

TERMS OF REFERENCE
**FOR THE SERVICES OF A SPEAKERS' MANAGEMENT BUREAU / CONFERENCE INTEGRATOR /
LEARNING INSTITUTION WITH M.I.C.E. INDUSTRY EXPERTISE /
BUSINESS EVENTS MANAGEMENT COMPANY /
PROFESSIONAL CONGRESS ORGANIZER (PCO)**

MICECON 2023
01-03 March 2023, Davao City, Philippines

I. BACKGROUND

First held in 2010, the Philippine M.I.C.E. Conference (MICECON) is the integration of two major Philippine M.I.C.E. Programs: the long-running Philippine Incentive Marketing Conference (Phil-Incentive) organized by the Philippine Convention and Visitors Corporation / Tourism Promotions Board, and Meetings, Incentive Travel, Events / Exhibitions Philippines, Inc. (MITE Philippines); and the Philippine Asian MICE Forum organized by the Philippine Association of Convention / Exhibition Organizers and Suppliers (PACEOS).

MICECON consolidates and strengthens all sectors involved in the M.I.C.E. industry by providing an ideal platform for a comprehensive educational program and trade opportunity for Philippine M.I.C.E. and tourism practitioners.

MICECON, likewise, aims to showcase new developments, establishments, and products in the Host City; increase the levels of creativity and professionalism, and further upgrade capabilities of Host City in targeting and handling the M.I.C.E. Market.

PAST M.I.C.E. CONFERENCES AND THEMES

MICECON 2010, Subic (4 – 7 Feb)	:	“Life is M.I.C.E.”
MICECON 2011, Cebu (10 -13 Aug)	:	“I share. You connect. We change”
MICECON 2013, Davao (6 - 9 Mar)	:	“iMICE. ignite. innovate. inspire. infuse”
MICECON 2014, Clark (4-7 June)	:	“MICE in 4D - Driving passions, Developing minds, Defying limits, Designing the future”
MICECON 2015, Manila (1-3 Sep)	:	MICECON was co-located with the Philippine Travel Exchange (PHITEX)
MICECON 2018, Bacolod (27-29 Nov):	:	#MICEroadmapPH: towards a connected and sustainable community
MICECONline 2020 (26-30 Oct)	:	“Future-Ready MICE”: Renew. Reboot. Revitalize

MICECON 2023 will be held in the City of Davao on 01-03 March 2023 with the theme “MICEConverge: Blaze New Trails”.

In view of this, the TPB is in need of a company to assist in developing the program and content of the conference, source and manage quality local and international presenters / speakers / moderators relevant to the session topics of the Philippine MICE Conference (MICECON).

II. SCOPE OF SERVICES

1. Provide recommended topics similar/ related to the following:

- Meetings, Incentive Travel, Conferences/ Conventions & Exhibitions (M.I.C.E.)/ Business Events and Tourism Industry Updates/ Global Trends
- Industry-specific Sales and Marketing approaches/ innovations
- Knowledge to re-skill the MICE/ Business Events and Tourism stakeholders in improving the quality of services and operations
- Special sessions on digital developments/solutions/innovations related to tourism and MICE products and services

**There should be focused/ industry-specific breakout sessions for tourism stakeholders/ sellers and destination organizations/ LGUs that will help each industry category in improving their sales and marketing skills, target and provide solutions on industry-specific issues*

2. Secure a minimum of twenty (20) high-caliber local and international presenters/ speakers/moderators whose subject expertise are relevant to the topics/issues to be discussed at the Philippine MICE Conference; Adjustment in the number of speakers subject to the approval of TPB.

- Presenters / Speakers / Moderators, are preferably thought-leaders or an authority or have an in-depth knowledge on any of the following topics:
 - Meetings
 - Incentive Travel
 - Conferences/Conventions
 - Exhibitions
 - Business Events Industry
 - Tourism industry
 - Associations
 - Destination Marketing
 - Digital Marketing
 - Content Creation
 - Branding
 - E-Commerce
 - Marketing Analytics
- They must provide global perspectives on issues to be tackled in the conference.
- They may come from various regions: USA, Europe and Asia Pacific
- Speakers' **minimum requirements**
 - Must have prior engagement/s in similar topics

- Must have at least three (3) years of experience in tourism or related-industry of their assigned topic for discussion
- Must submit the Speaker's Profile/ Curriculum Vitae
- Industry Professionals / Resource persons should have been invited to similar conferences, seminars, workshops, and webinars — to ensure the relevance of the sessions to the MICE and Tourism industry;

*Bidders should submit their proposed topics and speakers during the opening of bids

- TPB may recommend/invite directly possible speakers for the Conference. TPB, as the organizer of the event, may negotiate directly for preferential rates to maximize the budget allocation for speakers' professional fees;
 - Any recommended presenters/speakers/moderators will be subject to the approval of the TPB. Quotations/professional fees of recommended speakers should be disclosed to TPB. The TPB reserves the right to re-negotiate with recommended speakers;
 - Once approved, the TPB, as the national organization recognized by international tourism associations/ organizations, may opt to formally invite the vetted presenters/speakers/moderators;
 - The TPB, together with its Event Platform Technical team, shall provide speakers with their technical requirements during rehearsal and actual sessions.
3. Facilitate the payment of honorarium/ professional fees of approved presenters/speakers/moderators (to be included in the financial proposal/ c/o the service provider);
- provide advance payments of professional fees to presenters/speakers/moderators, as required;
 - settle the remainder of professional fees within five (5) working days after the speaker's session, as applicable.
 - Estimated/ Proposed rates/ fees

International Speakers :

USD 3,500 (inclusive of taxes) x 8pax

**Usual range of international professional speakers USD1,000 – USD5,000*

Local Industry Professionals/ Moderators / Facilitators / Evaluators/ Judges :

PHP 25,000 x 22pax

Estimated Total Cost: PHP 1,924,000

*conversion rate USD1=PHP58

Note:

Coordinate as well with TPB with respect to the speakers' logistical arrangements (e.g. air tickets, accommodations, meals, etc.)

Payment to the supplier will be based on actual cost, which may be lower or higher than the estimated amount per speaker but should not exceed the Total Budget Estimate for Speakers Fees above unless approved by TPB

4. Coordinate with approved presenters/speakers/moderators and provide the requirements from presenters/speakers/moderators

- To execute an agreement with the TPB-approved Speakers;
- Biodata/ profile and photo of the speaker for event promotion;
- Presentation should be submitted prior to the Speaker's technical rehearsal;
- Arrange for the authorization of TPB to share the recorded/slide presentation to participants of the event (within the TPB Facebook Page and Website/ Platform);
- Speakers Management Company should comply with the Philippine Data Privacy Act;

5. Facilitate the travel arrangements of the Local and International Speakers and provide/ purchase the necessary international and/or domestic air tickets of the speakers.

Provision for travel expenses of the estimated number of foreign International Speakers with allocations from the following regions, adjustments subject to the approval of TPB:

- USA/ Canada – 2pax
- Europe – 2pax
- Australia/ New Zealand – 2pax
- Asia – 2pax
- Philippines – 22pax

*Ground arrangements such as transfers and hotel accommodation in Davao and/or Manila (if necessary, depending on the schedule of international flights of foreign speakers) will be provided by the TPB

6. Assign a point person/s and a dedicated team whom the TPB MICE Organizing Committee will coordinate with for this project

Proposed Personnel	Task
Project Manager/ Main coordinator	<ul style="list-style-type: none"> - Manage the provision of the requirements/ deliverables related to the conference program topics and speakers - Liaise with the TPB-MICECON Conference Program Committee for the seamless integration of recommended topics and speakers in the conference program
Speaker coordinator/s	<ul style="list-style-type: none"> - Liaise with the TPB-MICECON Conference Program Committee for speakers arrangements - Liaise with the invited speakers/presenters for MICECON for their logistical requirements - Manage the schedule of speakers (technical rehearsals, etc.) - Assist the Project Manager in the preparation of reports of deliverables for submission to TPB
Administrative Support	<ul style="list-style-type: none"> - Facilitate the necessary traveling/ logistical requirements (to include reservations, payments, etc.) of the invited speakers and their assigned team member – coordinator - Assist the Project Manager in the preparation of reports of deliverables for submission to TPB

*Bidder to submit CVs of proposed personnel

7. Enhance program content of the Philippine MICE Conference (MICECON) with the attached preliminary program and proposed schedule.

III. TPB DELIVERABLES

The TPB shall shoulder the cost of the following:

- Accommodation for foreign speakers upon arrival in and departure from Manila, if required
- Accommodations of all speakers during the entire stay in Davao
- Ground arrangements and land transfers in Manila and Davao
- Meals

IV. PROJECT IMPLEMENTATION SCHEDULE (Indicative Dates)

For Local Speakers : 28 February - 03 March 2023

For Foreign Speakers : 27 February - 06 March 2023* (inclusive of post tour)

**subject to change depending on the arrival/ departure of foreign speakers*

V. SCHEDULE OF REQUIREMENTS

(subject to change, for approval of TPB)

Date	Activity
02 - 06 Jan 2023	Submission of proposed program, topics and speakers
09 Jan - 10 Feb 2023	Invitation and confirmation of speakers
13-17 Feb 2023	Target completion of Presenters/Speakers/Moderators
28 February 2023	Speakers Technical Rehearsal / Deadline of Submission of Pre-recorded Sessions
02 - 03 March 2023	Speakers' Briefing and Event Proper

VI. QUALIFICATION OF BIDDERS

1. Must be a Filipino-owned, operated and legally registered Speakers Bureau / Professional Conference Organizer (PCO)/ Learning Institutions (with MICE Industry Expertise)/ Business Events Management Company under Philippine laws for at least five (5) years
2. Must have an experience in conference program conceptualization and sourcing and handling speakers for corporate or government events or other similar events
 - a. Submission of agreements/ contracts of a similar nature from 2018 – 2022
 - b. Submission of sample previous conference programs created and speakers contracted for past clients from 2018 - 2022
3. Must have a professional team of core members with a minimum of five (5) years of experience in organizing conference programs.
4. Must submit a proposed program and speakers according to the requirements/ program objectives listed in the Scope of Services

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **NINE MILLION NINE HUNDRED NINETY THOUSAND TWO HUNDRED SIXTY-ONE PESOS (PHP9,990,261.25)** inclusive of applicable taxes.

- The bid amount shall include the total amount of professional fees, management fees, international and local airfares, travel insurance and applicable taxes.
- Accepts send-bill arrangement. Billing on the Professional Fees paid to the Speakers should be based on actual cost.
- 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 abovementioned approved budget.

VIII. TERMS OF PAYMENT

The indicative payment scheme is as follows:

Output/Milestone	% of payment
Upon approval of preliminary program and recommended speakers	15%
Upon confirmation of at least 50% of recommended speakers	35%
Upon confirmation of the remainder of speakers and provision of down payment to select speakers, as applicable	35%
Upon satisfactory performance of services (full payment of all speakers/ presenters)	15%
Total	100%

Payment Requirements:

- The following document should be submitted by the winning bidder for the processing of payments:
 - Corresponding deliverables for the portion services rendered based on MOA
 - Statement of Account / Billing Statement with detailed costs/ breakdown of expenses for all services rendered to include management fee addressed to:

Chief Operating Officer/Officer-in-Charge
 c/o the MICE Department
 Tourism Promotions Board
 4/F Legaspi Towers 300, Roxas Blvd., Manila 1100

- b. Final/full payment in 30 working days after services are satisfactorily rendered in full
- c. Payment will be made through the Land Bank of the Philippines (LBP) account. Should the winning bidder not have account in LBP, bank charges to a preferred alternate bank will be shouldered by the bidder.

IX. CONTACT PERSONS

For particulars, please contact TPB-MICE Organizing Committee:

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