

TERMS OF REFERENCE

- I. **BIDDER** : Events Management Company
- II. **PROJECT TITLE** : DOT Dive Travel Mart at the DRT Show
Philippines 2018 Welcome Dinner Reception
and Business to Business Meetings
- III. **PURPOSE/OBJECTIVES** :
The Philippine Department of Tourism (PDOT) is in need of services of a local events management company specializing in handling big corporate events and social functions.
- IV. **MINIMUM REQUIREMENTS** :
- A. Must be a Philippine organization capable of providing the following services:
 - a. Special events conceptualization and management;
 - b. Logistical requirements;
 - B. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
 - C. Must be willing to provide services on send – bill arrangement;
 - D. Must have at least 3 years of experience in organizing medium to large scale events;
 - E. Must have a team member knowledgeable on the dive industry, preferably a licensed scuba diver (submit certification card), to ensure that the proposed components are in line with the event objectives;
 - F. Must submit list of team members;
 - G. Must have experience and expertise in conceptualizing, implementing, and managing major international marketing related events of similar magnitude;
 - H. Must have experience in running a B2B networking meeting activity;
 - I. Must submit a project implementation plan and creative proposal;
 - J. Must present a detailed concept plan for the B2B Meeting and Welcome Dinner Reception.
- V. **SCOPE AND WORK DELIVERABLES** :
- A. Overall Event Management**
Manage the events listed below on a turnkey basis from planning and preparation to execution of the two (2) major event components namely the **Welcome Dinner Reception** and **Business-to-Business (B2B) Meetings**.
- 1. Develop and implement an agreed upon project budget;
 - 2. Provide administrative support as follows:
 - Develop a work program with corresponding timeline and provide regular and timely feedback/status of preparations to DOT;
 - Coordinate with DOT on the overall execution of the event and budget allocation; and
 - Handle documentation of all events/activities and maintain an efficient filing and referencing system of all documents.
 - 3. Provide one dedicated Project Manager and full-time secretariat with at least five efficient personnel to manage the preparation, planning, coordination, and conduct of events;
 - 4. Update DOT on a regular basis on progress status of the event:
 - Activities/Events,
 - Program Schedules, and
 - Other related areas;

5. Liaise with LX Group, organizers of the DRT Show, Booth Contractor, and PR Agency on matters concerning the implementation of the Business-to-Business Meetings; and
6. Prepare template, distribute, and collate feedback forms to be distributed to B2B participants.

B. Business-to-Business (B2B) Meeting Management (140 pax)

The Dive Travel Mart will provide a platform for invited foreign buyers of dive tourism products and services from all over the world to transact business with Philippine dive sellers in one-on-one Business to Business (B2B) meetings.

Date: September 8 to 9, 2018

Time: 1:00 PM to 5:30 PM

Venue: Philippine Pavilion, DRT Show, SM Megatrade Hall

Target No. of Participants: 100 international buyers and 40 local sellers

1. Manage and implement the B2B Meeting, including, but not limited to the following: program flow, business matching, and other event highlights;
2. Handle venue coordination, to include the following:
 - Provide fast & reliable Wi-Fi connection,
 - Facilitate requirements for the ingress-egress at the selected venue and coordinate other physical arrangements for the B2B Meetings,
3. Handle two-hour rental of Meeting Room A within the Megatrade Hall Exhibition Venue for the "Know Your Market" Seminar on September 8, 10:30 AM to 12:30 PM;
4. Provide at least **five technical personnel** to manage the preparations, planning, coordination, and ensure the smooth flow of the conduct of the Dive TRAVEX;
5. Monitor and ensure the participation of international buyers and local sellers in the B2B meetings;
6. Facilitate business matching / scheduling and determine B2B Meeting Schedules / Appointments (speed dating format) between buyers and sellers with consolidated preferences of buyers and media as reference (consolidated data to be provided by the project officer);
7. Coordinate and organize separate briefing sessions for international buyers and local sellers to discuss the guidelines and program flow. Must be ready to address questions and concerns from both parties;
8. Conceptualize layout and design of the B2B Meeting Manual (content to be provided by the OPMD – Dive) for distribution to the international buyers and local sellers;
9. Print 140 copies of the B2B Meeting Manual for distribution to the international buyers and local sellers;
10. Produce 140 B2B meeting notepads with 50 leaves each;
11. Produce 140 B2B meeting pens;
12. Provide snacks (finger food and coffee) / dedicate a food station for 200 pax to be set up within the Philippine pavilion on September 8 to 9;
13. Provision of food stubs for the buyers and sellers;

14. Provide translators/interpreters for the conduct of the B2B Meetings with proof of certification of language proficiency of each translator from the applicable language certification schools/agencies (i.e.: Alliance Francaise, Societa Dante Alighieri Manila, Instituto Cervantes, Ateneo Center for Asian Studies, UP Department of Linguistics, Unmei Nihongo Center, Japan Foundation Manila (Japanese Language Proficiency Test), Korean Cultural Center in the Philippines (Test of Proficiency in Korean), Confucius Institute (Hanyu Shuiping Kaoshi)). Breakdown of language translators as follows:

- French – 2 pax
- Italian – 2 pax
- Spanish – 2 pax
- Thai – 1 pax
- Japanese – 1 pax
- Korean – 1 pax
- Chinese – 1 pax

C. Welcome Dinner Reception Management (for 200 pax)

A welcome dinner reception will be organized for the international buyers and media, selected media representatives, regional offices, and private sector participants, showcasing the Filipino brand of hospitality and revelry.

Date: September 8, 2018

Time: 7:00 PM to 10:00 PM

Target Number of Participants: 200 pax

1. Conceptualize and manage the program flow, set up and staging requirements, and other event highlights;
2. Selection and rental of venue for the Welcome Dinner Reception on September 8 from 7:00 PM to 10:00 PM, preferably a ballroom at a 5-star hotel within 500m from SM Megamall Megatrade Hall;
3. Provide six-course buffet dinner without pork and beef dishes for 200 pax, inclusive of one round of drinks;
4. Provide 18 bottles of red wine and 2 bottles of sparkling grape juice for ceremonial toasting;
5. Handle venue and supplier coordination, as follows:
 - Coordinate with selected venue for necessary arrangements (meals and drinks),
 - Facilitate ingress to egress and other physical requirements,
 - Provide technical requirements such as sound system, stage lay-out artist, and lighting facilities, and
 - Coordinate logistical arrangements of the production.
6. Conceptualize and execute a welcome dinner reception program at the following:
 - a. Foyer
 - i. Set up a welcome activity/render an upbeat musical performance to set a festive mood while guests arrive
 - ii. Set up a photo booth with props or conceptualize similar attractions that will engage the participation of guests

- b. Main Stage
 - i. Devise a program that will allow for the DOT Secretary and/or other officials to deliver a speech
 - ii. Provide an emcee/host (preferably someone who is part of the scuba diving community, must submit dive certification)
 - iii. Provide one (1) production number incorporating a Philippine underwater theme
 - iv. Provide one (1) DJ to set the mood for the duration of the event
- 7. Conceptualize and print invitations for international buyers, media, local sellers, and DOT officials (200 copies) to be provided at least 5 days before the event

F. Other Activities

- a. Conceptualize and execute other activities to draw exhibition visitors to the Philippine booth;
- b. Provide photo and video documentation, including sound bites from interviews with participants;
- c. Provide final video output on the B2B Meetings and Welcome Dinner Reception.

VI. BUDGET

The total working budget is **ONE MILLION SEVEN HUNDRED SEVENTY EIGHT THOUSAND PESOS (P 1,778,000.00) ONLY** and should cover all requirements enumerated above.

In the event that DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

The winning bidder shall be determined based on the proposal with the most impressive implementation plan for the B2B Meeting and program concept for the Welcome Dinner Reception and advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

VII. CONTACT PERSON

Contact Person : **CELSTINE SY**

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