

TECHNICAL SPECIFICATIONS
SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC)
TO CONDUCT THE QUARTERLY MEMBERS' CHAT

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 capacity building opportunities to strengthen their marketing capabilities and to assist in business recovery.

The Quarterly Members' Chat shall be an enhanced version of the previously-conducted series of Weekly Members' Chat. From serving as a venue to share relevant topics/IATF updates and best practices in coping with the pandemic, it shall now serve as a platform for the TPB to conduct formal, mini-skills enhancement sessions on digital marketing, capacity building and skills development.

The virtual sessions, aimed to engage members nationwide, will be conducted quarterly and will feature subject matter experts and raffle draws for a chance to win staycation packages and/or travel-related products.

II. OBJECTIVES

1. To increase the marketing capability of members to address current and new normal needs
2. To assist members in recovery efforts, enabling them to come out of the ongoing pandemic with new strategies to move forward
3. To strengthen collaboration and partnership with the private sector

III. SCOPE OF WORK/SERVICES

Indicative Topics:

June 2023	The ABC's of B2B
August 2023	Social Media Marketing Techniques
November 2023	Sales Pitching 101

Pre-session:

- Must submit a proposed course outline, roster of subject matter experts (minimum of 2 per session) and host/moderator with their respective Curriculum Vitae, and posted design for the TPB's selection/approval.
- Development, management and handling of participants' online registration, confirmation and attendance via Zoom platform.
- Sending electronic direct mail to the participants providing meeting link, on demand/recorded sessions, etc.

In-session:

- Provision of one (1) meeting host/moderator and program management team to handle the online meeting/learning sessions using the zoom platform
- Conduct of a mini raffle draw
- Provision of one (1) major raffle prize per meeting (total of 3) - 3D/2N hotel/resort accommodation (standard or deluxe category) for two (2) with breakfast at a TPB member establishment, in the form of travel vouchers worth PHP 20,000.00 each. Location (province/city) shall be at the winners' option provided that the cost is within the indicated budget. Validity should be not less than one (1) year from the date of issuance of the voucher.
- Provision of two (2) minor raffle prizes per meeting (total of 6) - travel-related products worth PHP3,000.00 each including the delivery of the products.

Post-session (for every session implemented):

- Preparation and dissemination of e-certificates of attendance. *design and specifications are subject to the approval of TPB.
- Dissemination of copy of presentations and recorded sessions
- Provision of consolidated output of photo, video/raw recordings, and other documentations of the whole learning session one week after each session stored in a USB/hard drive to be submitted to the TPB representative on the last day of the tour (subject to the approval of the TPB Project Officer).
- Administration of post-event evaluation (template to be provided by TPB) and preparation of summary and evaluation.

IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

Session/s	Date
Session 1	28 June 2023
Session 2	11 August 2023
Session 3	10 November 2023

V. ADDITIONAL TECHNICAL/ELIGIBILITY REQUIREMENTS

1. Submit a list of completed virtual learning sessions using the Zoom platform similar and relevant to the above-mentioned topics for the past 3 years in the private and government offices. For government offices, must submit at least one of the following:
 - a. Notice of Award (NOA)
 - b. Purchase Order (P.O.)
 - c. Event Contract, and/or Notice to Proceed (NTP)
2. Submit a customized proposal tailor-fit (not generic) to the audience's needs and objectives including course outline.
3. Submit a roster of subject matter experts (one per session) and host/moderator (one per session) for TPB to choose from with their respective Curriculum Vitae.
4. Submit proof of licensed zoom account that will host the entire online meeting/training.
5. With at least 3 years' experience in conducting learning sessions.

VI. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract (ABC) is **FOUR HUNDRED FIFTY THOUSAND PESOS ONLY (PhP450,000.00)** inclusive of all applicable taxes and fees.

VII. TERMS OF PAYMENT

OUTPUT / MILESTONE	PAYMENT AMOUNT
1. Upon approval by TPB of timeline/Gantt Chart 2. Upon approval by TPB of proposed course outline, identified subject matter expert and poster design for approval of the end-user	15% of the total contract price
3. Upon completion of the 1 st Run and its post-meeting requirements	35% of the total contract price
4. Upon completion of 2 nd and 3 rd Runs and their post-meeting requirements	40% of the total contract price
5. Upon submission of post-event report	10% of the total contract price
TOTAL	100%

“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.

VIII. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICERS’ CONTACT INFORMATION

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