the organization's requirements and event objectives (20)		

**Passing Rate: 85%**

**Percentage of Proposals:**

*Technical Proposal – 80%*

*Financial Proposal – 20%*

Note: Interested suppliers are required to prepare a 20 minutes presentation of their Plan Approach and Methodology for the project. The date of presentation is to be issued once the relevant notices are signed and approved.

## VIII. CONTACT PERSONS

For particulars, please contact TPB-MICE Organizing Committee:

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3. Ms. Natasha Blanquisco  
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**\*\*\* Nothing Follows \*\*\***

