

**MICECONnect 2021**  
13-16 November 2021  
Boracay Island

**PROCUREMENT FOR THE SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC)**

**TERMS OF REFERENCE**  
*As of 14 October 2021*

**I. BACKGROUND**

MICEConnect is a spin-off of the Philippine MICE (Meetings, Incentives, Conventions and Exhibitions) Conference (MICECON) --- the country's largest conference for local industry practitioners. It will be held in a hybrid format which will connect MICE product and service providers (Sellers) with Organizers of MICE events (Buyers) through a combination of familiarization tours, one-on-one meetings and networking activities.

Invited Local Buyers of MICEConnect 2021 will include planners and organizers of MICE events from professional associations, national government agencies (NGAs), non-government organizations (NGOs), civic groups and corporate accounts. Sellers will include MICE suppliers from hotels and resorts, convention centers, tour operators/Destination Management Companies/ground handlers, sea/land transport operators, local MICE destinations (LGUs), Event Management Companies/Production Houses, and performing artists/talents.

More than just a networking event, MICEConnect 2021 aims to help buyers find the right partner for their upcoming physical, hybrid or virtual event through the exchange of information (i.e., nature of event, details of venue or virtual platform requirements, preferred features of the virtual platform, room requirements, etc.) with participating MICE Suppliers.

Event	<b>Philippine MICEConnect 2021</b>
Date	13-16 November 2021
Venue	Boracay Island, Aklan
Program Outline	<ul style="list-style-type: none"><li>• Opening and Closing Program</li><li>• Business-to-business (B2B) appointments between Sellers and Buyers (One whole day)</li><li>• Networking with local stakeholders</li></ul>
Participants	<ul style="list-style-type: none"><li>• 25 hosted Buyers attending onsite</li><li>• 25 virtual Buyers</li><li>• 50 virtual Sellers</li></ul>
ABC	<b>PHP1,000,000.00</b>

## II. **OBJECTIVES**

The event aims to jump-start the business of MICE; generate a new set of buyers such as organizers of association and corporate meetings and events, exhibition organizers and incentive travel planners/organizers; update buyers and sellers on new MICE event trends, best practices, developments, market intelligence and offerings; and provide branding opportunities for various Philippine MICE destinations.

## III. **COMPONENTS OF MICEConnect 2021**

### **A. Opening and Closing Ceremonies**

The Opening and Closing Ceremonies will be held to welcome all participants to MICEConnect 2021:

- Local Buyers present onsite in Boracay
- Local / Regional Buyers attending virtually; and
- Sellers participating virtually

#### **Opening**

- Duration: Maximum of 30 minutes
- Setup: Combination of onsite 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 and mechanics of the B2B

#### **Closing**

- Duration: Maximum of 25 minutes
- Setup: Combination of onsite and online program
- Content: Tourism Videos, debriefing/synthesis, event moderator's closing spiel, closing remarks,

### **B. Business-to-Business (B2B) Appointments**

The TPB will conduct B2B hybrid appointments between participating buyers and sellers. The B2B is expected to generate direct sales and business leads, renew business deals, and allow them to network and meet new partners and contacts.

- Number of appointments: 14 total appointments for one (1) whole day
- Duration: 20 minutes per appointment; five (5) minutes transition in between appointments

- Setup: 25 onsite buyers in their respective hotel rooms; 25 virtual Buyers; 50 virtual Sellers; B2B appointments to be done on a virtual platform; opening and closing ceremonies to be done in a function room (functioning as command center) with physical and technical requirements

### **C. Networking with local stakeholders**

- Setup: Onsite; same function room used for the opening and closing ceremonies
- Duration: Half day (through formal and informal intervention)
- Content: Local stakeholders from Boracay to present and network with buyers

## **IV. SCOPE OF SERVICES AND DELIVERABLES**

The Event Management Company (EMC) shall:

1. Conceptualize, manage and implement the overall program scenario for the hybrid event in coordination with TPB team;  
*\*TPB to provide the programme*
2. Form a lean Event Management Team who will execute, oversee and manage the required onsite and online physical and technical requirements of the event which may include, but not limited to the following:
  - Event Coordinator/Content Manager
  - Event Director
  - Technical Director and Support Team
  - Script Writer
  - Creative Artist / Creative Artwork Specialist
  - Photographer / Videographer
  - Stage Manager / Set Designer
  - Voice Over Talent
  - Others (as applicable)

*\*Team members may have multiple roles depending on their qualifications*
3. Coordinate the conference program and ensure a moderator/emcee who will manage the smooth transition of B2B sessions, facilitate house rules, make the program dynamic and interactive;
4. Provide the following requirements, but not limited to:
  - a. Management of the hybrid event, delivering the following requirements:
    - Coordination and management of the virtual event platform provider for smooth programme flow;

- Control and management of local stakeholders present online and onsite;
  - Facilitation of the participation/engagement of Buyers and Sellers;
  - Flexibility in arrangements as needs call for it;
- b. Design creative materials including digital event banner, background, signage, digital juice, title card (for approval of TPB);
- c. Prepare a program scenario and script to include:
- Spiels of event moderator/voice over/emcee
  - Session briefer
  - Presenter’s introduction
  - Onsite and virtual decorum and housekeeping reminders including safety and health protocols, and
  - Other announcements and event information (for approval of TPB)
- d. Over-all venue décor/execution and construction for the abovementioned event, in accordance with health and safety protocols, to include, but not be limited to:
- Stage design/decoration (using existing stage of the venue)
  - Setup and arrangement for the opening and closing program, B2B briefing and Boracay MICE Alliance presentation
  - Venue set-up
  - Development of electronic banners, signage, title cards (if necessary)
- e. Provide the following equipment 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 (as needed)
  - LED projector and screen (as needed)
  - Stage truss system (as needed)
  - Presenter’s 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)
  - Close circuit camera and dedicated camera/s for documentation purposes
  - Non-wired/wireless internet connection equipment
  - Other requirements/equipment

- f. Facilitate and/or coordinate the participants' orientation about the program and functionality of the virtual platform;
- g. Conduct a final orientation or dry-run of the MICEConnect program at least one (1) day before the actual event dates (upon arrival of the advance party);
- h. Document the Networking Event, Opening and Closing Ceremonies and upload to a specific online drive including all other creative materials pertaining to MICEConnect;
- i. Document the event in photo and video from the arrival of participants pre-event to the Closing Ceremony (to include presentations in the sessions) and endorse to the TPB in an online drive/cloud and external hard drive;
- j. Generate and submit an Event Analytics Report of the event covering the following:
  - Number of registrants (realtime report of buyers, sellers and presenters)
  - Number of actual appointments
  - Attendee evaluation survey
  - Summary of questions and feedback
- k. Provide update and feedback to the TPB on a regular basis on the progress of the preparations of the MICEConnect and other related areas
- l. Must be able to arrange its own travel and ground arrangements (air and ground transportation, accommodation, F&B, etc.) in Boracay

*\*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*

## **V. ELIGIBILITY 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;
2. Key team members of the Events / Production Company must have a minimum of three (3) years of experience in organizing local / international events with the following key elements:
  - Event Coordinator/Content Manager
  - Event Director

- Technical Director and Support Team
  - Script Writer
  - Creative Artist / Creative Artwork Specialist
  - Photographer / Videographer
  - Stage Manager
  - Set Designer
  - Voice Over Talent
  - Others (as applicable)
3. Must submit a list of personnel to be assigned to the project with their respective CVs/professional profile;
  4. Must have organized and staged at least three (3) virtual/hybrid events;
  5. 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;
  6. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
  7. Must submit the articles of incorporation, CDA or DTI certificate, whichever is applicable

**VI. 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:

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	80%
Financial Proposal	20%

**VII. RATING GUIDE FOR TECHNICAL PROPOSAL**

	<b>CRITERIA</b>	<b>WEIGHT</b>
<b>I.</b>	<b>Quality of personnel who may be Assigned to the Project</b>	<b>20%</b>
	<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"> <li>• Event Coordinator/Content Manager (2%)</li> <li>• Event Director (2%)</li> <li>• Technical Director and Support Team (2%)</li> <li>• Script Writer (2%)</li> <li>• Creative Artist / Creative Artwork Specialist (4%)</li> <li>• Photographer (2%) / Videographer (4%)</li> <li>• Stage Manager (2%)</li> <li>• Set Designer (2%)</li> <li>• Voice Over Talent (2%)</li> <li>• Others (as applicable)</li> </ul> <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>	
<b>II.</b>	<b>Firm Experience and Capability</b>	<b>30%</b>
	<p>a. Experience of the firm in handling similar nature of work</p> <ul style="list-style-type: none"> <li>• Three (3) years and above (10%)</li> </ul> <p>b. List of implemented similar projects for the last three (3) years</p> <ul style="list-style-type: none"> <li>• More than 10 projects with at least 1 government project (10%)</li> <li>• 5-10 projects with at least 1 government project (8%)</li> <li>• Less than five (5) projects with at least one (1) government project (6%)</li> </ul> <p>c. Number of Hybrid/Virtual Events organized</p> <ul style="list-style-type: none"> <li>• More than 3 projects with at least one (1) government project (10%)</li> <li>• Three (3) projects with at least one (1) government project (8%)</li> <li>• Less than three (3) projects with at least one (1) government project (6%)</li> </ul>	

	Bidder has presented evidence in implementing/managing similar projects whose quality is acceptable to the event requirement.	
<b>III.</b>	<b>Plan of Approach and Methodology</b>	<b>50%</b>
	<ul style="list-style-type: none"> <li>a. Adherence of the proposal to all the required components of the program as mentioned in this bid (20%)</li> <li>b. Creativity and innovation in the plan of approach (20%)</li> <li>c. Feasibility of the planned execution of the overall scope of work (10%)</li> </ul>	

**Passing Rate: 80%**

**VIII. 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.

**IX. TERMS OF PAYMENT**

A. The indicative payment scheme is as follows:

<b>Amount</b>	<b>Deliverables</b>
15% (1st payment)	Upon submission and approval of presentation, program concept, script, flow and set-up requirements
85% (2 <sup>nd</sup> and final payment)	Upon completion and satisfactory performance of services and submission of deliverables such as end reports, recordings of the activities, videos, photos

B. TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier;

C. 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 Boulevard 1100  
Manila

- Copy of Official Receipt

**X. ADDITIONAL INFORMATION**

The bidder should provide a detailed breakdown of the cost of items in the financial bid. 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).

Contact Person:

**Ms. Mikaela Fuentes**

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**XI. 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. Neither party shall be held liable to the other for any failure to perform any obligation due to fortuitous event or force majeure which is beyond the control of any party including but not limited to government pronouncements, natural or man-made eventuality.