

**SERVICE PROVIDER TO DESIGN AND IMPLEMENT THE
ONLINE TOURISM MARKETING EDUCATIONAL SEMINAR**

Run 1: 14-16 June 2022

Run 2: 12-14 July 2022

Run 3: 16-18 August 2022

(dates may be subject to change)

TERMS OF REFERENCE

I. BACKGROUND

One of the Domestic Promotions Department's (DPD) commitments is the conduct of a tourism marketing educational seminar. A seminar that provides up-to-date information and an enhanced understanding of tourism trends, best practices, new marketing approaches to increase the marketability of tourism destinations while promoting sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Target participants are tourism and marketing officers from the Local Government Units (LGUs) and the Department of Tourism Regional Offices (DOT ROs) nationwide. The implementation of this tourism marketing seminar will be via a digital platform in light of the restrictions due to the COVID-19 pandemic. The confirmed participants will attend one (1) run equivalent to a 3-day session or 18.0 learning hours.

There will be one (1) topic for all three (3) runs which are to be determined, basically these topics to be chosen will highlight skills and knowledge that is recognized as an integral aspect of the promotion and presentation of a product offering. As we keep up with the constant changes in the industry, such as the adaptation to the 'new normal,' there is a need to use these skills to their advantage when it comes to marketing and promoting their destinations products and services.

II. OBJECTIVES

- a. To upgrade the skills and competency levels of the participants through understanding of new marketing approaches and techniques to increase marketability of their tourism destination.
- b. To achieve global competitiveness and promote travel excellence while practicing sustainable and responsible tourism.

- c. To capacitate and retool the participants on marketing methodology adapting to the new normal.
- d. To conduct online seminars that promote global competitiveness and attracts more travelers, visitors and investors through the inquired set of skills.

III. COMPONENT OF THE PROGRAM

Online Tourism Marketing Educational Seminars

Webinar Sessions Management

(Plenary format with break-out session)

Series of three (3) 3-day webinars with a maximum of 6. hours per session

Target Audience:

A target of at least fifty (50) participants per run or a total of one hundred fifty (150) Department of Tourism Regional Office (DOT-RO) and Local Government Units (LGUs) tourism and marketing officers, from the sixteen (16) regions.

Proposed Program / Course Outline (tentative):

Day	Program/Activity
Day 1 6 hours	<ul style="list-style-type: none"> • Introduction / National Anthem/ Invocation • Introduction of the Facilitator • Ground Rules • Plenary Session 1 / Break-out Session • Q & A • Plenary Session 2 / Break-out Session • Q & A • Synthesis and wrap-up • Closing
Day 2 6 hours	<ul style="list-style-type: none"> • Invocation • Plenary Session 3 / Break-out Session • Q & A • Plenary Session 4 / Break-out Session • Synthesis and wrap-up • Closing
Day 3 6 hours	<ul style="list-style-type: none"> • Invocation • Plenary Session 3 / Break-out Session • Q & A • Plenary Session 4 / Break-out Session • Synthesis and wrap-up • Closing

Break-out Sessions may include a virtual survey (e.g., Mentimeter, Survey Monkey, etc.), virtual pre-recorded presentations, role-playing exercises, and online games (e.g. Kahoot!), or TPB/DOT AVP playback.

IV. SCOPE OF SERVICES AND DELIVERABLES

Pre-Event

- a. Webinar program conceptualization and planning. Formulate a methodological framework of the determined topics set by TPB.
- b. Identify appropriate pointers with the latest trends/information that will help upgrade the decision-making skills of the officers.
- c. Provide a roster a minimum of five (five) local and/or foreign speakers, guests, or tourism experts appropriate for each run. The DPD may suggest preferred speakers.
- d. Create and disseminate an e-invite, e-reminder prior to sessions and post-thank you posters.
- e. Develop, manage and handle the participants' online registration confirmation and daily attendance.
- f. Electronic direct mails to all participants to include event reminders/recorded sessions, etc.
- g. Develop an online survey/evaluation of the webinar and submit a statistical report and analysis based on the result.
- h. Development of a Webinar Guideline/Etiquette
- i. Preparation of Breakout Session activities
- j. Conduct a pre-event orientation and preparation assistance including technical rehearsals of all speakers
- k. Provide TPB a copy of the Speaker's presentation.
- l. Logistical requirements needed by the resource speakers and working committee.
- m. Provide a webinar software platform and coordinate with the platform developer on the preparations, implementation, and management of webinars.
- n. Conduct a dry-run of the program at least 5 days before actual date
- o. Produce pre-recorded AVPs or speech from TPB or Department of Tourism (DOT) officials who might not be available during the webinar proper.
- p. Preparatory work for the participants prior to the webinar proper may be requested.

Actual Event

- a. In-charge of the over-all proceeding of the webinar based on the approved Program of TPB.
- b. Script writing for all session, if necessary

- c. Provision of at least ten (10) break-out rooms in the platform that can handle a maximum of ten (10) participants per break-out room.
- d. Connectivity and recording of all proceedings of the webinars.
- e. Provision of green screen or customized digital background for resource speakers and host/moderator.
- f. Transcription of the viewers' comments/feedback after each session.
- g. Live/interactive Q & A and on-screen polling with real-time results

Post Event

- a. Dissemination of webinar e-Certificates of Participation for participants who completed the required number of webinar hours (100- 90% attendance) and an e-Certificates of Attendance for those who did not complete the required number of webinar hours (less than 90%).
- b. Store Speakers' presentation in USB (universal serial bus) provided for by TPB.
- c. Processing of speakers' honorarium and applicable professional fees.
- d. Data analytics (registration total, demographics, attendee profile, attendee engagement, etc.) and participants' evaluation.
- e. Submission of all recorded content and post-event report.

General Requirements

Provision of an **ONLINE EVENT PLATFORM** to include all the components specified above.

Manage the events listed below from planning and preparation to execution and documentation.

- a. Develop/Design and implement as agreed upon project budget.
- b. Provide administrative support as follows:
 - 1) Develop a work program with the corresponding timeline and provide regular and timely feedback/status of preparations to TPB.
 - 2) Coordinate with TPB on the overall execution of the event, invitation, as well as budget allocation.
 - 3) Handle the documentation of all events/activities and maintain an efficient filing and referencing system of all documents.
- c. Provide a dedicated Overall Project Manager/Coordinator, administrative staff/secretariat and technical staff to with ample and efficient personnel to manage the preparation, planning, coordination, and conduct of the event.
- d. Update TPB on regular basis on the progress status of the event:
 - 1) Activities
 - 2) Program Schedule

- 3) Other related matters
- e. Databases must be regularly backed-up
- f. Provide (Survey) Customer Satisfaction Feedback System
- g. Databases and applications, if any, must be turned over to TPB
- h. Compliance with Data Privacy Act for the database created and all session recordings
- i. Turnover to TPB three (3) copies of the Course Module and Terminal Report (per run) including:
 - 1) Executive Summary
 - 2) Content of the Online Program
 - 3) Webinar Output
 - 4) Transcription of the viewers' comments/feedbacks
 - 5) Survey Result
 - 6) Evaluation / Recommendation
 - 7) List of Online Registrants/Participants

Copies are for the TPB Domestic Department, Corporate Planning and Finance Department, which will serve as a reference for the conduct of its succeeding and future educational seminars and to support the processing of payment.

V. QUALIFICATION OF BIDDER

- a. Bidder must have been in operation as a legally registered company under the Philippine laws, that handles educational training programs or is a training institute for at least five (5) years.
- b. Bidder must have at least handled three (3) web conference and/or online training sessions.
- c. Bidder must have at least handled two (2) tourism-related projects/events.
- d. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
 - 1) Project Manager/Coordinator (1 personnel)
 - 2) Moderator (1 personnel)
 - 3) Facilitators to handle break-out sessions (10 personnel)
 - 4) Secretariat (2 personnel)
 - 5) Technical Support Team (2 personnel)

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

VI. ELIGIBILITY REQUIREMENTS

- a. Must be a Filipino owned, operated and legally registered company that handles educational training programs or is an educational training institution under the Philippine laws;
- b. Must have a platinum membership certificate with the Philippine Government Electronic Procurement System (PhilGEPS).
- c. List of its ongoing and completed government and private contracts within the past five (5) years similar or related to the requirements.
- d. List of personnel to be assigned to the project with their respective job description and work experience for the last three years.
- e. Company profile

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **FOUR MILLION SIX HUNDRED SIXTY THOUSAND PESOS ONLY (PhP 4,660,000.00)**, 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 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
Webinar host/facilitators, formulation of Program, content/module preparation, provision & honorarium of local or foreign speakers and technical staff, provision of speakers’ materials, digital platform provider, provision of Certificate of Participation, Management fee, logistical/ operational expenses and 12% VAT and other applicable fees	PhP 4,660,000.00

VIII. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of the project as follows:

Phase	Percentage of Payment
Phase 1: Upon submission of the design and training module based on chosen topic/s, Statement of Account, list of	15% of the total contract price

qualified speakers, and the required eligibility requirements stated in item VI.	
Phase 2: Upon approval of training module, presentation of program concept, list of confirmed speakers, online registration form and conduct of technical rehearsal prior to Run 1.	25% of the total contract price
Phase 3: Upon completion of Run 1 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. Dissemination of e-Certificate of Participation and e-Certificates of Attendance 5. Print-out of Speaker's Presentation 6. Data analytics report, database and all recorded content	25% of the total contract price
Phase 4: Upon completion of Run 2 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. Dissemination of e-Certificate of Participation and e-Certificates of Attendance 5. Print-out of Speaker's Presentation 6. Data analytics report, database and all recorded content	25% of the total contract price
Phase 5: Upon completion of Run 3 and the submission of the following: 1. Statement of Account 2. Two (2) copies of the approved Program 3. Three (3) copies of the course module and Terminal Report 4. Dissemination of e-Certificate of Participation and e-Certificates of Attendance	10% of the total contract price

5. Print-out of Speaker’s Presentation	
6. Data analytics report, database and all recorded content	

XI. ADDITIONAL REQUIREMENTS

Qualified Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach (the date of the presentation will be on short notice). The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weigh assignment:

Proposal	Weight
Technical	85%
Financial	15%
Total	100%

XII. RATING GUIDE FOR TECHNICAL PROPOSAL

A. Eligibility Check and Shortlisting Criteria Rating (85% Passing Rate)

Evaluation Criteria	Rating	
I. Applicable Experience of the Bidder		50%
A. Years active in the field (20%)	20%	
• Five (5) years and above (20%)		
• Four (4) years and below (0%)		
B. Handled web conference and/or online training sessions	20%	
• Three (3) and above related projects within the last three (3) yeas (20%)		
• Two (2) and below related projects within the last three (3) years (15%)		
C. Handled similar web conferences/online training sessions (minimum of 2 tourism-related projects/events)	10%	
• Two (2) and above related projects within the last three (3) yeas (15%)		
• One (1) related projects within the last three (3) years (0%)		
II. Years of Experience of Personnel Who Will Be Assigned To The Project		30%

<p>Required minimum 3 years of experience of ALL key personnel in handling online and offline training event</p> <p>A. Project Manager/Coordinator B. Moderator C. Facilitator D. Administrative staff E. Technical Staff</p> <p>Above three (3) years (all personnel) – 30% Less than 3 years (any personnel) – 0%</p>		
III. Current Workload Relative to Capacity		20%
Number of ongoing projects/accounts as of 2020 being handled of similar scope and nature		
Below 5 projects (20%)		
5 and above projects (15%)		
TOTAL		100%

B. Technical Bid/Proposal Criteria and Rating (85% Passing Rate)

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		40%
<p>Required qualifications and experience of the following key personnel in organizing web conferences/online training sessions:</p> <p>A. Project Manager/Coordinator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p>B. Moderator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p>C. Facilitator</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (10%) • With less than three (3) years of relevant experience (0%) <p><i>Facilitator may be replaced if unavailable during time of actual webinar, given the replacement complied with the above qualification</i></p> <p>D. Administrative Staff</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) 		

<p>E. Technical Staff</p> <ul style="list-style-type: none"> • With three (3) years or more of relevant experience (5%) • With less than three (3) years of relevant experience (0%) <p><i>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)</i></p>		
<p>II. Firm Experience and Capability</p>		20%
<p>Experience of the firm in handling similar nature of work (20%)</p> <p><i>Consultant has presented evidences in conducting web conferences and online training sessions whose quality is acceptable for educational seminar requirements.</i></p>		
<p>III. Plan Approach and Methodology</p>		40%
<p>a. Formulation of the methodological framework in relation to the specified topic (15%)</p>		
<p>b. Quality of the proposed speakers, resource persons, guest, and tourism experts (15%)</p>		
<p>c. Feasibility of the planned execution of the overall scope (10%)</p>		
<p>TOTAL</p>		100%

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