

**PROCUREMENT OF SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC)/  
PROFESSIONAL CONGRESS ORGANIZER (PCO)/EDUCATION AND TRAINING  
SERVICES (ETS) TO CONDUCT THE HYBRID SEMINARS ON DIGITAL MARKETING,  
CAPACITY BUILDING AND SKILLS DEVELOPMENT**

**1<sup>st</sup> Run: 09 November 2022**

**2<sup>nd</sup> Run: 1<sup>st</sup> Quarter 2023**

(Dates are subject to change)

**TERMS OF REFERENCE**

**I. BACKGROUND**

Mandated by Republic Act 9593, the TPB Membership Program aims to provide marketing services and benefits to members through various activities that promote, advocate, and represent the interests of its members for the benefit and sustainable development of their businesses and tourism industry as a whole. The three (3) primary areas where TPB assists its members are promotional assistance, targeted market intelligence, and sustainable business generation.

Part of the TPB's commitment to its members is to provide training programs to strengthen their marketing capability. In the last two years, the TPB conducted four (4) virtual seminars with topics centered on digital marketing, leadership and regaining business, to assist members in coping with the ongoing pandemic.

For 2022, the seminars will be conducted in a hybrid format, with themes centered around Market Planning for SMSE's (how to craft a marketing plan) and e-commerce and social media marketing, and Greening the Tourism Industry (responsible and sustainable tourism).

The seminars are aimed at further strengthening stakeholder capacity in recovering from the prolonged pandemic. Target audience are TPB member-establishments and other tourism stakeholders.

**II. OBJECTIVES**

1. To increase the marketing capability of members to meet current and 'new normal needs
2. To assist members in recovery efforts, enabling them to develop the ongoing pandemic with new strategies to move forward
3. To explore ways to restart and recover in their operations
4. To provide platforms and marketing initiatives to generate more business for their companies
5. To strengthen collaboration and partnership with the private sector

The project consists of **TWO (2) RUNS**, as follows:

	Indicative Date	Venue	Topic
<b>1<sup>st</sup> Run</b>	09 November 2022	Region IV-A Preferably Tagaytay	Greening the Tourism Industry (Responsible and Sustainable Tourism)
<b>2<sup>nd</sup> Run</b>	1 <sup>st</sup> Quarter 2023	Metro Manila Preferably Preferably Sofitel Philippine Plaza or Sheraton Manila Hotel, or similar category	Market Planning for SMSEs and E-commerce and Social Media Marketing

### III. COMPONENTS OF THE PROGRAM

#### **Seminars on Digital Marketing, Capacity Building and Skills Development** Seminar Session Management and Live Streaming Process (Plenary Format)

Target Audience:

1<sup>st</sup> RUN: 100 (physical/onsite) and minimum 300 (virtual)

2<sup>nd</sup> RUN: 100 (physical/onsite) and minimum 300 (virtual)

Proposed Program Outline:

- I. Introduction
- II. Welcome Remarks
- III. Introduction of the Speakers
- IV. Plenary Session – Speakers’ Presentations
- V. Q&A
- VI. Synthesis
- VII. Closing Remarks

#### **IV. SCOPE OF SERVICES AND DELIVERABLES**

##### **Pre-Event:**

- a. Seminar program conceptualization and planning. Formulate a methodological framework of the determined topics.
- b. Provision of 2-3 speakers, and a roster of a minimum of five (5) local and/or foreign speakers appropriate for the theme, for selection/approval by TPB. The TPB may suggest preferred speakers. Provision of speakers' hotel accommodation, if necessary.
- c. Creation and dissemination of an e-poster/invite, e-reminder prior to sessions, and post-thank you posters.
- d. Conduct of a pre-event attendance promotion.
- e. Development, management and handling of participants' online registration confirmation and daily attendance (onsite and virtual). Registration form may be linked to the TPB Membership website.
- f. Sending of electronic direct mails to all participants to include event reminders, links for livestreaming, on demand/recorded sessions, etc.
- g. Development of an online survey/evaluation of the seminar and submission of a statistical report and analysis based on the result.
- h. Development of a Seminar Guideline/Etiquette document.
- i. Conduct of a pre-event orientation and provide preparation assistance including technical rehearsals of all speakers.
- j. Provision to TPB of a copy of the Speakers' presentations.
- k. Provision of logistical requirements needed by the resource speakers and working committee.
- l. Provision of a seminar software platform and coordinate with the platform developer on the preparation, implementation, and management of seminars.
- m. Conduct of a dry-run of the program at least 5 days before actual date.
- n. Production of pre-recorded AVPs or speech from TPB or Department of Tourism (DOT) officials who might not be available during the seminar proper.
- o. Preparatory work for the participants prior to the seminar proper may be requested.

##### **Actual Event:**

- a. In-charge of the over-all proceeding of the seminar based on the approved Program of TPB.
- b. Provision of online and onsite production management on live streaming tools/sites/platforms. Livestreaming should be accessible to a minimum of 300 virtual participants.
- c. Provision of scriptwriting for all sessions, if necessary.
- d. Provision of session moderator/s to introduce speakers and to facilitate Q&A and synthesis.
- e. Provision of connectivity hosting and recording of all proceedings of the seminars.

- f. Provision of green screen or customized digital background for resource speakers and host/moderator.
- g. Transcription of the viewers' comments/feedback after each session.
- h. Conduct of live/interactive Q & A and on-screen polling with real-time results.
- i. Conduct of gamification/other audience engagement tools.
- j. Cross-posting of the event to the TPB Facebook page

**Post-Event:**

- a. Dissemination of seminar Certificates of Attendance (hard copy for onsite attendees to be issued onsite and e-certificates for virtual attendees) - for participants who complete the 90-100% of required seminar hours.
- b. Consolidation of speakers' reports and dissemination to all participants.
- c. Uploading of on-demand content on the TPB Membership Website (subject to end user's confirmation)
- d. Storage of speakers' presentation in USB (universal serial bus) provided for by TPB.
- e. Payment and processing of speakers' honorarium and applicable professional fees.
- f. Submission of data analytics (registration total, demographics, attendee profile, attendee engagement, etc.) and participants' evaluation reports.
- g. Submission of all recorded content and post-event report.

**Others:**

- 1. Develop and implement based on agreed upon project budget
- 2. Provide administrative support as follows:
  - Develop a work program with the corresponding timeline and provide regular and timely feedback/status of preparations to TPB;
  - Coordinate with TPB on the overall execution of the event, promotion, as well as budget allocation; and
  - Handle the documentation of all events/activities and maintain an efficient filing and referencing system of all documents.
- 3. Provide a dedicated Overall Project Manager and a full-time secretariat with ample and efficient personnel to manage the preparation, planning, coordination, and conduct of the event.
- 4. Update TPB on a regular basis on the progress status of the event:
  - Activities/Events
  - Program Schedules, and
  - Other related areas
- 5. Provide (Survey) Customer Satisfaction Feedback System
- 6. Databases and applications, if any, must be turned over to TPB
- 7. Compliance with the Data Privacy Act for the database created and all session recordings

8. Turnover to TPB three (3) copies of the Course Module and Terminal Report including:

- Executive Summary
- Content of the Online Program
- Seminar Output
- Transcription of the viewers' comments/feedbacks
- Survey Result
- Evaluation / Recommendation
- List of Onsite/Online Registrants/Participants

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

**Technical Requirements: (minimum requirement)**

Sound/Technical Requirements	<ul style="list-style-type: none"><li>• 6 units of PA Speakers, Active 2 way Speakers HF: 400 W Peak 200 W RMS LF: 1000 W Peak 500 W RMS</li><li>• 2 units of 1000 watts powered subwoofer speaker</li><li>• 1 unit of Digital Console for Live and Studio with 40 Input Channels, 32 Midas Microphone Preamplifiers and 25 Mix Buses</li><li>• 1 unit of digital mixer</li><li>• 32 Input, 16 Output Stage Box with 32 Midas Microphone Preamplifiers, ULTRANET and ADAT Interfaces</li><li>• 1 unit of 2-channel DJ controller</li><li>• 6 units of wireless microphones</li><li>• 4 lots of high-end wired microphones</li><li>• 1 lot of cables &amp; connectors</li><li>• 2 units of laptop</li></ul>
Lighting set-up	<ul style="list-style-type: none"><li>• 4 units of 380 watts high power beam lamp (sharp)</li><li>• 16 units LED PAR RGBW</li><li>• 16 units LED PAR AMBER WHITE</li><li>• 1 unit of smoke machine</li></ul>

	<ul style="list-style-type: none"> <li>• 1 unit lighting controller</li> <li>• 4 units of tripod</li> <li>• 5 units of wireless commset</li> </ul>
Visual Set-up	<ul style="list-style-type: none"> <li>• 1 unit LED Wall 9x12 (P3)</li> <li>• 1 unit LED Processor</li> <li>• 1 unit video sender/transmitter</li> </ul>
Playback System	<ul style="list-style-type: none"> <li>• 1 unit of 4-channel digital video mixer</li> <li>• 1 unit of video monitor</li> <li>• 1 unit of laptop</li> </ul>
Additional Video Equipment	<ul style="list-style-type: none"> <li>• 3 units of Full-HD AVCCAM handheld camera</li> <li>• 3 units of heavy-duty tripod</li> <li>• 2 units 50-inches LED TV with stand</li> <li>• 1 Lot of video cables</li> <li>• 1 Lot of extension</li> <li>• 1 set platform 12x4x3ft</li> </ul>
Live Streaming Equipment	<ul style="list-style-type: none"> <li>• 1 unit desktop</li> <li>• 2 units laptop</li> <li>• 2 units monitor</li> <li>• 1 unit video capture</li> <li>• 1 unit sound raft mixer audio interface</li> </ul>
Additional technical requirements	<ul style="list-style-type: none"> <li>• 20 units of extension power chords with 6 outlets per unit</li> </ul>

*Note: The event/activity date is subject to change due to the uncertain situations and community restrictions brought about by the COVID-19 pandemic.*

#### Indicative Schedule of Activities (subject to change)

##### 1<sup>st</sup> Run: 09 November 2022

Time	Activity
Evening of previous day	Ingress
8:30 AM	Registration
9:00 AM	Seminar proper AM snack in between
12:00 PM	End of seminar
	Lunch
2:00 PM	Egress

##### 2<sup>nd</sup> Run: 1<sup>st</sup> Quarter 2023

Time	Activity
Evening of previous day	Ingress

8:30 AM	Registration
9:00 AM	Seminar proper AM snack in between
12:00 PM	End of seminar
	Lunch
2:00 PM	Egress

## **V. GENERAL REQUIREMENTS**

PROVISION OF A HYBRID EVENT PLATFORM TO INCLUDE ALL THE COMPONENTS SPECIFIED ABOVE

Manage the events listed below on a turnkey basis from planning and preparation to execution and documentation.

1. Databases must be regularly backed-up
2. Date is subject to change due to meeting and travel restrictions based on resolutions and pronouncements made by the IATF, Philippine Government or concerned Local Government Units.
3. Willing to provide services on a “send-bill” arrangement. Processing of payment shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by supporting documents by the supplier. Payment must be made in accordance with prevailing accounting and auditing rules and regulations.

## **VI. QUALIFICATION OF BIDDER**

1. Bidder must have been in operation as an EMC/PCO/ETS for at least 5 years.
2. Bidder must be an EMC/PCO/ETS with experience of at least 3 years in handling online/hybrid events, training or seminars of similar nature.
3. Bidder must have successfully implemented online/hybrid events of similar nature within the last 3 years (minimum of 5 projects with at least 1 government client). Bidder to provide Certificate of Satisfactory Completion.
4. Key personnel involved in the project must have a minimum of 3 years of relevant experience in the conduct of similar work, supported by CVs:
  1. Project Manager (1 personnel)
  2. Content Manager (1)
  3. Graphic Designer (1)
  4. Director / Technical Director / Production Manager (1)
  5. Technical Support Team (2)

**\*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 **TWO MILLION PESOS (PHP 2,000,000.00) ONLY**, inclusive of all applicable 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 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 a time and place specified in the bidding documents.

**Indicative Budget is as follows:**

<b>COMPONENT</b>	<b>AMOUNT IN PHP</b>
Formulation of Program, content/module preparation, seminar session management, speakers and moderator/s, provision of honorarium of local or foreign speakers and technical staff, technical requirements, livestreaming digital platform, pre and post-event management requirements, management fee, logistical/ operational expenses and 12% VAT and other applicable fees	PHP 2,000,000.00
<b>TOTAL</b>	<b>PHP 2,000,000.00</b>

## **VIII. DELIVERY SCHEDULE**

<b>OUTPUT / MILESTONE</b>	<b>INDICATIVE TIMELINE</b>
1. Timeline and Gantt Chart	Within one week upon issuance of NTP
2. Mock-up designs of posters (based on the approved theme) for the seminar	
3. Concept, topics, program, course outline, proposed speakers	
4. Registration form, speakers' profile, poster design, streaming platform and other pre-event requirements	3 days upon approval of mock-up design



5. Dry run for the 1 <sup>st</sup> Run	1 <sup>st</sup> week of November 2022
6. Conduct of 1 <sup>st</sup> Run	09 November 2022
7. Post-event requirements for 1 <sup>st</sup> Run	3 <sup>rd</sup> week of November 2022
8. Pre-event requirements for 2 <sup>nd</sup> run	1 <sup>st</sup> week of January 2023
9. Tech run for 2 <sup>nd</sup> Run	3 <sup>rd</sup> week of January 2023
10. Conduct of 2 <sup>nd</sup> Run	4 <sup>th</sup> week of January 2023
11. Post-event requirements for 2 <sup>nd</sup> Run  Overall completion of services required for the implementation of the project	February 2023
12. Post-event report, data analytics report, database, and all recorded content	February 2023

## IX. TERMS OF PAYMENT

OUTPUT / MILESTONE	PAYMENT AMOUNT
1. Upon approval by TPB of the Timeline and Gantt Chart 2. Upon approval by TPB of mock-up designs of posters (based on the approved theme) for the seminar	15% of the total contract price
3. Upon approval of concept, topics, program, course outline, registration form, speakers' profile, poster design, streaming platform and other pre-event requirements 4. Upon completion of the 1 <sup>st</sup> Run and post-event requirements	35% of the total contract price
5. Upon completion of pre-event requirements of 2 <sup>nd</sup> run 6. Upon completion of the 2 <sup>nd</sup> Run and post-event requirements	40% of the total contract price
7. Upon submission of post-event report, data analytics report, database, and all recorded content	10% of the total contract price

## **X. ADDITIONAL REQUIREMENTS**

Qualified Bidders will be required to make a presentation (maximum of 20 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 weight assignment:

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	85%
Financial Proposal	15%

## **XI. RATING GUIDE FOR TECHNICAL PROPOSAL**

### **A. Technical Bid/Proposal Criteria and Rating (80% passing score)**

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

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	<b>PARTICULARS</b>	<b>%</b>	<b>RATING</b>
<b>I.</b>	<b>Quality of Personnel to be assigned to the Project</b>		<b>30%</b>
	Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events, training or seminars with minimum experience of 3 years: <ul style="list-style-type: none"><li>• Project Manager (1 personnel)</li><li>• Content Manager (1)</li><li>• Graphic Designer (1)</li><li>• Director / Technical Director / Production Manager (1)</li><li>• Technical Support Team (2)</li></ul> 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)		
<b>II.</b>	<b>Firm Experience and Capability</b>		<b>35%</b>
<b>A</b>	Bidder has presented evidence in implementing/managing similar projects whose quality is acceptable to the hybrid seminar requirement.	20%	
	More than 5 online/hybrid events, training or seminars conducted in the last 3 years (20%)		
	5 online/hybrid events, training or seminars conducted in the last 3 years (15%)		
	3-4 online/hybrid events, trainings or seminars conducted in the last 3 years (10%)		
	Less than 3 online/hybrid events, training or seminars conducted in the last 3 years (0%)		
<b>B</b>	Bidder must have been in operation as an EMC/PCO/ETS for at least 5 years	15%	
	More than 5 years of experience (15%)		
	5 years of experience (10 years)		
	3-4 years of experience (5%)		
	Below 3 years of experience (0%)		
<b>III.</b>	<b>Plan of Approach and Methodology</b>		<b>35%</b>
	a. Adherence of the proposal to all the required components of the hybrid seminar as mentioned in this bid (20%)	20%	
	b. Relevance of the concept, proposed topics, and speakers. Profiles of speakers and list of topics to be submitted (15%)	15%	
	c. Feasibility of the planned execution of the overall scope of work (5%)	5%	
	<b>TOTAL</b>		<b>100%</b>

**Contact Persons:**

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**\*\*\* NOTHING FOLLOWS \*\*\***