

TERMS OF REFERENCE
SERVICES OF AN EVENTS MANAGEMENT COMPANY FOR THE
MOBILE TOURISM PROMOTIONS BOARD PHILIPPINES WORKSHOP
25 November – 15 December 2021 (Subject to change of dates)
As of 17 September 2021

I. BACKGROUND

COVID-19 pandemic has affected caused severe economic distress by shutting down all tourism activities which affects the income-earning opportunities of the developing Community-Based Tourism sites and attractions. The pandemic has further complicated matters creating a major challenge for the community to rebuild confidence and sustainable tourism activities along with efforts to recover their health and local economy after the pandemic. As an approach to recovery, The Tourism Promotions Board Philippines (TPB), will provide assistance to sustain Community-Based Tourism Small and Medium Scale Enterprises (SMSE) in order to support employment and empower community members developing local products and services.

The main objectives are the following:

- A. To assess and validate existing and potential Community-Based Tourism sites nationwide based on the impact of COVID-19 and interventions for the recovery and sustainability
- B. Enhancement of marketing and promotional activities by providing appropriate venue and platform to promote and market their local tourism products and services
- C. Provide capacity building activities to Community Based-Tourism members in creating basic marketing plans or designing tourism activities as well as other marketing skills enhancements that are consistent with the local ways of life while increasing the value of local resources and knowledge.

The TPB shall procure the services of a qualified Events Management Company (EMC) for the provision of the following requirements which shall be opened for public bidding:

COMPONENTS OF THE WORKSHOP

Workshop Topics Options:

- a. *Improving Packaging Design and Crafts*
 - a. *Brand logo-making*
 - b. *Sustainable packaging: What is available in the area and what is reusable*
 - c. *Making the packaging part of the product-customer experience for added value*

- b. *Digital Marketing / Social Media Management / Content Creation*
 - a. *Free Layout Tools and Templates*
 - b. *Content KISS: Keep It Short and Simple when you post (Who- Brand, What- Product, Where- where to buy, When- if there is a promo or cut-off, How- other details)*
 - c. *Basic cellphone photography and videography*
 - d. *Advertise Using Social Media Trends: TikTok, FB or IG Stories (DIY videos, Behind-the-scenes, testimonials, dance moves, life hacks using product, recipes using product, etc.)*

- c. *E-commerce Management: Learning the online shopping platforms and techniques*
 - a. *Product Branding: How to catch attention and make customers remember you*
 - b. *Proper Pricing: 3 Rs (Reduce costs and consider labor, Re-use investments, Reap rewards)*
 - c. *Logistics and deliveries: Potential partners and efficient techniques if you want to expand your business reach*
 - d. *Setting up e-payments: How not to get scammed online*
 - e. *Customer Management: Feedback and how to talk/respond to customers*

- d. *Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs*
- a. *Boosting MSME confidence by knowing what to say, how to say it, when to say it*
 - b. *How to make a simple product demonstration*
 - c. *Practice makes perfect with participants doing a version of “Shark Tank” or “Dragon’s Den” during the workshop*

Proposed Workshop Program (Each Community)

ACTIVITY	REMARKS
DAY 1	
Introduction to the Workshop	8:00am – 8:15am
Invocation	8:15am – 8:18am
National Anthem	8:18am – 8:20am
Welcoming Message from LGU	8:20am - 8:30am
Keynote Message for Activity Takeaway from TPB	8:30am – 8:40am
Introduction and Ice Breaker of participants	8:40am – 9:00am
Session One: Morning Introduction Lecture on ' Packvertising ' : Improving Packaging Design and Crafting it to “speak” to customers	9:00am – 11:30am
Lunch Break	11:30am – 1:00pm
Icebreaker	1:00pm – 1:10pm
Session One: Afternoon Hands On Session on ' Packvertising ' : Improving Packaging Design and Crafting i.e Logo Creation, Packaging making and design	1:10pm – 4:50pm
DAY 1 Wrap up (Photo Op)	4:50pm – 5:00pm
DAY 2	
Icebreaker	9:00am – 9:20am
Session Two: Introduction Lecture on Digital Marketing / Social Media Management / Content Creation - Speakers Presentations	9:20am – 10:30am

Session Two: Hands On Session on Digital Marketing / Social Media Management / Content Creation - Content Creation, Social Media Creation	10:30am – 12:00nn
Lunch Break	12:00pm – 1:00pm
Non-Contact Games/Raffle/Q&A from lecture with prizes	1:00pm – 1:10 pm
Session Three: Introduction Lecture on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> - Speakers Presentations	1:00pm – 2:30pm
Session Three: Hands On Session on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> - Setting Up Accounts, Cost Analysis, Setting Up E-Payments	2:30pm – 4:50pm
Day 2 Wrap up (Photo Op)	4:50pm – 5:00pm
DAY 3	
Icebreaker	9:00am – 9:20am
Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Speakers Presentations	9:20am – 10:20am
Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Participant inputs and practice pitching	10:20am – 12:00nn
Lunch Break	12:00pm – 1:30pm
Non-Contact Games/Raffle/Q&A from lecture with prizes	1:30pm – 1:40pm
Session Four: Afternoon Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Pitching, Presentation of Outputs and Q&A from Panelists	1:40pm – 4:00pm

Awarding of Certificates and Special Awards	4:00pm – 4:30pm
Closing and Synthesis	4:30pm – 5:00pm
Photo Op	
Fellowship (optional)	

Note: Bidders can recommend enhancement on the proposed program subject to approval of TPB

II. SCOPE OF WORK/ DELIVERABLES

EMC for the Marketing Enhancement on Sustainable Community-Based Tourism based on the following schedule:

Indicative Dates	Area
15-19 November 2021	Buhi, Camarines Sur
27 November – 01 December 2021	Iloilo City
8 – 12 December 2021	Surigao Del Sur
18 – 22 December 2021	Zamboanga

**Subject to change based on IATF and LGU regulations*

a. Online Meeting Platform

- Online Meeting Platform that can handle online participants

b. Event Concept, Guide, and Details

- Creative concept and design of the venue and registration for the hybrid workshop
- Formulate a methodological framework on the workshop for the Marketing Assistance Enhancement of Sustainable Community-based Tourism Workshop
- Provide moderators, facilitators, administrative staff, and technical staff to assist and engage with the participants online and on-site to foster active participation or cite valuable information during the break-out sessions. Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.
- Creative concept and design for collaterals in the execution of the event
- Meet with the TPB Secretariat Team for the preparation, requirements, and discussion of workshop flow, activities, and other requirements

- Conduct briefing for all community participants involved before the workshop
- Oversee the overall flow of the workshop from pre-event to onsite support, including virtual presentation of the resource speakers.
- Develop an online survey/evaluation of the webinar and submit a statistical report and analysis based on the result.
- Provide a Certificate of Participation for participants who completed the required number of webinar hours
- Ensure compliance to minimum health protocols according to the IATF guidelines in the holding of a Hybrid Event
- Playback of official TPB AVPs
- Collect and compile copies of the Resource speaker’s presentation (If Needed)
- Assist in the dissemination and collection of feedback forms and provide a summary of the feedback result.

c. Collateral/Creative Design of the Collaterals

- Stage Backdrop/Standee Tarpaulins, Registration counters, and other displays
- The concept for the execution of Invocation and National Anthem (If needed)
- Concept, Design, produce, and Layout Publishing materials for the promotion of the workshop
- Provide Virtual Background for Virtual Resource Speakers

d. Talents and Professional Fees / Honorarium

Talent	Qualifications
Emcee/host/Moderate	<ul style="list-style-type: none"> - professional track record as Emcee/Host/Moderator for the last 3 years - Experience in Moderating/Facilitating at least 3 hybrid/virtual events
Resource Speakers	<ul style="list-style-type: none"> - professional track record as Subject Matter Expert based on topic of the workshop

	<ul style="list-style-type: none"> - Experience in providing talks or workshop in the last 3 years - Experience providing talks or workshop virtually/ hybrid once in the last 3 years
On Site Workshop Facilitators	<ul style="list-style-type: none"> - professional track record as Emcee/Host/Moderator for the last 3 years - Experience in Moderating/ Facilitating at least 3 hybrid/virtual events

e. Documentation

- Photo Documentation and Recording of workshop proceedings

f. Technical Requirements (Per Community Workshop)

1. Production Equipment

- High Spec production machine
- Must have multiple Video Capture Capability (At Least 3)
- Licensed Video Production Software
- Audio Capture Interface
- HD Video Switcher
- Secondary capture laptops and presentations

2. Audio System

- Basic PA System
- 4 Wireless Microphones
- Accessories
- Must have dedicated mics issued to speakers/ host.

3. Light System (If needed)

4. Mobile Broadband Connection (100 mbps)

5. Video LED Wall (12' x 9')

- Must be complete with dedicated video switcher and video playback
- Complete set with accessories
- LED Wall Riser

g. Logistics

- EMC Personnel Accommodations, Meals and Airfare c/o TPB
- Technical Logistics c/o EMC

- Team RT PCR Testing c/o TPB
- h. Publicity and Promotions**
- Produce a 30 second infomercial about the workshop to be broadcast in TPB Social Media Platforms
 - Produce publishing materials for posting in TPB Social media accounts and for sharing with the DOT Regional Offices

III. ELIGIBILITY REQUIREMENTS

- A. 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 Five (5) years;
- B. Must have a professional track record in handling at least (5) local or international hybrid events in the past five (5) years.
- C. Bidder must have at least three (3) years of experience in event management/event organizing.
- D. Bidder must have had at least three (3) projects hosting Hybrid Virtual Events.
- E. 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 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.*

IV. INSTRUCTIONS TO BIDDER

Bidders are required to submit the following as part of the compliance to the technical specifications:

- a. Company profile
- b. Proposed program flow/execution
- c. Proposed resource speakers and their profiles based on the qualifications indicated in letter D of item II.

d. Proposed concept design of collaterals

V. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **FOUR MILLION PESOS (PHP 4,000,000.00)**, inclusive of all applicable fees and taxes.

Please send billing statement to **TOURISM PROMOTIONS BOARD PHILIPPINES**
4/F Legaspi Towers 300, Roxas Blvd., cor. P. Ocampo St., Malate, Manila 1104

VI. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of each community leg of the project as follows:

Phase	Payment Tranche	Percentage of Payment
Tranche 1: Upon submission and approval of the Workshop Concept and Workshop Program	1st payment	15%
Tranche 2: After the approval of the speakers and submission of contract with speakers	2 nd payment	15%
Tranche 3: Upon completion of first leg and submission of reports including documentation and photos	3rd payment	15%
Tranche 4: Upon completion of second leg and submission of reports including documentation and photos	4th payment	15%
Tranche 5: Upon completion of third leg and submission of reports including documentation and photos	5th payment	20%

Tranche 6: Upon completion of fourth leg and submission of reports including documentation and photos	6th payment	20%
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Note: The bidder should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the company.

VII. DURATION OF THE CONTRACT:

The job is a one-time engagement and shall be completed within a period of five months to commence from acceptance of the Notice to Proceed.

VIII. Project Officers/ Contact Persons

Domestic Promotions Department:
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