

TERMS OF REFERENCE

SERVICES OF AN EVENTS MANAGEMENT COMPANY FOR THE PHILIPPINE WEAVERS' TRAVEL AND TRADE FAIR SEMINAR

26 – 28 October 2022

CALABARZON

I. BACKGROUND

Philippine history, culture, and travel cannot go without the admiration of our distinct handloom weaving. Considered one of the leading handicraft industries in the Philippines and a traditional craft in several regions, its use of indigenous materials such as abaca, raffia, pineapple, buri, etc. provides different regions and ethnic groups to use their own kind of raw material, fabric design, weaving techniques, and appropriate loom.

With almost three (3) years into the pandemic and notwithstanding the travel restrictions due to the COVID-19, the DPD's strategic objective Partnerships as Pathways and its "habi" banner program plan to conduct simultaneously with the 10th Regional Travel Fair (RTF) in CALABARZON this October 2022 to provide more exposure and opportunities for the invited participants from the selected weaving communities.

The 3-half day seminar will be held together with a half day educational tour and a two-day participation in the RTF's business-to-consumer as exhibitors.

Anent to this, the TPB shall require an Events Management Company (EMC) that will be able to upgrade the branding, marketing and sales skills of the weavers and assist the communities to improve their products and services that consequently draws tourists and ultimately spur economic value chain.

II. OBJECTIVES

1. To assist the weavers/artisans to effectively promote and market their products.
2. To provide additional knowledge and set of skills for the community through the representation from their participants.
3. To gain confidence in the assistances the government provides to sustainable tourism communities.
4. To generate more livelihood activities and increase local employment.

III. SPECIFICATIONS/ SCOPE OF WORK / DELIVERABLES

1. Seminar program conceptualization and planning. Formulate a methodological framework of the determined topic on the following topics:
 - E-commerce and business development (26 October 2022)
 - Marketing (27 October 2022)
 - Entrepreneurship (28 October 2022)

2. Provision of the following personnel:
 - a. A roster of at least three (3) speakers appropriate for each topic, for selection or approval by TPB, to ensure appropriate pointers with the latest trends/information that will help upgrade the development skills and competency levels of the weaving communities that will enable to improve their product and services and consequently draw tourists and increased income for the community.
 - b. Provision of one (1) host/moderator and three (3) facilitators to manage and assist the participants during the seminar/workshop.
 - c. Three (3) graphic artists on-site to assist the participants for Day 2 (27 October 2022) morning workshop.

3. Technical requirements at the seminar venue:
 - a. Professional audio and lights inclusive of speaker set-up and microphones
 - b. Photo and video documentation with same-day-edit (SDE)/highlights
 - c. Fifteen (15) laptops for use on Day 2's morning workshop

4. Provision of the following marketing materials & equipment for the participants:
 - a. Product catalogue lay-out or design template in editable Microsoft Word and/or Publisher format and ready for uploading/printing/presentation in portable document format (.PDF) as the final format.
 - b. Print-out of a product catalogue (booklet type; minimum 4 pages) accomplished by each community for Business-to-Consumers (B2C); three (3) sets of copies for:
 - 1) Community's copy
 - 2) TPB's copy
 - 3) Presentation during the Regional Travel Fair (RTF's) B2C

5. Create a seminar guideline/etiquette document to lay basic ground rules for a mutually respectful atmosphere during the seminar.

6. Include ice breakers, break-out sessions, individual or group exercises in between plenary lectures.
7. Conduct a briefer on what to observe during the educational tour and provide on-site materials relative to the seminar theme, if necessary.
8. Production and dissemination of the Speakers' presentation (hard copy) to all participants and to TPB (minimum of 40 copies; maximum of 50 copies).
9. Provision of speakers, facilitator & host's hotel accommodation, if necessary.
10. In-charge of the over-all proceeding of the seminar based on the approved Program
11. Creation and dissemination of e-reminders and post-thank you emails.
12. Dissemination of TPB evaluation forms and provide a summary of the feedback result.
13. Provision of co-signed Certificates of Participation and/or Attendance.
14. All assigned personnel must be able to:
 - a. Present their COVID-19 vaccination card (or Vax Certificate) with at least one (1) booster shot
 - b. Adhere to the IATF Safety Guidelines and Protocols
 - c. Must have a negative RT-PCR test result at least 48 hours or antigen test result at least 24 hours prior to ingress schedule
15. Inclusive the cost of logistics, accommodation, air/land transportation and meal expenses of the Event Management personnel assigned.
16. Production of sixty (60) pieces of customized vest or t-shirt with Philippine designed-weave or accent for PWTF participants and RTF Business-to-Consumer (B2C) Secretariat.

IV. PROJECT IMPLEMENTATION / SCHEDULE OF REQUIREMENTS

Target implementation dates:

DATE	TIME	ACTIVITY
25 October (Tue)	8am-5pm	Ingress / Set-up at training venue
26 October (Wed)	8am – 12nn	Arrival of Participants
	1pm – 2pm	Registration
	2pm – 5pm	Seminar

27 October (Thu)	8am – 12nn	Seminar
	1pm – 5 pm	Tour (c/o TPB and official tour operator)
28 October (Fri)	8am – 12nn	Seminar <i>*Afternoon is ingress for Regional Travel Fair</i>

- a. Physical set-up : Classroom set-up good for 36 persons
Meal Area : Round table set-up good for 36 persons c/o venue caterer;
preferably same hotel/venue as the seminar proper
- b. Target Participants :
- Participants from the weaving community and Local Government Units (LGUs) tourism and marketing officers
 - 30 pax (15 Weaving Communities representatives from Mindanao; 2 representatives per community)
 - 6 Tourism Officers per province

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **TWO MILLION TWO HUNDRED THOUSAND PESOS (Php2,200,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down.

VII. TERMS OF PAYMENT

Phase	Payment Tranche	Percentage of Payment
Tranche 1: Upon submission and approval of the Workshop Concept and Workshop Program	1st payment	15%
Tranche 2: After the approval of the speakers and submission of contract with speakers	2 nd payment	20%
Tranche 3: Upon completion of the seminar and submission of reports including documentation and photos	3rd payment	65%

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

Note: The winning bidder is encourage to have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the winning bidder.

VIII. CONTRACT DURATION

The contract shall commence upon receipt of the Notice to Proceed until November 15, 2022.

IX. QUALIFICATION OF BIDDER

- a. Must be Filipino-owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws. Must have been in operation for at least five (5) years;
- b. Must have a professional track record in handling at least (5) local events in the past five (5) years, with at least two (2) tourism-related projects/events.

X. QUALIFICATION OF KEY PERSONNEL

Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

- a. Project Manager
- b. Technical Director
- c. Creative Writer
- d. Technical Support Team

- e. Speakers
- f. Host/Moderator
- g. Facilitators
- h. Graphic Artists

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

XI. SHORTLISTING CRITERIA AND RATING SYSTEM

Based on R.A. 9184, the criteria and rating system for the shortlisting of Events Management Company is as follows:

	PARTICULARS	% WEIGHT
I.	Applicable Experience of the Event Management Company	50%
a.	At least 5 years of experience in handling Events Management	30%
	More than 5 years and above of experience (30%)	
	At least 5 years of experience (20%)	
	Below 5 years of experience (0%)	
b.	Successfully implemented similar projects within the last 3 years (minimum of five (5) projects with at least 2 tourism-related projects/events)	20%
	More than five projects, with at least 2 tourism-related projects/events (20%)	
	With five (5) projects, with at least 2 tourism-related projects/events (15%)	
	Less than 5 projects (0%)	
II.	Qualification of personnel who may be assigned to the project	30%
	All key personnel should have minimum 3 years of relevant experience	
	All key personnel with more than 3 years or more of relevant work experience (30%)	
	All key personnel with at least 3 years of relevant work experience (20%)	
	All key personnel with less than 3 years of relevant work	

	experience (0%)	
III.	Current Workload relative to Capacity	20%
	Currently handling 5 or less projects (20%)	
	Currently handling 6-10 projects (15%)	
	Currently handling more than 10 projects (0%)	
	TOTAL	100%

Hurdle rate for Shortlisting: At least 80%

XII. TECHNICAL PROPOSAL

Bidders are required to present their plan of approach for the project (maximum of 20 minutes).

Based on R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	PARTICULARS	% WEIGHT
I.	Quality of Personnel to be assigned to the Project	35%
	<p>Required qualifications and experience of key personnel assigned to the project:</p> <p><i>Weight distribution:</i></p> <ul style="list-style-type: none"> • Project Manager (7%) • Technical Director (6%) • Creative Writer (5%) • Technical Support Team (4%) • Speakers (4%) • Host/Moderator (3%) • Facilitators (3%) • Graphic Artist (3%) <p><i>Rating for each key personnel:</i></p> <ul style="list-style-type: none"> - Four (4) or more years of relevant experience (perfect score) - Three (3) years but less than four (4) years relevant experience (less 1% from the weight allotment) - Less than three (3) year of relevant experience (0%) 	35%

II.	Firm Experience and Capability	25%
	Bidder has presented evidence in implementing / managing similar projects whose quality is acceptable to the requirement.	
	1. Experience of the firm in handling similar nature of work (15%)	
	● More than 5 years and above (15%).	15%
	● At least 5 years (10%)	10%
	● Below 5 years (5%)	0%
	2. List of implemented similar projects for the last 5 years (10%)	
	● More than 5 projects with at least 1 government project (10%)	10%
	● At least 5 projects with at least 1 government project (5%)	5%
	● Less than 5 projects (0%)	0%
III.	Plan of Approach and Methodology	40%
	a. Adherence of the proposal to all the required components of the workshop as mentioned in the Terms of Reference (15%)	15%
	b. Relevance of the workshop plan and activities to be submitted (10%)	15%
	c. Feasibility of the planned execution of the overall scope of work (15%)	10%
	TOTAL	100%

Hurdle rate for Technical Proposal: At least 80%

The Events Management Company is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15
TOTAL	100

XIII. Project Officers/ Contact Persons

Domestic Promotions Department:
852-1255/ 8525-9318 loc. 214

Teresita DL. Landan
Manager, Domestic Promotions Department
baby_landan@tpb.gov.ph

Cesar Villanueva
Chief, Sales Division – Domestic Promotions Department
cesar_villanueva@tpb.gov.ph

Abigail B. Francisco
Market Specialist III
abigail_franciso@tpb.gov.ph