

06 October 2021

REQUEST FOR PROPOSAL (RFP)

The **TOURISM PROMOTIONS BOARD** invites you to submit proposal for the requirements listed below:

RFP No. TPB-PR 2021.10.368

Requirement: Services of an Event Management Company to Conceptualize, Plan, and Conduct the Tourism Promotions Board (TPB) Membership

| Quantity | Particulars | Estimated Unit Price (PhP) | Estimated Total Amount (PhP) |
|----------|---|----------------------------|------------------------------|
| 1 Lot | <p>Conceptualize, Plan, and Conduct of Webinars</p> <p>Project Working Title: Recovery Marketing for Tourism Businesses</p> <p>23-24 November 2021 Maximum of two (2) hours per session Participants: minimum of 300 TPB members</p> | 750,000.00 | 750,000.00 |
| | <p>Scope of Works/Deliverables</p> <ol style="list-style-type: none"> 1. Develop and implement as agreed upon project budget; 2. Provide administrative support as follows: <ul style="list-style-type: none"> o Develop a work program with the corresponding timeline and provide regular and timely feedback/status of preparations to TPB; o Coordinate with TPB on the overall execution of the event, promotion, as well as budget allocation; and o Handle the documentation of all events/activities and maintain an efficient filing and referencing system of all documents. 3. Provide a dedicated Overall Project Manager and a full-time secretariat with ample and efficient personnel to manage the preparation, planning, coordination, and conduct of the event; | | |

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| | <ol style="list-style-type: none"> 4. Update TPB on a regular basis on the progress status of the event: <ul style="list-style-type: none"> ○ Activities/Events ○ Program Schedules, and ○ Other related areas 5. Databases must be regularly backed-up 6. Provide (Survey) Customer Satisfaction Feedback System 7. Databases and applications, if any, must be turned over to TPB 8. Compliance to the Data Privacy Act for the database created and all session recordings 9. Submission of a Post-Event Report <p>Pre-Event</p> <ol style="list-style-type: none"> 1. Webinar program conceptualization and planning (with topic inputs from TPB) 2. Identification of potential local and foreign speakers and experts in digital marketing, market planning, customer engagement and post-pandemic tourism (final topic/s to be confirmed) and, once line-up is approved by TPB, invitation and coordination with the speakers 3. Pre-event promotion and attendance promotion 4. Creative design of e-poster (theme and concept c/o TPB) 5. Development of an online registration form to be linked to the TPB Membership website 6. Management of online registration confirmation 7. Electronic direct mails to all participants to include event reminders, links for live- streaming, on-demand/recorded sessions, etc. 8. Development of an online evaluation form of the webinar 9. Development of Webinar Guide/Etiquette Guide 10. Pre-event orientation and preparation assistance including technical rehearsals of all speakers 11. Provision to TPB of copy of speakers' presentations 12. Conduct of dry-run of the program 5-7 days before the actual date <p>Actual Event</p> <ol style="list-style-type: none"> 1. Program implementation, assistance, and coordination 2. Scriptwriting for all sessions, if needed | | |
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| | <ol style="list-style-type: none"> 3. Provision of session moderator/s to introduce speakers and to facilitate Q&A and synthesis 4. Online production management on live streaming tools/sites/platforms 5. Live streaming should be accessible to a minimum of 300 participants 6. Connectivity hosting and recording of all sessions 7. Transcription of the program 8. Live/interactive Q&A and on-screen polling with real-time results 9. Gamification/other engagement tools <p>Post Event</p> <ol style="list-style-type: none"> 1. Dissemination of Webinar e-Certificates to all qualified participants 2. Consolidation of speakers' presentations and dissemination to all participants 3. Uploading of on-demand content on the TPB Membership Website (subject to end-user's confirmation) 4. Provision and processing of speakers' honorarium and applicable professional fees 5. Data Analytics (registration total, demographics, attendee profile, attendee engagement, etc.) and participants' evaluation 6. Submission of all recorded content 7. Submission of post-event report <p>Eligibility Requirements</p> <ol style="list-style-type: none"> 1. Bidders must have been in operation as an EMC/event organizer for at least five (5) years. 2. Bidder must have had at least three (3) projects hosting online Virtual Events. 3. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CV <p>Technical Documents</p> <ol style="list-style-type: none"> 1. SEC registration and Articles of Incorporation, DTI or CDA registration, whichever is applicable. 2. Company Profile 3. Submit a list of ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid within the past five (5) years from the date of | | |
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submission of proposal. The list shall include the name and location of the contract, date of award of contract, type and brief description of the consulting services, Consultant’s role (whether main consultant, subconsultant, or a partner in a JVA), contract amount, and contract duration

4. CV of the Key personnel using the TPF6 Form. The document to be submitted need not be notarized

Legal Documents

1. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. Business/Income Tax Return Certificate
4. Omnibus Sworn Statement

Criteria for Evaluation

| Proposal | Weight |
|-----------------------|--------|
| A. Technical Proposal | 85% |
| B. Financial Proposal | 15% |

Technical and Financial Proposals Criteria and Rating (80% Passing Score)

Eligible Bidders shall be required to prepare a 15- minute presentation of their proposal. The Secretariat shall send the notice to the Eligible bidders at least three (3) calendar days before the date of the presentation.

Attachments:

- Terms of Reference
- TPF6 Form
- Revised Omnibus Sworn Statement

Note:

- All entries must be typewritten in your company letterhead.
- Price Validity shall be for a period of thirty (30) calendar days.

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| Terms | As stated |
| Delivery | As stated |
| ABC | PhP750,000.00 inclusive of applicable taxes |

Please submit your **proposal** together with the **technical and legal documents** enumerated above to email address **bac_sec@tpb.gov.ph/janet_villafranca@tpb.gov.ph** not later than **12 October 2021, until 5:00pm.**

The **submission of the proposal and other documents shall be in one (1) compressed file folder, any submission not in this format shall not be considered.** For easy identification of email, the subject shall be in this format: **EMC for TPB Member Webinar_ <Company Name>**

Thank you very much.



ELOISA A. ROMERO

Head, Procurement and General Services Division
Administrative Department