

## **TERMS OF REFERENCE**

- I. BIDDER** : Events Management Company
- II. PROJECT TITLE** : Dive Travel Mart at the DRT Show Philippines 2017 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 have at least 3 years of experience in organizing medium to large scale events
  - C. Must have expertise in planning, implementing, and managing major events
  - D. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
  - E. Must be willing to provide services on send – bill arrangement
- 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, promotion, as well as budget allocation; and
    - Handle documentation of all events/activities and maintain an efficient filing and referencing system of all documents.
  - 3. Provide a dedicated Overall Project Manager and full time secretariat with ample and efficient personnel to manage the preparation, planning, coordination, and conduct of the event;
  - 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, co-organizer for the DRT Show, on matters concerning implementation of the Business-to-Business Meetings; and
  - 6. Prepare and collate template of feedback forms to be distributed to participants.

## **B. Business-to-Business (B2B) Meeting Management**

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 9 to 10, 2017*

*Time: 1:00PM to 4:00PM*

*Venue: Megatrade Hall*

*Target No. of Participants: 45 international buyers and 55 local sellers*

1. Manage the B2B Meeting, program flow, set up requirements, breakout sessions, business matching, and other event highlights;
2. Handle venue coordination, to include the following:
  - Provide 55 meeting tables and 110 chairs in the standard B2B Meeting set-up,
  - 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, and
  - Ensure availability of sound system, lighting facilities, and other logistical requirements.
3. Provide **ample and efficient personnel** to manage the preparations, planning, coordination, and ensure smooth flow of the conduct of the Dive TRAVEX;
4. Ensure participation of local sellers in the Dive TRAVEX;
5. Coordinate with local sellers to determine their market preferences to assist in business matching;
6. Facilitate business matching/scheduling to determine B2B Meeting Schedules/Appointments between buyers and sellers;
7. Facilitate separate briefing sessions for international buyers and local sellers to discuss guidelines and program flow. Must be ready to address questions and concerns from both parties;
8. Conceptualization of the B2B Meeting Manual;
9. Manage and implement the B2B Meeting Program Flow;
10. Ensure attendance of buyers and sellers;
11. Provide snacks (finger food and coffee) / dedicate a food station for the participants;
12. Provide translators/interpreters for the conduct of the B2B Meetings and must provide certification of language proficiency of each translators. Breakdown of languages as follows:
  - French – 6 pax
  - Italian – 6 pax
  - Dutch – 3 pax
  - Swedish – 5 pax
  - Russian – 3 pax
  - Spanish – 5 pax
  - German – 5 pax
  - Thai – 5 pax

13. Handle printing/production and provide creative assistance for event materials required such as, but not limited to:

- Company name per table,
- Buyer's manuals,
- Seller's manuals,
- Meeting schedules,
- Notepads, Pens, etc, and
- Signages.

### **C. Welcome Dinner Reception Management (for 200 pax)**

A welcome dinner 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 9, 2017*

*Time: 7:00PM to 11:00PM*

*Target Number of Participants: 200 pax*

1. Conceptualize and manage the program flow, set up and staging requirements, and other event highlights;
2. Selection, rental, and payment for the venue of the Welcome Dinner Reception on September 9, 2017 from 7:00 PM to 11:00 PM, preferably a ballroom at Crowne Plaza Manila Galleria or EDSA Shangri-La Hotel, due to the venue's capacity and its proximity to the exhibition hall and location in Ortigas;
3. Provide buffet dinner for 200 pax, inclusive of one round of drinks;
4. Provide 20 bottles of wine 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 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 on the following:
  - a. Foyer
    - i. Set up a welcome activity/render an upbeat music performance to set a festive mood while guests arrive
    - ii. Set up a photo booth with props or conceptualize similar attractions that will engage participation of guests
  - b. Main Stage
    - i. Develop a program that will allow for the DOT Secretary and Undersecretary to deliver a brief talk and welcome guests
    - ii. Provide emcee/host (preferably someone who is a part of the scuba diving community)
    - iii. Provide two (2) production numbers incorporating a Philippine underwater theme

- iv. Provide live band, preferably an 80's cover band, to perform for a minimum of 45 minutes
- 7. Conceptualize and print of invitation for international buyers
- 8. Provide photo and video documentation, including sound bites from interviews with participants

**F. Other Activities**

- a. Conceptualize and execute other activities to draw exhibition visitors to the Philippine booth;
- b. Provide final video output on the B2B Meetings and Welcome Dinner Reception.

**VI. BUDGET**

The total working budget is **ONE MILLION SEVEN HUNDRED EIGHTY THOUSAND PESOS (P 1,780,000.00) 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 most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

**VII. CONTACT PERSON**

Contact Person : **CELSTINE SY**

Address : Market Development Group  
5<sup>th</sup> Floor, DOT Building  
351 Sen Gil Puyat Avenue, Makati City

Contact Number: 459 5200 local 520  
0917 584 7556

Email Address : [phdiveteam@gmail.com](mailto:phdiveteam@gmail.com)