

ANNEX A: TERMS OF REFERENCE

SERVICES OF AN EVENTS/PROJECT MANAGEMENT COMPANY FOR THE MOBILE TOURISM PROMOTIONS BOARD PHILIPPINES WORKSHOP October- December 2022 (Subject to change of dates)

I. BACKGROUND

COVID-19 pandemic has affected caused severe economic distress by shutting down all tourism activities which affects the income-earning opportunities of the developing Community-Based Tourism sites and attractions. The pandemic has further complicated matters creating a major challenge for the community to rebuild confidence and sustainable tourism activities along with efforts to recover their health and local economy after the pandemic. As an approach to recovery, The Tourism Promotions Board Philippines (TPB), will provide assistance to sustain Community-Based Tourism Small and Medium Scale Enterprises (SMSE) in order to support employment and empower community members developing local products and services.

The main objectives are the following:

- A. To assess and validate existing and potential Community-Based Tourism sites nationwide based on the impact of COVID-19 and interventions for the recovery and sustainability
- B. Enhancement of marketing and promotional activities by providing appropriate venue and platform to promote and market their local tourism products and services
- C. Provide capacity building activities to Community Based-Tourism members in creating basic marketing plans or designing tourism activities as well as other marketing skills enhancements that are consistent with the local ways of life while increasing the value of local resources and knowledge.

The TPB shall procure the services of a qualified Events Management Company (EMC) or Project Management Company for the provision of the following requirements which shall be opened for public bidding:

II. SCOPE OF WORK/ DELIVERABLES

EMC for the Marketing Enhancement on Sustainable Community-Based Tourism based on the following schedule:

| Destination/s | Region/s | Implementation Date |
|--------------------------|-----------|-------------------------------|
| Eastern Visayas- Samar | Region 8 | December 16-20, 2022 |
| Cordillera | CAR | December 08-12, 2022 |
| Mauban, Quezon | Region 4A | January 14-18, 2023 |
| Capiz | Region 6 | November 23- 27, 2022 |
| Sagay, Negros Occidental | Region 6 | November 28-December 02, 2022 |
| South Cotabato | Region 12 | November 8-13, 2022 |

**Subject to change based on IATF and LGU regulations*

a. Online Meeting Platform

- Online Meeting Platform that can handle online participants

b. Event Concept, Guide, and Details

- Creative concept and design of the venue and registration for the hybrid workshop
- Formulate a methodological framework on the workshop for the Marketing Assistance Enhancement of Sustainable Community-based Tourism Workshop
- Provide **resource speakers**, moderators, facilitators, administrative staff, and technical staff to assist and engage with the participants online and on-site to foster active participation or cite valuable information during the break-out sessions. Bidders

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

- Creative concept and design for collaterals in the execution of the event
- Meet with the TPB Secretariat Team for the preparation, requirements, and discussion of workshop flow, activities, and other requirements
- Conduct briefing for all community participants involved before the workshop
- Oversee the overall flow of the workshop from pre-event to onsite support, including virtual presentation of the resource speakers.
- Develop an online survey/evaluation of the webinar and submit a statistical report and analysis based on the result.
- Provide a Certificate of Participation for participants who completed the required number of webinar hours
- Ensure compliance to minimum health protocols according to the IATF guidelines in the holding of a Hybrid Event
- Playback of official TPB AVPs
- Collect and compile copies of the Resource speaker's presentation (If Needed)
- Assist in the dissemination and collection of feedback forms and provide a summary of the feedback result.

c. Collateral/Creative Design of the Collaterals

- Stage Backdrop/Standee Tarpaulins, Registration counters, and other displays
- The concept for the execution of Invocation and National Anthem (If needed)
- Concept, Design, produce, and Layout Publishing materials for the promotion of the workshop
- Provide Virtual Background for Virtual Resource Speakers

d. Talents Professional Fees / Honorarium

- Emcee/host/Moderator
- Resource Speakers maximum 4
- On Site Workshop Facilitators at least 2/leg

NOTE: Final roster of the above is subject to TPB's approval

e. Documentation

- Photo Documentation and Recording of workshop proceedings
- Submission of three sets of hard copy of proper documentation per leg including photos and videos in external hard drive

f. Technical Requirements (Per Community Workshop)

a. Production Equipment

- High Spec production machine
- Must have multiple Video Capture Capability (at Least 3)
- Licensed Video Production Software
- Audio Capture Interface
- HD Video Switcher
- Secondary capture laptops and presentations

b. Audio System

- Basic PA System
- 4 Wireless Microphones
- Accessories
- Must have dedicated mics issued to speakers/ host.

c. Light System (If needed)

d. Mobile Broadband Connection (1,000 mbps)

e. Video LED Wall (12' x 9')

- Must be complete with dedicated video switcher and video playback
- Complete set with accessories
- LED Wall Riser

g. Logistics

b. EMC Personnel Accommodations, Meals and Airfare c/o TPB

c. Technical Logistics c/o EMC

d. EMC Team from Manila RT PCR Testing c/o TPB thru PCMC Partnership otherwise c/o winning bidder RT PCR 48 hours or COVID-19 Antigen Test 24 hours before the trip.

B. COMPONENTS OF THE WORKSHOP

I. Workshop Topics Options:

1. *Improving Packaging Design and Crafts*
 - a. *Brand logo-making*
 - b. *Sustainable packaging: What is available in the area and what is reusable*
 - c. *Making the packaging part of the product-customer experience for added value*
2. *Digital Marketing / Social Media Management / Content Creation*
 - a. *Free Layout Tools and Templates*
 - b. *Content KISS: Keep It Short and Simple when you post (Who- Brand, What- Product, Where- where to buy, When- if there is a promo or cut-off, How- other details)*
 - c. *Basic cellphone photography and videography*
 - d. *Advertise Using Social Media Trends: TikTok, FB or IG Stories (DIY videos, Behind-the-scenes, testimonials, dance moves, life hacks using product, recipes using product, etc.)*
3. *E-commerce Management: Learning the online shopping platforms and techniques*
 - a. *Product Branding: How to catch attention and make customers remember you*
 - b. *Proper Pricing: 3 Rs (Reduce costs and consider labor, Re-use investments, Reap rewards)*
 - c. *Logistics and deliveries: Potential partners and efficient techniques if you want to expand your business reach*
 - d. *Setting up e-payments: How not to get scammed online*
 - e. *Customer Management: Feedback and how to talk/respond to customers*
4. *Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs*
 - a. *Boosting MSME confidence by knowing what to say, how to say it, when to say it*
 - b. *How to make a simple product demonstration*

c. *Practice makes perfect with participants doing a version of “Shark Tank” or “Dragon’s Den” during the workshop*

Note: Topics may change based on the requirement of the identified community. Moreover, winning bidder may proposed new/additional topics for consideration and approval of TPB.

C. Publicity and Promotions

1. Produce a 30 second infomercial about the workshop to be broadcast in TPB Social Media Platforms
2. Produce publishing materials for posting in TPB Social media accounts and for sharing with the DOT Regional Offices

D. Proposed Workshop Program (Each Community)

| ACTIVITY | REMARKS |
|--|------------------|
| DAY 1 | |
| Introduction to the Workshop | 8:00am – 8:15am |
| Invocation | 8:15am – 8:18am |
| National Anthem | 8:18am – 8:20am |
| Welcoming Message from LGU | 8:20am - 8:30am |
| Keynote Message for Activity Takeaway from TPB | 8:30am – 8:40am |
| Introduction and Ice Breaker of participants | 8:40am – 9:00am |
| Session One: Morning Introduction Lecture on ' Packvertising ' : Improving Packaging Design and Crafting it to “speak” to customers | 9:00am – 11:30nn |
| Lunch Break | 11:30am – 1:00pm |
| Icebreaker | 1:00pm – 1:10pm |
| Session One: Afternoon Hands On Session on ' Packvertising ' : Improving Packaging Design and Crafting i.e Logo Creation, Packaging making and design | 1:10pm – 4:50pm |
| DAY 1 Wrap up (Photo Op) | 4:50pm – 5:00pm |

| DAY 2 | |
|--|-------------------|
| Icebreaker | 9:00am – 9:20am |
| Session Two: Introduction Lecture on Digital Marketing / Social Media Management / Content Creation - Speakers Presentations | 9:20am – 10:30am |
| Session Two: Hands On Session on Digital Marketing / Social Media Management / Content Creation - Content Creation, Social Media Creation | 10:30am – 12:00nn |
| Lunch Break | 12:00pm – 1:00pm |
| Non-Contact Games/Raffle/Q&A from lecture with prizes | 1:00pm – 1:10 pm |
| Session Three: Introduction Lecture on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> - Speakers Presentations | 1:00pm – 2:30pm |
| Session Three: Hands On Session on <i>E-commerce Management: A crash course on online shopping platforms and techniques</i> - Setting Up Accounts, Cost Analysis, Setting Up E-Payments | 2:30pm – 4:50pm |
| Day 2 Wrap up (Photo Op) | 4:50pm – 5:00pm |
| DAY 3 | |
| Icebreaker | 9:00am – 9:20am |
| Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Speakers Presentations | 9:20am – 10:20am |
| Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Participant inputs and practice pitching | 10:20am – 12:00nn |

| | |
|--|------------------|
| Lunch Break | 12:00pm – 1:30pm |
| Non-Contact Games/Raffle/Q&A from lecture with prizes | 1:30pm – 1:40pm |
| Session Four: Afternoon Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Pitching, Presentation of Outputs and Q&A from Panelists | 1:40pm – 4:00pm |
| Awarding of Certificates and Special Awards | 4:00pm – 4:30pm |
| Closing and Synthesis | 4:30pm – 5:00pm |
| Photo Op | |
| Fellowship (optional) | |

Note: Bidders can recommend enhancement on the proposed program subject to approval of TPB

V. ELIGIBILITY REQUIREMENTS

- A. Bidders must be Filipino-owned, operated and legally must have been in operation as an Event Management Company/Event Organizer/ Project Management Company/ Production House / Conference Integrator under Philippine laws for at least five (5) years.
- B. Bidder must have at least three (3) years of experience in event or project management/event organizing.
- C. Bidder must have had at least five (5) projects hosting of local or international Hybrid Virtual Events in the past three (3) years
- D. Must have handled at least two (2) tourism-related projects/events.
- E. 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 Writer
 - iii. Technical Director
 - iv. Multi-media Art Designer

- v. Technical Support Team (sound/light operator and project coordinator)

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

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **SIX MILLION PESOS (PHP 6,000,000.00)**, inclusive of all applicable fees and taxes.

Please send billing statement to **TOURISM PROMOTIONS BOARD PHILIPPINES**

4/F Legaspi Towers 300, Roxas Blvd., cor. P. Ocampo St., Malate, Manila 1104

VIII. TERMS OF PAYMENT

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

| Phase | Payment Tranche | Percentage of Payment |
|---|-------------------------|-----------------------|
| Tranche 1: Upon submission and approval of the Workshop Concept and Workshop Program | 1st payment | 15% |
| Tranche 2: Upon completion of first and second legs submission of reports including documentation and photos | 2 nd payment | 25% |
| Tranche 3: Upon completion of third and fourth legs with supporting documents including proper | 3rd payment | 25% |

| | | |
|---|-------------------------|-----|
| documentation in hard copy ring bind with photos | | |
| Tranche 4: Upon completion of fifth and sixth legs with supporting documents including proper documentation in ring bind with photos in 3 sets | 4th payment | 25% |
| Tranche 5: Upon Issuance of Certificate of Project Completion and acceptance and approval of Highlights of Events for all modules | 5 th payment | 10% |

Note: The 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/consultant.

IX. SHORTLISTING CRITERIA AND RATING SYSTEM

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

| | PARTICULARS | % WEIGHT |
|-----------|--|-----------------|
| I. | Applicable Experience of the Event Management Company/Project 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 (25%) | |
| | Below 5 years of experience (0%) | |
| b. | Successfully implemented similar projects within the last 5 years (minimum of 10 projects with at least 1 government client) | 20% |
| | Minimum of 10 projects, with 3 or more government client (20%) | |

| | | |
|-------------|---|-------------|
| | Minimum of 10 projects, with 1 government client (15%) | |
| | Less than 10 projects and no government client (0%) | |
| II. | Qualification of personnel who may be assigned to the project | 30% |
| | All key personnel should have minimum 3 years of relevant experience in the conduct of similar work | |
| | All key personnel have 4 years or more of relevant work experience (30%) | |
| | All key personnel have 3 years but less than 4 years of relevant work experience (25%) | |
| | All key personnel have 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%

X. 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 | 30% |

| | | |
|-------------|---|------------|
| | <p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in event/project management with minimum experience of 3 years:</p> <p>Project Manager / Technical Director / Creative Writer/ Technical Support Team (sound/light operator and project coordinator)</p> <p>Covering the suitability of the key staff to perform the duties of the particular assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs)</p> | 30% |
| II. | Firm Experience and Capability | 30% |
| | Bidder has presented evidence in implementing / managing similar projects whose quality is acceptable to the requirement. | |
| | 1. Experience of the firm in handling event/project management (15%) | |
| | • More than 5 years and above (15%). | 15% |
| | • At least 5 years (10%) | 10% |
| | • Below 5 years (0%) | 0% |
| | 2. List of implemented hybrid/virtual event/project management for the last 5 years (15%) | |
| | • More than three (3) projects with at least 1 government project (15%) | 15% |
| | • At least three (3) projects with at least 1 government project (10%) | 10% |
| | • Less than three (3) projects with at least 1 government project (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 (15%) | 15% |
| | c. | Feasibility of the planned execution of the overall scope of work (10%) | 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 |

XI. Project Officers/ Contact Persons

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

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

Marivic M. Sevilla
Market Specialist IV, Sales Division – Domestic Promotions Department
mavic_sevilla@tpb.gov.ph

Alberto B. Gadia Jr.
Market Specialist II, Sales Division – Domestic Promotions Department
alberto_gadia@tpb.gov.ph