

## **TERMS OF REFERENCE**

### **CONSULTING SERVICES TO CONDUCT THE HYBRID SEMINAR ON DIGITAL MARKETING, CAPACITY BUILDING AND SKILLS DEVELOPMENT**

#### **I. BACKGROUND**

Mandated by Republic Act 9593, the Tourism Promotions Board (TPB) Membership Program aims to provide marketing services and benefits to its members through various activities that promote, advocate, and represent its members' interests for the benefit and sustainable development of their business, the tourism industry as a whole. The three (3) primary areas where the TPB assists its members are promotional assistance, targeted market intelligence, and sustainable business generation.

In view of the Program's commitment, the Industry Relations and Services Division (IRSD) proposes to implement the Seminars on Digital Marketing, Capacity Building and Skills Development (Regional) to sustain its services to TPB members.

The seminar is aimed at further strengthening stakeholder capacity through the industry's post-pandemic recovery. Target audience are TPB member-establishments and other tourism stakeholders.

Based on the foregoing premises, the TPB Philippines is inviting qualified of an Event Management Company (EMC) / Professional Congress Organizer (PCO) / Education and Training Services (ETS) or other suppliers providing similar services, to provide assistance in preparation, coordination, and implementation of requirements for the abovementioned event.

#### **II. OBJECTIVES**

1. To strengthen the partnership between TPB and its members, encouraging active involvement and commitment to the recovery and growth of Philippine tourism
2. To encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination
3. To strengthen the marketing capability of members
4. To provide a platform to build business, insights, network and brand for the TPB members
5. To professionalize the tourism industry through improved reputation, greater customer satisfaction and effective management

### III. SCOPE OF SERVICES

	SEMINARS ON DIGITAL MARKETING, CAPACITY BUILDING AND SKILLS DEVELOPMENT (REGIONAL)	PHP 1,500,000.00
<b>Actual Implementation:</b> 06 November 2025 Number of participants: 60 pax  <b>(indicative date)</b>	<p><b>Components of the Program:</b>  <b>Hybrid Seminar on Digital Marketing, Capacity Building, and Skills Development</b></p> <p><u>Seminar Session Management and Live Streaming Process (Plenary-Workshop Format)</u></p> <p>Target Audience: TPB Members and other tourism stakeholders            Physical/onsite – 50 members + 10 DOT/TPB/Others            Virtual – 200 - 500 TPB members and other stakeholders</p> <p>Proposed Program Outline:</p> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Welcome Remarks</li> <li>- Plenary Session – Speakers’ Presentations</li> <li>- Q&amp;A</li> <li>- Workshop</li> <li>- Presentation of Outputs</li> <li>- Synthesis</li> <li>- Closing Remarks</li> </ul> <p><b>Pre-Event:</b></p> <ol style="list-style-type: none"> <li>a. Seminar program conceptualization and planning. Formulate a methodological framework of the determined topics.</li> <li>b. Provision of 3-4 resource speakers and facilitators, from a roster of a minimum of 6 speakers appropriate for the theme who would allow for live streaming/recording of sessions for on-demand video, for selection/approval by TPB. The TPB may suggest preferred speakers.</li> <li>c. Provision of all logistical requirements needed by the resource speakers/facilitators and all key personnel of the winning bidder including transportation and transfers (if necessary), accommodation and meals.</li> <li>d. Creation and dissemination of an e-poster/invite, e-reminders, follow-up emails.</li> <li>e. Conduct of pre-event attendance promotion.</li> <li>f. Development, management and handling of participants’ online registration, confirmation, attendance and inquiries (provision of contact person/email for such).</li> <li>g. Sending of electronic direct mails to all participants to include event reminders, link/s for live streaming, on-demand/recorded sessions, etc.</li> <li>h. Development of an online survey/evaluation of the seminar and submission of a statistical report and analysis based on the result.</li> <li>i. Conduct of a pre-event orientation and preparation assistance including technical rehearsals of all speakers.</li> <li>j. Provision of e-copy of the speakers’ presentations to all participants.</li> </ol>	

	<ul style="list-style-type: none"> <li>k. Conduct of a dry run of the program at least 3 days before actual date.</li> <li>l. Production of pre-recorded AVPs or speech from TPB or DOT officials who might not be available during the seminar proper.</li> <li>m. Preparatory work for the participants prior to the seminar proper, if necessary.</li> <li>n. Provision for early ingress requirements including expenses related to additional hours for set up, if necessary.</li> </ul> <p><b>Actual Event:</b></p> <ul style="list-style-type: none"> <li>a. In-charge of the overall proceeding of the seminar based on the approved Program.</li> <li>b. Provision of stage design/set-up including technical and AV requirements (LED screen with a minimum size requirement of 9 ft. x 6 ft.).</li> <li>c. Provision of audiovisual set-up with capability to host and livestream with any available video conferencing platform such as Zoom and Facebook live streaming.</li> <li>d. Provision for internet capability for hosting video conferencing platform.</li> <li>e. Script writing for all sessions.</li> <li>f. Provision of session moderator/s to introduce speakers and to facilitate Q&amp;A and synthesis.</li> <li>g. Start technical dry run of the streaming 15 minutes before the actual seminar.</li> <li>h. Cross-posting of the event on the TPB Facebook page.</li> <li>i. Provision of 70 souvenir items/sets (minimum PHP1,000.00 each) in reusable packaging (Item/s and designs subject to the approval of the TPB).</li> <li>j. Photo and video documentation of the event with the following outputs: 2- to 3-minute event highlights video (submission within one week from event), minimum 200 color-graded images (submission of initial 20 images of highlights one day after event for social media posting), raw footage and images (subject to the approval of the TPB).</li> </ul> <p><b>Post-Event:</b></p> <ul style="list-style-type: none"> <li>a. Dissemination of seminar Certificates of Attendance (hard copy for onsite attendees to be issued onsite and digital copy for virtual attendees).</li> <li>b. Consolidation of speakers' presentations and digital dissemination to all participants.</li> <li>c. Uploading of on-demand content on the TPB Membership Website (subject to end-user's confirmation).</li> <li>d. Payment and processing of speakers' honorarium and applicable professional fees.</li> <li>e. Submission of data analytics (registration total, demographics, attendee profile, attendee engagement, etc.) and participants' evaluation reports.</li> <li>f. Submission of all recorded contents and post-event reports.</li> </ul>
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- g. Submission of the final consolidated output of photo and video documentation stored in a flash/hard drive.
- h. Delivery/courier of a maximum of 10 prizes and speakers' tokens.

**Others:**

1. Develop and implement the seminar 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
  - 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 the TPB on a regular basis on the progress status of the event.
5. Provide (Survey) Customer Satisfaction Feedback System and ensure collection of at least 80% of the total number of participants.
6. Databases and applications, if any, must be turned over to the TPB.
7. Compliance with the Data Privacy Act for the database created and all session recorded. Turnover to the TPB all created database, and all sessions recorded. After which, provide TPB proof of proper disposal of database and an undertaking that the data will be secured and no longer retrievable by the supplier and any third parties.
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 viewers' comments/feedback
  - Survey results
  - Evaluation/recommendation
  - List of onsite/online registrants/participants
  - Speakers' presentations
  - Undertaking of proper data disposal

Copies are for the TPB Domestic, Corporate Planning and Finance departments, and will serve as reference for the conduct of future seminars, and to support the processing of payment.

9. Provision of additional internet bandwidth, if necessary.
10. Provision of Mobile Power Generator Set
  - Capable of supplying uninterrupted electrical power to all lights, sound systems, video equipment, and stage setups for the entire duration of the event.

	<ul style="list-style-type: none"> <li>- Equipped with automatic transfer switches (ATS) to ensure seamless power transition in the event of any power failure.</li> <li>- Should include fuel sufficient to cover the entire event, including rehearsals and potential overruns all necessary cabling, distribution boards, and connections to safely and effectively distribute power to all technical equipment and stage elements.</li> <li>- Tested prior to the event with a qualified technician on-site throughout the event to manage and monitor the generator's performance and ensure compliance with all safety standards.</li> </ul> <p>11. Provision for ingress and egress fees, electricity and overtime charges</p> <p><u>Indicative Schedule of Activities (subject to change)</u></p> <table> <tr> <th>Time</th><th>Activity</th></tr> <tr> <td>Evening of previous day</td><td>Ingress</td></tr> <tr> <td>8:30 AM</td><td>Registration</td></tr> <tr> <td>9:00 AM</td><td>Seminar proper Plenary Session AM snack in between</td></tr> <tr> <td>12:00 PM</td><td>Lunch Break</td></tr> <tr> <td>1:00 PM</td><td>Workshop Session</td></tr> <tr> <td>3:30 PM</td><td>Presentation of Outputs/Critique</td></tr> <tr> <td>5:00 PM</td><td>Synthesis and Closing</td></tr> <tr> <td>5:30 PM</td><td>End of Seminar</td></tr> <tr> <td>6:00 PM</td><td>Egress</td></tr> </table>	Time	Activity	Evening of previous day	Ingress	8:30 AM	Registration	9:00 AM	Seminar proper Plenary Session AM snack in between	12:00 PM	Lunch Break	1:00 PM	Workshop Session	3:30 PM	Presentation of Outputs/Critique	5:00 PM	Synthesis and Closing	5:30 PM	End of Seminar	6:00 PM	Egress
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#### IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

The project consists of one run, with indicative details as follows:

Date	Venue	Topic	Format
06 November 2025 (seminar proper)	Legazpi City; Preferably TPB member-establishment	Digital Marketing or other marketing or business-related topic	Hybrid; Whole day seminar with plenary session in the morning and workshop in the afternoon; Onsite seminar for 60 participants; Online plenary seminar for a maximum of 500 participants

## **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 weather conditions and meeting and travel restrictions based on resolutions and pronouncements made by concerned Local Government Units.
2. 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 BIDDERS**

1. Must be a Filipino-owned, operated and legally registered EMC/PCO/ETS under Philippine laws and must have been in operation for the last 5 years.
2. List of all ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, for the last 5 years prior to the deadline for the submission and receipt of eligibility documents (minimum of 3 projects with at least 1 government client).
3. Bidder to provide Certificate of Satisfactory Completion (for government clients) or its equivalent (for private sector clients).
4. Key personnel involved in the project must have a minimum of 3 years of relevant experience in the conduct of similar work, with details indicated in the 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. CVs should be submitted together with the Technical Bid.*

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

The Approved Budget for the Contract is **ONE MILLION FIVE HUNDRED THOUSAND PESOS (PHP 1,500,000.00) ONLY**, inclusive of all applicable taxes.

## VIII. DELIVERY SCHEDULE

OUTPUT / MILESTONE	INDICATIVE TIMELINE
1. Timeline and Gantt Chart	Within 10 days upon receipt of NTP
2. Concept, topics, program, course outline, proposed speakers and project timeline	
3. Mock-up designs of posters (based on the approved theme)	7 days upon approval of concept
4. Registration form, speakers' profile, poster design, streaming platform and other pre-event requirements	5 days upon approval of mock-up design
5. Dry run	4 <sup>th</sup> week of October 2025
6. Conduct of event proper	06 November 2025
7. Post-event requirements	3 <sup>rd</sup> week of November 2025
8. Overall completion of services required for the implementation of the project	End-December 2025

## IX. TERMS OF PAYMENT

PARTICULARS/ MILESTONES	TERMS OF PAYMENT
1. Upon approval by DM/ADM of the Timeline and Gantt Chart 2. Upon submission of concept, topics, program, course outline and project timeline 3. Upon approval by the DM/ADM of concept, topics, program, course outline, registration form, speakers' profile, poster design, streaming platform and other pre- event requirements	40% of the total contract price
4. Upon completion of the seminar and submission of post-event report, data analytics report, database, and all recorded content	60% of the total contract price
<b>TOTAL CONTRACT PRICE</b> (inclusive of all applicable taxes)	<u>100%</u>

Willing to provide services on a “send-bill” arrangement. The 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 the prevailing accounting and auditing rules and regulations.

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

**TERESITA DL. LANDAN**

Acting Head

Office of the Deputy Chief Operating Officer for Marketing and Promotions

Tourism Promotions Board

6F Five Ecom Center, Harbor Drive, Mall of Asia Complex, Pasay City

The terms of payment shall be on a send-bill arrangement to the Tourism Promotions Board (TPB) Philippines. The Winning Bidder is encouraged to have a Landbank of the Philippines (LBP) account. Payment shall be made through LBP bank deposit. Otherwise, bank charges shall be shouldered by the Winning Bidder.

**X. ADDITIONAL REQUIREMENTS**

Qualified Bidders will be required to make a presentation (maximum of 20 minutes) of their Plan of Approach and Methodology. The winning bid must attain a hurdle rate of 85% 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**

**Technical Rating Criteria (80% passing score)**

	PARTICULARS	%	RATING
<b>I.</b>	<b>Applicable Experience of the Firm</b>		<b>30%</b>
a.	Bidder must have been in operation as an EMC/PCO/ETS for at least 5 years		
	More than 6 years of experience (20%)		
	5-6 years of experience (15%)		
	Below 5 years of experience (0%)		



	b.	Successfully implemented similar projects within the last 5 years (minimum of 3 projects with at least 1 government client)  <i>Bidder to provide Certificate of Satisfactory Completion</i>		
		3 or more projects, with 2 or more government clients (10%)		
		Minimum of 3 projects, with 1 government client (5%)		
		Less than 3 projects and no government client (0%)		
<b>II.</b>	<b>Qualification of personnel who may be assigned to the project</b>			<b>25%</b>
		All key personnel have minimum 3 years of relevant experience in the conduct of similar work		
		All key personnel have more than 3 years of relevant work experience (25%)		
		All key personnel have 3 years of relevant work experience (20%)		
		One or more key personnel has less than 3 years of relevant work experience (0%)		
<b>III.</b>	<b>Current Workload Relative to Capacity</b>			<b>5%</b>
		Currently handling 5 or less projects (5%)		
		Currently handling 6-10 projects (3%)		
		Currently handling more than 10 projects (0%)		
<b>IV.</b>	<b>Plan of Approach and Methodology</b>			<b>40%</b>
	a.	Feasibility of the planned execution of the overall scope of work (15%)		
	b.	Relevance of the concept, proposed topics, and speakers. Profiles of speakers and list of topics to		

		be submitted (15%)		
	c.	Adherence of the proposal to all the required components of the hybrid seminar as mentioned in this bid (10%)		
	<b>TOTAL</b>			<b>100%</b>

Bidders are required to present their plan of approach for the project (maximum of 20 minutes).

## **XII. CONTRACT DURATION**

The contract shall commence after the issuance and acceptance of the Notice to Proceed (NTP) until full implementation of the project.

## **XIII. CONTACT DETAILS**

### **JOSEPH KERR T. VILLAR**

Project Development Officer III  
Industry Relations and Services Division  
Domestic Promotions Department  
[joker\\_villar@tpb.gov.ph](mailto:joker_villar@tpb.gov.ph)

### **AARON CHRISTIAN A. ALARIN**

Project Development Officer II  
Industry Relations and Services Division  
Domestic Promotions Department  
[aaron\\_alarin@tpb.gov.ph](mailto:aaron_alarin@tpb.gov.ph)