

**TERMS OF REFERENCE
ENGAGEMENT OF TRAINING SERVICE PROVIDER FOR THE
TPB'S 2022 IN-HOUSE LEARNING SESSIONS**

I. RATIONALE

As part of its Learning and Development Program, the Tourism Promotions Board (TPB) desires to conduct the following virtual training:

Unit	Training Title	Indicative Dates *subject to change without prior notice	Platform/ Venue	No. of Pax
Lot 1	Training on Marketing Strategy	21-22 June 2022	Face to Face/ Metro Manila Area	30
Lot 2	Training on Marketing Proficiency	5-6 July 2022		30
Lot 3	Road Safety Seminar and Vehicle Maintenance and Troubleshooting Workshop	06 and 13 August 2022		30

II. OBJECTIVES

Training Title	Rationale	Objectives	Expected Output/ Outcome
Training on Marketing Strategy	<p>To conduct a training on Marketing Strategy to improve the competency of TPB personnel in linking TPB strategy to day-to-day outputs and key operational deliverables and ensure delivering effective market presentation.</p> <p>Marketing Strategy is one of the main Functional Competencies of TPB personnel especially the Marketing Project Officers. It means being able to determine suitable exchange relationships, trade-offs or value-added propositions with stakeholders; position Philippine brand in the</p>	<ol style="list-style-type: none"> Have an assessment of current marketing and promotions strategies implemented by TPB Recognize significant marketing and promotions strategies in accordance with TPB's mandate and function Provide up to date strategies relevant to marketing and promotions with effectivity and efficiency rating status 	<ol style="list-style-type: none"> Assessment of current TPB marketing and promotions strategy Significant Marketing and Promotions Strategies in accordance with TPB's mandate and function

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	<p>tourism milieu of the target market; utilize and recommend new marketing technology and practices for existing products and services and translate marketing research and analysis into operational plans.</p>	<p>4. Identify priority marketing and promotions strategies for TPB to effectively and efficiently achieve its mission and vision</p>	
<p>Training on Marketing Proficiency</p>	<p>To conduct a training on Marketing Proficiency to improve the competency of TPB personnel in formulating integrated strategies to raise customer awareness of Philippine tourism in view of generating steady sales/tourism stream.</p> <p>Marketing Proficiency is one of the main Functional Competencies of TPB personnel specially the Marketing Project Officers. Being proficient in marketing (TPB meaning of marketing; not the common sales related marketing) means being able to match identified stakeholders wants and needs with market segments and trends, to domestically and internationally communicate the Philippines as Tourism and MICE destinations and as viable tourism investment opportunities, and to elicit favorable reaction from stakeholders.</p>	<ol style="list-style-type: none"> 1. Have an assessment of current marketing proficiency level of the participants 2. Recognize critical marketing and promotion skills in accordance with TPB's mandate and function 3. Provide marketing and promotions best practices 4. Identify priority marketing and promotions skills that needs improvement based on the assessment conducted and provide ways to optimize them 	<ol style="list-style-type: none"> 1. Assessment of participant's current marketing and promotions proficiency level 2. Marketing and Promotions competencies that needs improvement and suggested interventions to enhance them based on the evaluation of the RP during the learning session.

<p>Road Safety Seminar and Vehicle Maintenance Troubleshooting Workshop</p>	<p>As part of its Learning and Development Program, the Tourism Promotions Board (TPB) desires to conduct Road Safety Seminar and Vehicle Maintenance and Troubleshooting Workshop to improve the competency of TPB personnel specifically those involved in transporting official passengers and cargos and maintaining official vehicles.</p>	<p>Road Safety Seminar</p> <ol style="list-style-type: none"> 1. Review participants on pertinent laws relevant to road safety and driving 2. Review participants on terminologies and signages relevant to road safety and driving 3. Development of hand out/ easy reference for TPB participants use during the performance of duty relevant to the session <p>Vehicle Maintenance and Troubleshooting Workshop</p> <ol style="list-style-type: none"> 1. Review participants on the general parts of a vehicle 2. Discussion on the general maintenance steps and procedures for vehicles 3. Discussion on the commonly encountered vehicular problem 4. Conduct hands on basic troubleshooting 5. Development of hand out/ easy reference for TPB participants use during the performance of duty relevant to the session 	<ol style="list-style-type: none"> 1. Properly maintained official vehicles 2. Less violations and accidents encountered by identified participants 3. Development of guide/ easy reference for use of participants in performance of relevant duties
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III. SCOPE OF DELIVERABLES

- Pre-Session:
 1. Must submit a proposed course outline for approval of the end-user
 2. Poster Announcement or Teaser video
 3. Pre-approved evaluation instrument to be used by supervisors to measure the application of the learning of the participants after 6 months
 4. Must submit negative results of antigen test for the Subject Matter Expert, Training Assistant/s and project management team who will be physically present at the training venue, a day before the session dates.

- In-Session:
 1. Administer pre-test and post-tests within the learning sessions;
 2. Training Coordinator and Learning Service Provider
 3. Training handouts, supplies and materials

- Post-session:
 1. Provision of certificates
 2. Submission of post-program/terminal reports

IV. QUALIFICATIONS

- A. Bidder must have at least three (3) years of experience in providing training and learning interventions in government and private offices.
- B. Bidder must submit evaluation instrument to measure the effectiveness of the learning intervention and improvement of participants.
- C. Bidder must be able to provide the following based on the stated specifications:
 - Qualified subject matter expert/s with at least three (3) years of relevant experience and has conducted at least ten (10) sessions related to the topic
 - Training Coordinator
- D. Bidder must provide list of key persons involved with respective work assignments during preparation and actual learning session such as Learning Service Provider, Training Coordinator, project management team and the like, with their curriculum vitae.
- E. Make a presentation (maximum of 10 minutes) of their Plan Approach / Methodology

V. ELIGIBILITY REQUIREMENTS

1. Mayor's Permit
2. PhilGEPS Certificate
3. Income/Business Tax Return
4. Company Profile
5. Omnibus Sworn Statement

A. Technical requirements:

1. Submit a customized proposal tailor-fit to the organization’s needs and objectives – not generic, one-size-fits-all materials including:
 1. Course outline
 2. List of key persons involved with respective work assignments during preparation and actual learning session and curriculum vitae
2. Submit evaluation instrument to be used by supervisors after 6 months to measure the application of learning of the participants based on the abovementioned rationale, objectives and the expected output/ outcome
3. Submit a list of qualified subject matter experts with their respective Curriculum Vitae based on the stated topics;
4. Submit a list of completed projects for the past 3 years in the private and government offices with a brief description and amount of contract. For government offices, must submit at least one of the following:
 - A. Notice of Award (NOA)
 - B. Purchase Order (P.O.)
 - C. Event Contract, and/or Notice to Proceed (NTP);
5. Submit a statement of acceptability of the schedule of the abovementioned Scope of Deliverables.

VI. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

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

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the following Lots inclusive of all applicable fees and taxes:

- Lot 1 – ONE HUNDRED EIGHTY THOUSAND PESOS ONLY (PhP180,000.00)
- Lot 2 – ONE HUNDRED EIGHTY THOUSAND PESOS ONLY (PhP180,000.00)
- Lot 3 – ONE HUNDRED EIGHTY THOUSAND PESOS ONLY (PhP180,000.00)

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 a time and place specified in the request for quotation (RFQ).

VIII. TERMS OF PAYMENT

Send a bill arrangement to the Tourism Promotions Board. Final payment should be received within thirty (30) days upon completion of deliverables and receipt of Statement of Account and/or Billing Statement.

The following documents should be submitted by the winning bidder for the processing of payment:

1. Original copy of Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

EVELYN D. SORIANO
Human Resource Management Officer V
Personnel and Human Resources Development Division
Tourism Promotions Board
4/F Legaspi Towers 300, Roxas Blvd., Manila 1100

Original copy of Statement of Account / Billing Statement shall be personally brought to TPB Office. Otherwise, delivery fee will be shouldered by the supplier.

2. Copy of Official Receipt

Payment will be made through an LBP bank deposit. The winning bidder should preferably have a Land Bank account. Otherwise, bank charges will be shouldered by the supplier.

Original copy of Official Receipt shall be personally brought to TPB Office. Otherwise, delivery fee will be shouldered by the supplier.

IX. CONTACT PERSONS

For particulars, please contact:

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RATING SHEET

CRITERIA		WEIGHT
I.	Firm Experience and Capability	30 %
	1 Has been involved in providing training and learning interventions in government and private offices: <ul style="list-style-type: none"> ➤ More than 3 years (30%) ➤ At least 3 years (20%) 	
II.	Qualification of Subject Matter Expert who will be assigned to the Project	30 %
	1 Experience in Conducting Learning Session <ul style="list-style-type: none"> ➤ Five (5) years and above conducting learning sessions (15%) ➤ More than three (3) years but less than 5 years of conducting learning sessions (10%) ➤ At least three (3) years conducting learning sessions (5%) 2 Conduct of Learning Session about the topic <ul style="list-style-type: none"> ➤ Conducted more than ten (10) sessions (15%) ➤ Conducted then (10) sessions and below (10%) 	
III.	Plan of Approach and Methodology	40 %
	1. Bidder's proposal of the course outline; new strategies/ideas/activities during the actual learning session (20%) 2. Relevance of the customized topics to the organization's needs and objectives (20%)	
TOTAL		100 %