

TERMS OF REFERENCE
SERVICES OF AN EVENTS/PROJECT MANAGEMENT COMPANY FOR THE
PHILIPPINE TOUR GUIDES HYBRID CONFERENCE
February 19-22, 2023 (indicative dates)

I. BACKGROUND

Philippine Tour Guide plays a vital role in developing a holistic sustainable, unique experience and fun travel of every tourist. Tour Guides significant role in the tourism industry under Republic Act 9593 or Tourism Act of 2009 in promoting, marketing and creating a favorable image of the country and contributes enriching Philippine experience for local and foreign visitors. As part of the government approach in enhancing over-all tourists experience, the Tourism Promotions Board (TPB) Philippines in partnership with the Philippine Federation of Professional Tour Guides, Inc. (TGFed) would like to intensify the Filipino Brand of Service and Excellence campaign and at the same time celebrating the International Tourist Guide's Day on the 21st day of February 2023.

Venue: Iloilo City (TBD)

Total Participants: 130 participants physical participants
500 online participants

II. OBJECTIVES

Specifically, the **PHILIPPINE TOUR GUIDES HYBRID CONFERENCE** aims to:

1. To foster the importance of Filipino Brand Service and Excellence
2. To understand the Key, Strategic and Emerging Markets of the Philippines
3. To understand the existing and emerging markets of the Philippines
4. To present the 70 newly developed and 40 developing tourism circuit that is ready to accept visitors.

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 small value procurement

III. SCOPE OF WORK/ DELIVERABLES

a. Online Meeting Platform

- Online Meeting Platform that can handle 500 online participants

b. Event Concept, Guide, and Details

- Registration for the hybrid workshop
- Provide 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.
- Provide a coordinator to Meet with the TPB Secretariat Team for the preparation, requirements, and discussion of workshop flow, activities, and other requirements
- Oversee the overall flow of the workshop from pre-event to onsite support, including virtual presentation of the resource speakers and submit proposed Program Flow
- 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)

- Provide Virtual Background for Virtual Resource Speakers

d. 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

e. Technical Requirements

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

f. 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.

V. ELIGIBILITY REQUIREMENTS

A. Bidders 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 had at least five (5) projects hosting of local Hybrid Virtual Events in the past five (5) years
- C. Must have handled at least two (2) tourism-related projects/events.
- D. 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 **ONE MILLION PESOS ONLY (PHP 1,000,000.00)**, 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 after the completion of services.

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.

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

Jaime Sy
Acting Division Head, Sales Division
James_sy@tpb.gov.ph

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