

TECHNICAL SPECIFICATIONS

- **PROJECT NAME:** ROLL-OUT OF THE FILIPINO BRAND OF WELLNESS TRAINING MODULE (PHASE 2 AND 3)

- **SUPPLIER:** Events Management Company (EMC)

- **BACKGROUND:**

The DOT-OPD is in need of the services of an Event Management Company for the conduct of the Roll-out of the Filipino Brand of Wellness Training Module (Phase 2 and 3) scheduled on June 22 to 26, 2025. As such, wellness tourism has been one of the priority tourism products being developed by the DOT. It is expected to attract traffic from both domestic and international markets.

As part of the initiatives identified in the Wellness Tourism Strategic Framework crafted in cooperation with public and private sector partners and stakeholders, the Product Planning and Development Division of the Office of Product Development (OPD-PPDD) has spearheaded the development of the Filipino Brand of Wellness (FBW). It aims to define and establish the Filipino's unique brand of wellness that is deeply rooted in its rich healing traditions. It seeks to embody the iconic Filipino elements in the five different senses – taste (local teas and dishes), smell (using fragrant oils), touch (using special herbs and treatments), sight (through uniforms, accessories, aesthetics), and sound (music) in order to make one's wellness experience uniquely Filipino. Hilot can be the main modality for the Filipino brand of wellness.

As a follow-through of the previous rollout, OPD-PPDD targets to conduct the two (2) remaining training modules. Each course/module is equivalent to 16 hours (2 days).

There will be two (2) sets of participants/audience for these activities:

- a. Phase 2: Target participants are Managers and Assistant Managers (2 days)
- b. Phase 3: Target participants are Therapists/Practitioners (2 days)

- **MINIMUM REQUIREMENTS**

- Must be PLATINUM PHILGEPS Registered
- Must be willing to provide services on send – bill arrangement
- Events Management Company must have experience handling at least ten (10) tourism product specific events with National Tourism Organization (NTO) preferably the Philippine Department Tourism from 2019 to present:
 - a. Must present a DOT Certificate of Completion;
 - b. Must present other NTO Certificate of Completion from previous projects;
- Must have experience in organizing at least four (4) events with Business-to-Business (B2B) component with NTO preferably with the DOT from 2019 to present:
 - a. Must present a DOT Certificate of Completion;
 - b. Must present other NTO Certificate from previous projects;
- Must be a DOT Accredited MICE Organizer. The bidder should have an active accreditation by the time of their submission.
- The proposed program cost is within the approved budget.
- Bidders must submit their quotation with cost breakdown to differentiate the amount of service fee and amount to be earmarked for the payment to the third parties or other proprietors. Otherwise tax withheld will be credited for the total contract prize.

- **SCOPE OF WORK AND DELIVERABLES**

The EMC's engagement will cover the following scopes of work or services:

Pre-Event

- Consult with and advise DOT OPD-PPDD the organizational framework, methodologies of execution, technical specifications and support to be used in the platforms, and feedback strategy of the activities to be undertaken with the desired outputs.

Event Deliverables

1. Provide a Host/Emcee/Facilitator who should have the following qualifications and experience:
 - Proof of knowledge, expertise, and experience related to Wellness as a tourism product and in the development of Filipino Brand of Wellness;
 - Hosting, facilitating, and moderating the panel discussions, physical and hybrid/on-line that are enriching to all involved;
 - Creating and maintaining a lively, engaging, and effective communication and discussion among the participants in accordance with the topics, objectives, and approved timeline of the activity.

Note: Please provide Curriculum Vitae (CV) to include list of projects involvement.

2. Provide a Resource Speaker/Person for each topic to be approved by the end-user.
 - i. Expert on the Wellness Tourism Industry
 - ii. TIEZA for Fiscal and Non-Fiscal Incentives
 - iii. Expert on Culture (NPF or NCCA)
 - iv. Expert on Design (Design Center of the Philippines)
 - v. Expert on Marketing and Promotions

Note: Please provide Curriculum Vitae (CV) to include list of projects involvement.

3. Provide a Head and program assistant and management workforce who will serve as the point person/in-charge that should have the following qualifications and experience in connection with the pre, on-site, and post-event requirements of the activity:
 - Planning and organization development with minimum of 3 years' experience;
 - Proof of knowledge and experience on on-site and on-line event designing, organization, facilitation, and delivery of documentation/recording of virtual or physical activities, local and/or international, and on IT programing; and
 - Online preparation, technical and technology-related requirements, and other requirements of the activity as needed

Note: Please provide Curriculum Vitae (CV) to include list of projects conducted.

4. Provide activity concept and management plan (with the guidance of and subject to the end user's approval) of the activity that includes the following:
 - Prepare proposed program
 - Program Flow/Scenario and Script for the Emcee/Host
 - Technical run with the experts/speakers, and facilitator
 - Technical/logistical requirements of the onsite event
5. Provide the following minimum inclusions of the service during the sessions:
 - Technical management and broadcasting/streaming
 - Connectivity hosting
 - Creative treatment as needed
 - Tech run with speakers, panelists, and host
 - Program flow continuity and directing
 - Script writing as required/needed
 - Basic editing and virtual recording as needed
 - Event planning, coordination, and management
6. Design and provide the E-certificate to the experts/speakers, and participants to be approved by the end-user.

Post-event

Provide DOT with the following monitoring and feedback mechanism:

1. One Documentation Report including proceedings of the events and activities with analysis/recommendations, photos and virtual recording to be submitted three (3) weeks after the activity (hard copy and digital format).
2. Evaluation and Final output from the participants that will reflect the interest in transitioning to Filipino Brand of Wellness

Other Specifications

The project/events management company will provide the following facilitation services for the activity:

1. One Over all Event Facilitator specializing in Tourism Development who must have experience in facilitating tourism development event and/or its similar.

• CONTRACT OF SERVICE

The financial proposal of the Events Management Company should cover all expenditures of the production team to include:

1. Professional fees of the Host/Emcee and Facilitator
2. Resource Speaker/Person for each topic
3. Event organizing team

G. BUDGET ESTIMATE:


Total budget allocation of **Nine Hundred Twenty-Six Thousand Six Hundred Sixty-Seven Pesos (Php926,667.00)** inclusive of taxes. Full payment shall be made upon completion of the project (send bill arrangement).

The winning bidder shall be determined based on the proposal with most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

H. PROJECT OFFICERS/CONTACT PERSON

Contact Person	:	JEREMIAH ADAO
Address	:	Office of Product Development 5F The New DOT Building 351 Sen Gil Puyat Avenue Brgy. Bel Air, 1200 Makati City
Contact Number	:	459-5200 local 519
Email Address	:	jeadao@tourism.gov.ph

Approved by:


PAULO BENITO S. TUGBANG, M.D
Director
Office of Product Development

Date: 24 April 2025