

**SERVICES OF AN EVENT MANAGEMENT COMPANY TO CONDUCT THE
TPB MEMBERSHIP WEBINAR:
“RECOVERY MARKETING FOR TOURISM BUSINESSES” (Working Title)
Date: November 23-24, 2021**

TERMS OF REFERENCE

I. BACKGROUND

Mandated by Republic Act 9593, the TPB Membership Program aims to provide marketing services and benefits to members through various activities that promote, advocate, and represent the interests of its members for the benefit and sustainable development of their businesses and the tourism industry as a whole. The three (3) main areas where TPB provides assistance to its members are promotional assistance, targeted market intelligence, and sustainable business generation.

Among TPB’s commitments to its members is to provide training programs on Digital Marketing, Capacity Building, and Skills Development to help strengthen their marketing capability. Since last year, TPB has conducted three (3) virtual seminars with topics centered on members’ various training and capacity-building needs, in response to the ongoing pandemic.

The upcoming webinar aims to upgrade members’ skills in one or more of the following key areas, as gleaned from a training needs assessment conducted among TPB members in August 2021:

- Customer Engagement (Part 2)
- E-Commerce, Website and Mobile Application
- Post-Pandemic Tourism
- Market Planning
- Digital Marketing (Part 2)

Targeted for this virtual training seminar are marketing and promotions specialists of TPB member-establishments and other tourism stakeholders.

II. OBJECTIVES:

1. To increase the marketing capability of members in order to meet new and changing demands in conducting business
2. To assist members in rebuilding their businesses and regaining losses brought about by the pandemic by providing them with new strategies to move forward
3. To provide a platform for members to network and generate more business for their companies
4. To strengthen collaboration and partnership between TPB and the private sector

III. COMPONENTS OF THE PROGRAM

Recovery Marketing for Tourism Businesses Webinar Series

Webinar Sessions Management and Live Streaming Process (Plenary Format)

Series of two virtual seminars with maximum of 2 hours per session

Target Audience: 300 (minimum)

Proposed Program Outline:

- I. Introduction
- II. Welcome Remarks
- III. Introduction of Speakers
- IV. Plenary Session – Speakers’ Presentations
- V. Q&A
- VI. Synthesis
- VII. Closing Remarks

IV. SCOPE OF SERVICES AND DELIVERABLES

PRE-EVENT

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

ACTUAL EVENT

1. Program implementation, assistance, and coordination
2. Scriptwriting for all sessions, if needed

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

POST EVENT

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

GENERAL REQUIREMENTS

PROVISION OF AN ONLINE EVENT PLATFORM TO INCLUDE ALL THE COMPONENTS SPECIFIED ABOVE

Manage the events listed below on a turnkey basis from planning and preparation to execution and documentation.

1. Develop and implement as agreed upon project budget;
2. Provide administrative support as follows:
 - Develop a work program with the corresponding timeline and provide regular and timely feedback/status of preparations to TPB;
 - Coordinate with TPB on the overall execution of the event, promotion, as well as budget allocation; and
 - 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;
4. Update TPB on a regular basis on the progress status of the event:
 - 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

VI. ELIGIBILITY REQUIREMENTS

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 CVs:
 1. Project Manager (1 personnel)
 2. Content Manager (1)
 3. Graphic Designer (1)
 4. Technical Support Team (2)

**Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.*

VII. TECHNICAL REQUIREMENTS

1. SEC Registration and Articles of Incorporation/DTI/CDA
2. List of all its ongoing and completed government and private contracts within the past five (5) years similar or related to the requirements.
3. List of personnel to be assigned to the project with their respective job descriptions and work experience for the last three years

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract is **SEVEN HUNDRED FIFTY THOUSAND PESOS (PHP750,000.00)** only, inclusive of all applicable 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 a time and place specified in the request for proposal (RFP).

Indicative Budget Breakdown is as follows:

COMPONENT	AMOUNT IN PHP
Pre and post-event management requirements (e-poster, program & content planning and conceptualization, development of registration form and survey forms, speakers' honorarium and professional fees, technical rehearsals, data analytics, etc.)	400,000.00
Virtual Session Management and Live Streaming Platform	200,000.00
Management Fee including all other event features/requirements	150,000.00
TOTAL	PHP 750,000.00

IX. TERMS OF PAYMENT

OUTPUT / MILESTONE	PAYMENT AMOUNT
<ol style="list-style-type: none"> 1. Upon approval by TPB of the Timeline and Gantt Chart 2. Upon presentation of mock-up designs of e- posters (based on the approved theme) for the webinars 	15% of the total contract price
<ol style="list-style-type: none"> 3. Upon presentation of three (3) proposed streaming platforms, concept, topics, program, course outline and speakers' profile 4. Upon approval and acceptance of final topics, program, registration form, course outline, and speakers 5. Upon the conduct of the dry run for the first webinar 	30% of the total contract price
<ol style="list-style-type: none"> 6. Upon completion of the first webinar 7. Upon the conduct of the dry run for the second webinar 8. Upon completion of the second webinar 	45% of the total contract price
<ol style="list-style-type: none"> 9. Upon completion of services required for the actual implementation of the project 10. Upon submission of post-event report, data analytics report, database and all recorded content 	10% of the total contract price

X. ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach. The Secretariat shall send the notice to the Eligible bidders at least three (3) calendar days before the date of the presentation. The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

XI. RATING GUIDE FOR TECHNICAL PROPOSAL

Technical Bid/Proposal Criteria and Rating (80% passing score)

CRITERIA	
I. Qualification of Personnel who may be Assigned to the Project	30%
<p>Required qualifications and experience of the following key personnel in organizing the Motivational and Inspirational Leadership Webinars:</p> <ul style="list-style-type: none"> • Project Manager (1 personnel) • Content Manager (1) • Graphic Designer (1) • Technical Support Team (2) <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> <p>Key personnel involved in the project must have</p> <p>A. Project Manager</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (8%) • With less than three (3) years of relevant experience (0%) <p>B. Content Manager</p> <ul style="list-style-type: none"> ○ With three (3) years or more of relevant experience (8%) ○ With less than three (3) years of relevant experience (0%) <p>C. Graphic Designer</p> <ul style="list-style-type: none"> ○ With three (3) years or more of relevant experience (7%) ○ With less than three (3) years of relevant experience (0%) <p>D. Technical Support Team</p> <ul style="list-style-type: none"> ○ With three (3) years or more of relevant experience (7%) ○ With less than three (3) years of relevant experience (0%) 	

II. Consultant/Firm Experience and Capability	30%
<ul style="list-style-type: none"> • Bidders must have been in operation as an EMC/event organizer for at least five (5) years. (15%) • Bidder must have had at least three (3) projects hosting online Virtual Events. (15%) 	
III. Plan Approach and Methodology	40%
<p>Functionality of the presented topic and concept based on the features stated in the Section IV. Scope of Services and Deliverables</p> <ul style="list-style-type: none"> • Bidder's proposal incorporates value-added features, components and strategies that can complement the requirements stated in Section IV. Scope of Services and Deliverables (40%) • Bidder's proposal fully adheres to the requirements stated in Section IV. Scope of Services and Deliverables (30%) • Bidders' proposal does not adhere to the requirement stated in Section IV. Scope of Services and Deliverables (0%) 	
TOTAL	100%

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