

**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**

1st Run: 23 November 2022

2nd Run: December 2022

(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
1st Run	23 November 2022	Region IV-A Preferably Tagaytay	Greening the Tourism Industry (Responsible and Sustainable Tourism)
2nd Run	December 2022	Metro Manila Preferably Preferably Sofitel Philippine Plaza or Sheraton Manila Hotel, or PICC	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:

For 1st and 2nd runs: TPB Members and other tourism stakeholders

Physical/onsite - 100 pax - Priority TPB Members

Virtual - TPB members and other stakeholders

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 5 speakers appropriate for the theme, for selection/approval by TPB. The TPB may suggest preferred speakers.
- c. Creation and dissemination of an e-poster/invite, e-reminder prior to sessions, and post-thank you posters.
- d. Conduct of pre-event attendance promotion.
- e. Development, management and handling of participants' online registration confirmation and attendance.
- f. Sending of electronic direct mails to all participants to include event reminders, link/s 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. Conduct of a pre-event orientation and provide preparation assistance including technical rehearsals of all speakers.
- i. Provision to TPB of a copy of the Speakers' presentations.
- j. Provision of logistical requirements needed by the resource speakers.
- k. Conduct of a dry-run of the program at least 5 days before actual date.
- l. Production of pre-recorded AVPs or speech from TPB or Department of Tourism (DOT) officials who might not be available during the seminar proper.
- m. 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 stage design/set-up including technical requirements (i.e. sound, lighting, visual, others)
- c. Provision of audiovisual set-up with capability to host and livestream with any available video conferencing platform such as FaceBook livestreaming
- d. Provision for internet capability for hosting video conferencing platform.
- e. Provision of script writing for all sessions, if necessary.
- f. Provision of session moderator/s to introduce speakers and to facilitate Q&A and synthesis.
- g. Cross-posting of the event to the TPB Facebook page
- h. Provision of 100 souvenir items/sets with reusable bag packaging (design to be approved by TPB)
- i. Photo and video documentation of event

Post-Event:

- a. Dissemination of seminar Certificates of Attendance (hard copy for onsite attendees to be issued onsite)
- 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.

Note: Table of Technical Requirements (minimum requirements) removed

Indicative Schedule of Activities (subject to change)

1st Run: 23 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

2nd Run: **December 2022**

Time	Activity
Evening of previous day	Ingress
11:30 AM	Registration
12:00 PM	Lunch
1:00 PM	Seminar proper
4:00 PM	End of Seminar
	Egress

V. GENERAL REQUIREMENTS

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

1. 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.
2. 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:

COMPONENT	AMOUNT IN PHP
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
TOTAL	PHP 2,000,000.00

VIII. DELIVERY SCHEDULE

OUTPUT / MILESTONE	INDICATIVE TIMELINE
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 1st Run	3rd week of November 2022
6. Conduct of 1 st Run	23 November 2022
7. Post-event requirements for 1 st Run	4th week of November 2022
8. Pre-event requirements for 2 nd run	
9. Tech run for 2 nd Run	1 st week of December 2022
10. Conduct of 2 nd Run	December 2022
11. Post-event requirements for 2 nd Run Overall completion of services required for the implementation of the project	December 2022
12. Post-event report, data analytics report, database, and all recorded content	

IX. TERMS OF PAYMENT

OUTPUT / MILESTONE	PAYMENT AMOUNT
1. Upon approval by TPB of the Timeline and Gantt Chart	15% of the total contract price
2. Upon approval by TPB of mock-up designs of posters (based on the approved theme) for the seminar	

3. Upon approval of concept, topics, program, course outline, registration form, speakers' profile, poster design, streaming platform and other pre-event requirements	35% of the total contract price
4. Upon completion of the 1 st Run and post-event requirements	
5. Upon completion of pre-event requirements of 2 nd run	40% of the total contract price
6. Upon completion of the 2 nd Run and post-event requirements	
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:

Proposal	Weight
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:

	PARTICULARS		%	RATING
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 the conduct of similar events, training or seminars with minimum experience of 3 years:</p> <ul style="list-style-type: none"> • Project Manager (1 personnel) • Content Manager (1) • Graphic Designer (1) • Director / Technical Director / Production Manager (1) • Technical Support Team (2) <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>			
II.	Firm Experience and Capability			35%
A	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	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%)			
III.	Plan of Approach and Methodology			35%
	a.	Adherence of the proposal to all the required components of the hybrid seminar as mentioned in this bid (15%)	15%	
	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%	
	TOTAL			100%

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***** NOTHING FOLLOWS *****