

**TERMS OF REFERENCE**  
**SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC)**  
8 September 2021

**YOUTH FOR TOURISM AND HOSPITALITY (Y4TH) INTERNATIONAL CONFERENCE**  
16 & 23 October 2021 | Virtual

**I. BACKGROUND**

The **Youth for Tourism and Hospitality (Y4TH) International Conference** is an annual event of the University of the Philippines – Asian Institute of Tourism Association of Alumni (UPAAA) that has been running for six years now and has tackled different tourism and hospitality themes and topics.

On its 6th year, Y4TH Conference will banner the theme: “#TourismRestart: Inclusive, Sustainable and Responsible,” featuring topics identified by industry leaders to be essential for post-pandemic tourism recovery. For 2021, it aims to reach more industry practitioners by going international with the Y4TH Conference. Tourism and hospitality students and faculty members from various schools across the country are expected to participate.

Apart from the forum, Y4TH other activities includes inter-school competitions, such as destination marketing competition, research infographic poster presentation, travel brochure-making competition, travel vlog competition, and Mx TURISMO.

Y4TH objectives are:

- To equip students with knowledge and skills relevant to the industry today and in the future
- To serve as a bridge between the academe and the tourism and hospitality industry
- To inspire and empower the participants to be contributors to the sustainable tourism development agenda

Provision of an EMC is one of the TPB’s commitments to support the Y4TH.

**II. COMPONENTS OF CONFERENCE**

- A. Pre-Conference Workshops
- B. Opening Ceremony with Keynote Speeches
- C. Plenary Sessions with Q&A
- D. Competitions
- E. Closing Program

### III. SCOPE OF SERVICES

A. Conduct and management of an online event/webinar

B. Provision of the following technical requirements:

- Zoom Meeting (can accommodate from 100 - 10000 online user/viewers)
- Zoom Meeting streamed live via Facebook
- More than 300 Mbps internet connection
- Playback support (slides, videos)
- Open Broadcaster Software (OBS)
- Appropriate hardware and software equipment necessary for online webinars and broadcasting

C. Other event services requirements

- Can integrate registration system in the online event platform
- Can 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
- Can control and manage speakers in a virtual backstage
- Can facilitate speakers' rehearsal
- Can facilitate the participation/engagement of delegates
- Can integrate interactive Q&A / On-Screen Polling Tools
- Can disseminate / upload and collect digital evaluation form (content to be provided and approved by UPAAA)
- Can develop an e-Certificate and distribution to qualified delegates (content to be provided and approved by UPAAA)

D. Documentation

- Record/document the whole event to include presentations in the sessions and endorse to the TPB in an external hard drive
- Generate and submit an Event Analytics Report of the event covering the following:
  - Number of Online Registrations (Real-time report)
  - Number of Online Views (Real-time report)
  - Social Media Engagement
  - Attendee Evaluation Survey (UPAAA to provide survey content)
  - Summary of Questions and Feedback

E. Provide update and feedback to the TPB/UPAAA on a regular basis on the progress of the preparations of the event and other related areas

F. Form an Event Management Team that will execute, oversee and manage the required online physical & technical requirements of the event which may include, but not limited to the following:

- Event Coordinator
- Virtual Platform Operator / Technical Personnel

#### IV. ELIGIBILITY OF REQUIREMENTS

1. Must be Filipino-owned, operated and legally registered Events Management Company under Philippine laws. Must have been in operation for at least two (2) years;
2. Key team members of the Events / Production Company must have a minimum of two (2) years of relevant experience in organizing online local events;
  - Event Coordinator
  - Virtual Platform Operator / Technical Personnel
3. Must submit a list of personnel to be assigned to the project with their respective CVs / Professional Profile
4. Must submit a list of all ongoing and completed government and private contracts for the last two (2) years similar or related to the requirements;
5. Licensed zoom account or an equivalent subscription to a streaming software/platform, as applicable.

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

Approved Budget for the Contract (ABC) is **TWO HUNDRED THOUSAND PESOS (PHP200,000.00)** inclusive of all applicable fees and taxes.

The cost of items in the bid should be broken down. The winning bid shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above mentioned approved budget. The deadline for submission of bids should be at time and place specified in the request for quotation (RFQ).

#### VI. TERMS OF PAYMENT

- A. Full payment after the services are rendered in full

B. The following document 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

## **VII. 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. The winning bidder will be bound by and should comply with Republic Act No. 10173 otherwise known as the "Data Privacy Act of 2012".

## **VIII. ADDITIONAL INFORMATION**

Contact Persons:

Ms. Mary Ann Caramat  
Project Officer, Events Marketing & Services Division, MICE Department  
Maryann\_caramat@tpv.gob.gov.ph

Ms. Sherdoll Bayona  
Acting Head, Events Marketing & Services Division, MICE Department  
Sherdoll\_bayona@tpb.gov.ph