

# ANNEX A\_TERMS OF REFERENCE

## PHILIPPINE TRAVEL EXCHANGE (PHITEX)

20-21 September 2023 \* Cebu

*Theme: "Tourism Sustainability in the Era of Internet of Things"*

(Services of an Event Management Company for PHITEX 2023)  
(As of July 11, 2023)

### I. BACKGROUND

Philippine Travel Exchange (PHITEX) is the biggest government-organized travel trade event in the country.

Established in 1996, the event hosts qualified buyers from all over the world to participate in tabletop business appointments with Philippine sellers and experience the Philippine tourism destinations through pre/post tours with an end-goal of increasing tourist arrivals in the country.

PHITEX has become a major annual marketing event that further strengthens the country's brand image and encourages participants to promote affordable and competitive tourism packages.

For the first time, despite the pandemic, TPB hosted the PHITEX 2020 Hybrid Edition in September 2020 in Panglao, Bohol. This online travel trade show allowed tourism stakeholders from all over the world to explore new opportunities and markets as well as update global buyers with the latest Philippine tourism offerings in one hybrid e-conference environment.

For this year, coming out of the pandemic, the first purely physical PHITEX will be held in Cebu, after its first hosting 16 years ago. Scheduled on 19-21 September 2023 in Cebu targeting 100 buyers and 100 seller companies.

Given this, the TPB needs the services of an Event Management Company that will conceptualize, implement and manage the following components of the event and ensure the successful conduct of the event by delivering the necessary physical and technical, and other digital requirements:

- PHITEX Educational Program (PEPTalk)
- Opening Ceremony
- Travel Exchange (B2B)
- Press Conference

### II. SCOPE OF SERVICES

The event management company shall:

1. Implement and manage the overall program scenario for the following activities:

**A. PEPTALK (PHITEX EDUCATIONAL PROGRAM) FOR SELLERS**

Date : 19 September 2023 (Tuesday)

Target audience : 100 seller delegates  
350 Academe/Tourism Students/LGU Tourism Officers  
50 Speakers / VIPs

Set-up : Physical Session  
Invited Foreign Speakers might opt to do a recording of their presentation prior to the event and will just go on live during the Q&A via Zoom application

Content : The webinars/educational programs serve as marketing learning sessions for the participants. A total of 4 - 6 topics (to be identified by the PEP Talk Committee) for discussion are being eyed for PHITEX 2023

Concept/Theme : Tourism Sustainability in the Era of Internet of Things

Indicative Program (subject to change):

Time	Activity
9:00 - 9:30 AM	Welcome Scenario / Registration (plays ambient, canned music at the main entrance leading to the venue)
9:30 - 9:40 AM	Invocation and Philippine National Anthem
9:40 - 9:45 AM	Welcome / Opening Remarks by the TPB COO (5 minutes)
9:40 - 9:45 AM	Keynote Address Provincial Government of Cebu
10:00 - 12:00	Introduction of the Speakers 1st Roundtable Discussion

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	(2 Hours - 30 minutes per speaker) Q&A Portion - 30 minutes
12:00 - 1:30 PM	Networking Lunch
1:30 - 3:00 PM	Introduction of the Speakers 2nd Roundtable Discussion (1.5 Hours - 30 minutes per speaker) Q&A Portion - 30 minutes
3:00 - 3:30 PM	Close of PEPTalk

1. Coordinate with assigned TPB Officials/Officers and private sector partners to finalize the topics and the appropriate speakers. Line-up of speakers will be c/o the TPB.
2. Provide professional fees with a minimum of Php 25,000.00 (local speaker) and a maximum of Php 55,000.00 (foreign speaker) per speaker which should be ready during the implementation of the event. TPB to assist in the negotiation of the professional fees of the speakers.
3. Engage the services of one host and one moderator who have a minimum of 1 year hosting/moderating experience for a tourism conference and knowledgeable in the tourism industry.
4. Encode the name of the participants and send out the E-Certificates of Attendance within 10 Calendar Days after PEPTalk 2023 (TPB to provide design/layout of the E-Certificates).
5. Provide event coverage and assistance including recording and editing the video recording of the speech/talk of the speaker, as necessary.
6. Arrange technical rehearsal/run with the speakers at least before the start of the program in coordination with the assigned TPB Officer/s.
7. Submit the raw and edited recorded video of the entire program 15 calendar days after PEPTalk 2023.
8. Provide stage set-up that includes LED Screen as a backdrop, teleprompter, lapel and wireless microphones, clicker, etc.;
9. Other similar event management tasks.

## B. TRAVEX OPENING CEREMONY

Date	:	20 September 2023 (Wednesday)
Time	:	8:30 - 10:00 A.M
Duration	:	Maximum of one (1) hour inclusive of the welcome scenario
Concept	:	Tourism Sustainability in the Era of Internet of Things
Peg	:	Solihya, rattan, digitalization
Set-up	:	Face-to-Face
Content	:	Loop DOT tourism promotional videos, invocation, National Anthem, voice-over, welcome remarks, Keynote Address (if applicable), and entertainment, and hiring of interpreters for non-English speaking delegates for 2 days (Chinese, Japanese, Korean)
Target audience	:	100 buyer delegates 100 seller delegates 30 Media 20 VIPs, DOT Officials and Attached Agencies
Concept/Theme	:	<b><i>Sustainable Tourism in the Era of Internet of Things</i></b>

### Proposed program flow:

- 8:30 - 8:59 am : Welcome scenario  
(Play lively numbers at the main entrance leading to the venue)
- 9:00 am : Invocation
- 9:10 am : Philippine National Anthem
- 9:13 am : Opening Ceremony (Entertainment)
- 9:20 am : Welcome Remarks (TPB COO)
- 9:30 am : Opening Remarks (DOT Secretary)
- 9:45 am-06:00 pm : B2B Networking (24 appointments)

## SCOPE OF DELIVERABLES

## **TRAVEX**

1. Implement and manage the event plan/program for the PHITEX TRAVEX B2B on 20-21 September, time and venue in Cebu (TBA).
2. Provide a program flow/detailed scenario/script based on the approved program.
3. Provide on-site professional Voice-Over for the duration of the PHITEX TRAVEX.
4. Overall venue décor/execution and construction for the abovementioned events to include, but not limited to:
  - a. Stage construction
  - b. Inside venue styling, but not limited to:
    - LED Entrance arch
    - Drop down banners
    - Sponsorship wall
    - LED Video display (for information and ads purposes)
    - Directional signages
    - Registration counter
    - Baggage counter
  - c. Outside venue styling, but not limited to:
    - Lamp post banners/tarpaulins, placement fee and production of the tarpaulin is c/o EMC. TPB to provide the camera-ready artwork.
    - Cebu International Airport Arrival Area (LED rental ad placement in the amount of PhP224,000.00 c/o EMC).
5. Provide the following physical and technical requirements for the PHITEX Travel Exchange and coordinate with the technical team of the venue (TBA) for the setup and installation of all physical and technical requirements, to include, but not be limited to the following:

- Audio-Visual and lighting system (speakers, microphones, etc.)
- LED wall screens/backdrop with side panels, stage/set design
- LCD projector and screen (as needed)
- Event stage and create a multi-dimensional set with a series of screens layered across the stage
- Stage truss system (as needed)
- Appropriate cables and video adapters (VGA, HDMI, etc.)
- Complete PA and AV System
- Professional Lighting System
- Generator Set

6. Proposed Event Entertainment

- a. Welcome/Arrival at the B2B Area - festival/street dance ambiance, live-demonstration of artisan weaving, etc.
- b. Opening Ceremony - festival dances to open the TRAVEX proper.
- c. Invocation - solo performer or choir
- d. Philippine National Anthem - audio-visual presentation or live singer

***The proposed line-up of entertainers must be included in the submission of technical bid.***

7. Printing of A3 title cards/table-top signage back-to-back (100 pcs), specs: colored, A3 120g matt coated inkjet photo quality (lay-out c/o TPB);
8. Oversee, coordinate, and present a final dry run of the program including the performer a week before the event for final approval of TPB; and
9. Digital timer during the travel exchange proper from 20-21 September 2023  
  
Produce a digital timer for 24 appointments per day (each business appointment will last for 15 minutes) with a cue to indicate the start and end of a B2B session (cue sound for approval of TPB)
10. Photo and video documentation of TRAVEX Proper and produce a 3–4-minute enhanced video to be submitted and approved by TPB. Kindly save on an external hard drive.

- 3–4-minute enhanced video format should include the event title, quote in the first 15 seconds, and testimonials.
- TPB/DOT “LOVE THE PHILIPPINES” logo should be placed at the end of the video.

#### INTERPRETERS

- Provide interpreters for the components of the 2-day travel exchange, who can speak:
  - Japanese 10
  - Korean 8
  - Mandarin 15

**Note:** Above number are maximum, TPB to advise final requirement a week before the event.

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- The winning bidder must provide Curriculum Vitaes (CVs) of proposed interpreter within 10 calendar days from the date of receipt of Notice to Award (NOA). Final line-up of interpreters for approval of TPB.
- Qualifications of the interpreters
  - Must have 3 years' experience as an interpreter.
  - Must have had at least one (1) experience as an interpreter in any tourism related events/activities.

#### C. TRAVEL EXCHANGE (B2B SESSION)

- Date : 20-21 September 2023
- Duration : After the opening ceremony on Day 1 and whole day on Day 2
- Set-up : Face-to-Face
- Target audience : 100 Buyer Delegates  
100 Seller Companies (with 2 delegates)  
*(Actual number to be finalized a month before the event proper)*
- Concept/Theme : Tourism Sustainability in the Era of Internet of Things
- Proposed program sequence:
- Day 1  
(24 scheduled appointments)
- 9:50 -10:00am : B2B Networking Mechanics

- 10:00 -11:00am : B2B Networking
- 11:00 -11:15am : Coffee break
- 11:15 - 12:00nn : Continuation of B2B
- 12:00 - 1:00pm : Lunch
- 1:00 - 3:00pm : Continuation of B2B
- 3:00 - 3:15pm : Coffee break
- 3:15 - 4:45pm : Continuation of B2B
- 4:46 - 6:00pm : Speed Networking
- 6:00 pm : End of B2B  
Proceed to Welcome Dinner

Day 2  
(24 scheduled appointments)

- 09:00 - 10:30 am : B2B Networking
- 10:31 - 10:45 am : Coffee break
- 10:46 - 12:00 nn : Continuation of B2B
- 12:00 -1:30 pm : Lunch
- 1:31 - 3:00 pm : Business appointment scheduling
- 3:01 - 3:15 pm : Coffee break
- 3:16 - 5:00 pm : Continuation of B2B  
Proceed to Closing Ceremony

**D. PRESS CONFERENCE (to be confirmed by TPB)**

- Date : 20 September 2023
- Duration : Maximum of 3 hours
- Set-up : Live onsite and Online Streaming
- Content : DOT tourism advertising videos, Event Moderator, Q&A facilitator
- Target audience : 50 pax (Media, VIP guests and DOT Officials)

Proposed program sequence:

- Start of Program
- Opening Remarks
- Q&A Portion
- Closing Remarks

2. Manage and implement an Event Entertainment and Conference Plan following the PHITEX 2023 Theme: *"Tourism Sustainability in the Era of Internet of Things"*, for the event components, to wit:
  - a. *Integrate an exhibit/interactive Philippine experience and engagement with animators/artists/talent highlighting the creative industry of Region 7 in the foyer/lobby during TRAVEX (i.e. Solihiya, furniture industry, hablon of Argao, chocolate chamber, guitar making, etc. Note: submission of line-up*



*of animators/artists/talents within 10 calendar days from the date of receipt of Notice of Award (NOA).*

b. *Opening ceremony*

c. *TRAVEX Proper*

3. Recommend to TPB the artists and performers using local talents preferably those who have performed before an international audience in keeping with the overall conceptual approach and as approved by TPB. Performers may include but are not limited to choir, singer/s dances or festival dances, etc.
4. Dedicate an Event Management Team for TRAVEX, PEP talk and Opening ceremony, with a minimum experience of three (3) years, who shall coordinate, oversee the light, sound, audio-visual, scenery, technical requirements, staging, choreography and other elements and requirements of the overall show. The Event Management Company shall source the appropriate artists, technical practitioners, etc. required to implement the overall program scenario for the Opening, B2B and PEP talk which may include, but not limited to the following (see attached list of the technical crew):

- Event Coordinator
- Event Director
- Stage Manager
- Script Writer
- Set and Stage designer
- Creative artwork specialist
- Production Director
- Technical Director
- Production Manager
- Venue stylist (for social functions)

**Note: Bidders must submit CVs of abovementioned key personnel included in the technical proposal.**

5. Provide the necessary Physical and Technical Requirements as listed:

**ONSITE:**

- a) Over-all venue décor/execution and construction for the abovementioned event to include, but not limited to:
  - Stage design, decorations and set-up (as needed per activity)
  - Installation, enhancement and styling of the venues to include (but not limited to) the following:
    - Entrance LED Arch and LED display video wall screen in the main venue, minimum 12x24ft in size
    - Facade, enhancement and styling of registration counter booth
    - Photo wall/Backdrop w/ lighting, 12x24 feet in size
    - Sponsorship wall
    - Backdrop for the Press Conference

- LED wall in the stage (for the PEP Talk)
  - Venue styling/installation for the themed coffee breaks and lunches,
  - Lamp Post banners within the vicinity of the official venue
- Printing of Banner, Signage, Title Card
  - Registration Counter
  - Baggage Counter
- b) Provide the following requirements for the event and coordinate with the technical team of the venue (TBA) for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
- Audio-Visual and Lighting System (speakers, microphones, etc.)
  - Broadcast and Streaming Machines
  - Broadcast Quality Lighting System for Chroma
  - Broadcast Full HD Camera and Video Capture devices
  - Camera / Video Switching Equipment
  - TV Presentation Monitors to show Online viewers and Presentation to on Site Speaker / Host.
  - LED wall screen, backdrop, stage / set design
  - LED projector and screen (as needed)
  - Stage truss system (as needed)
  - Speakers' technical requirements
  - Microphones (lapel and wireless)
  - Amplifiers
  - Laptops (mac and windows) with appropriate connectors
  - Presentation Clicker/Laser Pointer/Easel
  - Appropriate cables and video adapters (VGA, HDMI, etc.); and
  - Professional lighting system (if needed)
  - Signage/roll-up banner within and around the venue (if needed)
  - Close circuit camera and dedicated camera/s for documentation purposes
  - Other requirements/equipment needed for streaming live the pre-recorded/online sessions at the venue
- c) Printing and production of the delegate badges in the amount of PhP 500,000.00 to be paid to CVENT, Inc., an existing supplier of TPB.
- d) Fabrication/Rental of 3D Cut-out letters (#PHITEX2023), measured at (122cm (Height) x 68cm (Width) and 15.5cm (Depth) and installation with lighting system.
- e) Provide the necessary equipment and technical team needed to undertake a Live Telecast / Broadcast for the coverage of the Opening ceremony and Press Conference (if necessary).
6. Prepare the program scenario and script to include the spiel of the emcee/voice over per event component;

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7. Coordinate with the TPB officers to secure recordings of the messages of key officials for the PEP talk and Opening Ceremonies or record the speakers' messages should the need arise;
8. Document in video all events and show presentation for submission to TPB in Mpeg format saved in an external hard drive;
9. Final dry run/technical check of the program scenario to be presented for final approval of TPB at least 1 week before the event;
10. Submit end reports, recordings of the activities, videos, and final cut (3–4-minute AVP) with the inclusion of other event components such as the post tours, photos, etc. to TPB after the event;
11. The TPB shall have full ownership of all the data gathered and presented (both in hard and softcopy files) from the event;
12. All records are regarded as confidential and therefore will not be divulged to any third party, other than the research agency if legally required to do so by the appropriate authorities. The TPB has the right to request sight of, and copies of all records kept, on the provision that the company is given reasonable notice of such a request; and
13. Ensure the privacy and security of all confidential, privileged personal information, and/or sensitive personal information that they may have access to, and shall store, use process and dispose of the said privileged personal information and/or sensitive personal information in accordance with Republic Act No. 10173, otherwise known as the Data Privacy Act of 2021 and its Implementing Rules and Regulations.

### III. ELIGIBILITY REQUIREMENTS

1. The Event Management Company must be Filipino-owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws and must be in operation in the last **three (3) years handling similar projects**.
2. The company must have experience in organizing large-scale events. **Must submit a list of large-scale international and local events** (with at least 100 participants) handled in the last three (3) years and list of current ongoing/forthcoming projects.
3. The Event Management Company's key personnel must have a minimum of three (3) years of relevant experience in handling such events of similar nature.

### IV. OTHER TERMS AND CONDITIONS

The financial proposal of the EMC should present the detailed cost of all the indicated in the scope of deliverables:

The EMC shall bear the cost of the following:

- Professional fees of performers
- Production crew
- Professional fees of the speakers
- Logistics cost (accommodation, meals, transportation, COVID related expenses for the staff and performers, etc.)
- Technical equipment costs
- Site inspection visit (if needed)

#### VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **FIVE MILLION PESOS (PHP5,000,000.00)** inclusive of all applicable fees and taxes.

The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

#### VIII. TERMS OF PAYMENT

Amount	Deliverables
<b>15%</b> (1 <sup>st</sup> progress payment)	Upon submission of the initial/draft program script, flow, and set-up requirements
<b>35%</b> (2 <sup>nd</sup> progress payment)	Upon submission and approval of the final program script, flow, set-up requirements and line-up of entertainers and interpreters
<b>50%</b> (3 <sup>rd</sup> progress payment)	Upon completion and satisfactory performance of the services <b>as certified by TPB</b> and submission of deliverables such as end reports, recordings of the activities, videos, photos, etc.

The following documents should be submitted by the winning bidder for the processing of payment:

Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

**MARIVIC M. SEVILLA**

Acting Head, International Promotions Department  
Tourism Promotions Board  
4/F Legaspi Towers 300, Roxas Blvd., Manila 1100

**MICHAEL M. MALONDA**

Market Specialist III  
EAMI Division, International Promotions Department