

TERMS OF REFERENCE
SERVICES OF AN EVENT MANAGEMENT COMPANY
9th and 10th REGIONAL TRAVEL FAIR (HYBRID)

Proposed Dates : 28 April to 01 May 2022 - #Exciting Bicol (Sorsogon)
27-30 October 2022 - #Discover CALABARZON (Sta. Rosa, Laguna)

As of 08 February 2022

Note: Dates are subject to change based on the result of site validation and coordination meetings with the concerned DOT Regional Offices and LGUs, as well as on the existing IATF Rules and Regulations.

I. BACKGROUND

Following the successful implementation of last year's hybrid edition of Regional Travel Fairs (RTF) featuring Eastern Visayas Region's "Infinite Escape," and Zamboanga Peninsula's #OnceAgainZampen, the Tourism Promotions Board (TPB) will stage anew two separate hybrid Regional Travel Fairs in 2022. This year's RTFs will feature Bicol Region and CALABARZON Region tentatively scheduled on April and November 2022, respectively. RTFs are an excellent opportunity for the host regions to showcase their respective tourism offerings in strategic partnership with LGUs and private local industry players.

The 4-day fair will feature a two-day Business-to-Consumer (B2C) online selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services being offered by the regions and participating sellers.

Another important highlight of the RTF is the on-site Business-to-Business (B2B) session, a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovatively develop travel-related business operations aligned with the government's health and safety guidelines and protocols. A webinar on best practices on tourism operation open to all tourism stakeholders is also part of the fair.

Provincial booths open to onsite consumers will be set up outside the B2C hall to feature their respective tourism offerings including artisans and cuisines. Live selling and interviews will be held here and be manned by respective provincial tourism officers.

II. OBJECTIVES:

The event aims to regain the public's interest to travel domestically following the new norms in travel and help the tourism industry bounce back from the impact of the COVID-19 pandemic.

III. COMPONENTS OF REGIONAL TRAVEL FAIR (VIRTUAL EDITION)

A. Tourism Forum (Webinar)

The Tourism Forum is focused on educating at least 500 tourism stakeholders, which aims to update the knowledge and enhance the understanding of the participants on the following topics:

Proposed Topics:Theme: Renewal, Re/Inspiration and Re/Direction

- Business to Business (B2B) 101
- Gender and Development 101 / Gender and Development Mainstreaming
- Sustainable Tourism 101 and its Best Practices
- Regional Tourism Updates

B. Travel Exchange (TRAVEX)/(B2B) ON-SITE

TPB will conduct a Business-to-Business meeting between participating Buyers and Sellers. The B2B is expected to generate direct sales and business leads, renew business deals, and allow participants to network and meet new business partners.

C. Business-to-Consumer (B2C)

It is a 2-day online selling of discounted domestic tour packages to the consumers to be participated in by exhibitors from the host regions composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc.

Proposed Venue and Schedule of Activities: * subject to change

COMPONENTS	BICOL REGION	CALABARZON	TARGET NUMBERS OF PARTICIPANTS
Tourism Webinar Half-day	28 April 2022	27 October 2022	Max. of 500
Onsite Business to Business Session (B2B) Whole-day	29 April 2022	28 October 2022	50 Sellers / 50 Buyers
Hybrid Business to Consumer Session (B2C) Two-day	30 April -1 May 2022	29-30 October 2022	50 Exhibitors
Sellers Post Tour	2 May 2022	31 October 2022	50 Sellers

IV. SCOPE OF SERVICES AND DELIVERABLES FOR BICOL (REGION V)
ABC Lot 1 : Php2,300,000.00

The Tourism Promotions Board (TPB) is inviting qualified Event Management Company with the following guidelines for Bicol (Region V).

A. TOURISM WEBINAR (Day 1) “Renewal of Minds”

1. Implement, provide and manage the event plan /program of Opening Ceremony with live music, song, and dance (local entertainers from the regions). Inclusive of talent fees of the entertainers.
2. Implement and manage at least 3-4 webinars for the following proposed topics.
 - Business to Business (B2B) 101
 - Gender and Development101/ Gender and Development Mainstreaming
 - Sustainable Tourism 101 and its Best Practices
 - Regional Tourism Updates in Bicol Region
3. Provided zoom can accommodate a minimum of 500 attendees and link to the virtual platform provider.
4. Coordination with the Domestic Promotions in the finalization of topics and appropriate speakers.
5. Invite and confirm speakers and provision of tokens and professional fees.
 - Token at least minimum cost of Php1,000.00
 - Professional fees not less than Php5,000.00 not more than Php25,000.00
6. Engage the services of a moderator to introduce speakers and to facilitate Q&A, games per topic and synthesis.
7. Conduct a dry – run of the program at least 3-5 days before the actual date of the event.
8. Provide assistance in recording messages (or interview) key tourism officials and players for current updates on their strategies and action plans for Domestic Tourism Recovery Program such as:
 - a. Atty. Anthonette Velasco-Allones, TPB COO
 - b. Sec. Bernadette Romulo- Puyat, DOT

c. DOT Regional Director

9. Submission of photos and video recording and post-event report consolidate in an **external drive**.

B. BUSINESS TO BUSINESS (B2B) SESSION: (Day 2)

“Face to Face” 50 Buyers and 50 Sellers

1. Provide 50-60 pcs unique “Name Standee” for the RTF Sellers. Design to be approved by TPB, preferably sourcing from raw materials within the region.
2. Emcee or Voice Over to facilitate and manage the program of B2B.
3. Arrangements of table and chairs during the B2B in accordance with the health protocol guidelines in Sorsogon.

C. Welcome Dinner at Residencia Del Hamor Beachfront Sta. Magdalena, Sorsogon (TBC)

1. Implement , provide and manage the Welcome Dinner activities and set-up of the following:
 - a. Emcee and entertainment during the dinner in a festive mood.
 - b. One Hundred Fifty (150) pcs. tokens with packaging for the guests and participants cost range at Php500-700. To be approved by TPB Secretariat.
 - c. Stage backdrop
 - d. Local Party Band
 - e. Manage the Lights and Sound system
 - f. Proposed Theme: “I left my heart in Sorsogon” Summer Escapade
 - g. Manage the digital voting of *Mr. and Ms. #Exciting Bicol Star of the Night*.
 - h. Inclusive of talent fees or honorarium and cost of logistical requirements of the activity.

D. DAY 3 & 4 : BUSINESS-TO-CONSUMER (B2C)

1. Implement, provide and manage the event plan /program for the 2-day B2C activities.
2. Provide maximum of six (6) live shows or video for the entertainment inclusive of local talent fees, meals or honorarium. *Preferably Talents from the Region V and subject for the approval of TPB.*

a. Day 1 of B2C

- Opening of B2C with live music, song, and dance (local entertainers from the regions)

- One (1) Craft or cooking demo or unique talents from the region inclusive of ingredients and honorarium of the chef.
- Provide two (2) intermission numbers (local entertainers from the region)

b. Day 2 of B2C

- Closing Ceremony inclusive of entertainment
- Provide and present three (3) minute edited compilation of videos (event highlights) for the 3-day activities of RTF to be shown during the Closing Ceremony.

3. Inclusive of cost of lease of venue and electricity in Sorsogon, or its equivalent

4. Provide Emcee for the 2-day activities.

5. Manage live presentation of RTF Sellers.

6. Provide shell scheme booth for the provinces of Bicol Region, DOT Region Office and artisans.

- Number : 8 - 10 booths
- Sizes : 6 x 3 sqm = 12 sqm.
- 1 table and 2 chairs

E. FEATURED LOCAL ARTISANS DURING THE BUSINESS TO BUSINESS SESSION (B2C):

1. Implement, manage and provide the Live Selling of weaver's products to be displayed during the B2C for two (2) days.
2. Video of featured local communities of traditional embroidery and weaving during the consumer show.
3. Photos of items to be shown for the e-Commerce platform.
4. Engage the services of featured local artisan (e.g. weavers, crafts, embroiderers or others)
5. Inclusive of talent fees plus taxes and other logistic requirements such as location shoot.
6. Brief description/history of their crafts

7. Inclusive of meals, accommodation and transportation, and other logistic requirements of the artisan.
8. Example local artisans that are subject for approval of DOT Region V and TPB.
 - Buhi Weaving Community
 - Weaving Community in Sorsogon

F. TECHNICAL/LOGISTICAL REQUIREMENTS FOR THE 4-DAY EVENT

1. Live Feed in TPB FB or other social media account, if necessary.
2. LIVE FEED (real-time videos are fed in the virtual platform)
3. Professional Cameramen
4. At least three (3) Professional Camera Set-up
5. Monitor Set-up-with Video Switcher
6. Technical Director
7. Communication System (Cameramen to Technical Director)
8. LED wall size of 9 x 12 ft. for four (4) days
9. Sounds System and lights during the event
10. Stage set-up and backdrops for RTF
11. Provide colored printers during the event
12. Assist the TPB Secretariat in any necessary printing requirements of the event.

G. PUBLICITY AND PROMOTIONS OF THE EVENT IN SOCIAL MEDIA BOOSTING:

1. Informing the Public on the Virtual Regional Travel Fair
2. Produce a two (2) One-minute “infomercial” to be broadcast to Social Media Platform least two weeks before the event with descriptions
 - About RTF
 - How to Register for the Tourism Webinar and Business to Consumer

H. The above-mentioned deliverables will be featured in the zoom and virtual platform of the Regional Travel Fair.

I. Close coordination with RTF technical team and Virtual Platform Provider.

J. All assigned personnel shall follow the health protocol provided by IATF and respective LGUs rules and regulations. The winning bidder shall bear their RT PCR expense for assigned personnel in each leg.

K. Inclusive the cost of logistic, accommodation, travel and meal expenses of the Event Management personnel assigned.

- L. 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 Director/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.*

V. SCOPE OF SERVICES AND DELIVERABLES FOR CALABARZON REGION
ABC Lot 2: Php1,810,000.00

The Tourism Promotions Board (TPB) is inviting qualified Event Management Company with the following guidelines for CALABARZON (Region IVA).

A. TOURISM WEBINAR (Day 1) “Renewal of Minds”

1. Implement, provide and manage the event plan /program of Opening Ceremony with live music, song, and dance (local entertainers from the regions). Inclusive of talent fees of the entertainers.
2. Implement and manage at least 3-4 webinars for the following proposed topics.
 - Business to Business (B2B) 101
 - Gender and Development 101/ Gender and Development Mainstreaming
 - Sustainable Tourism 101 and its Best Practices
 - Regional Tourism Updates CALABARZON Region
3. Provide zoom can accommodate minimum of 500 attendees and link to the virtual platform provider.
4. Coordination with the Domestic Promotions in the finalization of topics and appropriate speakers.
5. Invite and confirm speakers and provision of tokens and professional fees.
 - Token at least minimum cost of Php1,000.00
 - Professional fees not less than Php5,000.00 not more than Php25,000.00
6. Engage the services of a moderator to introduce speakers and to facilitate Q&A, games per topic and synthesis.

7. Conduct a dry – run of the program at least 3-5 days before the actual date of the event.
8. Provide assistance in recording messages (or interview) key tourism officials and players for current updates on their strategies and action plans for Domestic Tourism Recovery Program such as:
 - Atty. Anthonette Velasco-Allones, TPB COO
 - Sec. Bernadette Romulo- Puyat, DOT
 - DOT Regional Director
9. Submission of photos and video recording and post-event report in the **external drive**.

B. BUSINESS TO BUSINESS (B2B) SESSION: (Day 2)

“Face to Face” 50 Buyers and 50 Sellers

1. Provide 50-60 pcs a unique “Name Standee” for the RTF Sellers. Design to be approved by TPB.
2. Emcee or Voice Over to facilitate and manage the program of B2B.
3. Arrangements of table and chairs during the B2B in accordance with the health protocol guidelines in CALABARZON.

C. Welcome Dinner preferably The Monochrome or Seda Hotel in Nuvali (TBC)

1. Implement , provide and manage the Welcome Dinner activities and set-up of the following:

- a.
 - Emcee and entertainment during the dinner in a festive mood.
 - b. One Hundred Fifty (150) pcs. tokens with packaging for the guests and participants at least ranges Php500-700. To be approved by TPB Secretariat
 - c. Stage backdrop
 - d. Local Party Band
 - e. Manage the Lights and sound system
 - f. Proposed Theme: “PahiyassaLucban”
 - g. Manage the digital voting of *Mr. and Ms. #Discover CALABARZON Star of the Night*
 - h. Inclusive of talent fees or honorarium and cost logistic requirements of the activities.

D. DAY 3 & 4 : BUSINESS-TO-CONSUMER (B2C)

1. Implement, provide and manage the event plan /program for the 2-day B2C activities.

2. Provide maximum of six (6) live shows or video for the entertainment inclusive of local talent fees, meals or honorarium. Preferably Talents from the Region IV-A and subject for the approval of TPB.

a. Day 1 of B2C

- Opening of B2C with live music, song, and dance (local entertainers from the regions)
- One (1) Craft or cooking demo or unique talents from the region inclusive of ingredients and honorarium of the chef.
- Provide the two (2) intermission numbers (local entertainers from the region)

b. Day 2 of B2C

- Closing Ceremony inclusive of entertainment
- Provide and present three (3) minute edited compilation of video (highlights of the event) for the 3-day activities of RTF to be shown during the Closing Ceremony.

3. Inclusive of cost of lease of venue and electricity in Nuvali, Sta. Rosa, Laguna, or its equivalent.
4. Provide Emcee for the 2-day activities.
5. Manage live presentation of RTF Sellers.
6. Provide shell scheme booth for the Provinces of CALABARZON, DOT Region IV-A and artisans.
 - i. Number : 8-10 booth spaces
 - ii. Sizes : 6 x 3 sqm = 12 sqm.
 - iii. 1 table and 2 chairs

E. FEATURED LOCAL ARTISANS DURING THE BUSINESS TO BUSINESS SESSION (B2B):

1. Implement, manage and provide the Live Selling of weaver's products to be displayed during the B2C for two (2) days.

2. Video of featured local communities of traditional embroidery and weaving during the consumer show.
3. Photos of items to be shown for the e-Commerce platform.
4. Engage the services of featured local artisan (e.g. weavers, crafts, embroiderers or others)
5. Inclusive of talent fees plus taxes and other logistic requirements such as location shoot.
6. Brief description/history of their crafts
7. Inclusive of meals, accommodation and transportation, and other logistic requirements of the artisan.
8. Example local artisans that are subject for approval of DOT Region.
 - Pandan Weave of Luisiana, Laguna
 - Maragondon Weave

F. TECHNICAL/LOGISTICAL REQUIREMENTS FOR THE 4-DAY EVENT

1. Live Feeds in TPB FB or other social media account if necessary
2. LIVE FEED (real-time videos are fed in the virtual platform)
3. Professional Cameramen
4. At least three (3) Professional Camera Set-up
5. Monitor Set-up-with Video Switcher
6. Technical Director
7. Communication System (Cameramen to Technical Director)
8. LED wall size of 9 x 12 ft. for four (4) days
9. Sounds System and lights during the event
10. Stage set-up and backdrops for RTF
11. Provide colored printers during the event
12. Assist the TPB Secretariat in any necessary printing requirements of the event.

G. PUBLICITY AND PROMOTIONS OF THE EVENT IN SOCIAL MEDIA BOOSTING:

1. Informing the Public on the Virtual Regional Travel Fair
2. Produce a two (2) 1 minute “infomercial” to be broadcast to Social Media Platform least two weeks before the event with descriptions
 - About RTF
 - How to Register for the Tourism Webinar and Business to Consumer

H. The above-mentioned deliverables will be featured in the zoom and virtual platform of the Regional Travel Fair.

- I. Close coordination with RTF technical team and Virtual Platform Provider.
- J. All assigned personnel shall follow the health protocol provided by IATF and respective LGUs rules and regulations. The winning bidder shall bear their RT PCR expense for assigned personnel in each leg.
- K. Inclusive the cost of logistic, accommodation, travel and meal expenses of the Event Management personnel assigned.
- L. 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 Director/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.*

VI. QUALIFICATIONS OF BIDDER

- A. Bidders must have been in operation and experience as an EMC/event organizer for at least five (5) years.
- B. Bidder must have had at least three (3) projects hosting online Virtual Events (B2B/B2C).

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract is **FOUR MILLION ONE HUNDRED TEN THOUSAND PESOS (Php4,110,000.00)** only, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down.

- **Lot 1 BICOL** **Php2,300,000.00**
- **Lot 2 CALABARZON** **Php1,810,000.00**

TERMS OF PAYMENT

Payment will be on send-bill arrangement. Full payment upon completion of the requirements stipulated in the technical specifications.

The supplier must have a Landbank account. Payment will be made through an LBP bank deposit. In case the supplier does not have a Landbank account, the supplier will shoulder bank charges.

PARTICULARS/PER EVENT	TERMS OF PAYMENT OF EACH LEGS
	100% of the total contract price
<ul style="list-style-type: none"> Acceptance and approval program activities, confirmed speakers, talents/performers, and infomercial 	15% of the total contract price
<ul style="list-style-type: none"> Completion of logistic requirements of the artisans and approved of tokens for the speakers and giveaways for the Welcome Dinner. 	35% of the total contract price
<ul style="list-style-type: none"> Full completion of deliverables for each event with corresponding video and photos in external drive. 	40% of the total contract price
<ul style="list-style-type: none"> Submission of Terminal Report and Certification of Project Completion 	10% of the total contract price

Milestone:

REQUIREMENTS / PER EVENT	DURATION
Submission of program activities with script, line of speakers and corresponding contracts/agreements , talents/ performers and infomercials	7 days before the event
Technical rehearsal and walkthrough	7 days before the event
Completed requirements of featured local artisans	10 days before the event
Completion of deliverables of tokens for the participants	2-5 days before the event
Three (3) minute edited compilation of video for the 4-day activities	on or before the Closing Ceremony
Terminal Report of 4-day Activities	within 5 days after the event

VIII. PROJECT OFFICERS/CONTACT PERSONS

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***** Nothing Follows *****