

## **ASEAN 2017**

### **TERMS OF REFERENCE**

For the Services of a **Production House**

**ASEAN Ministerial Grand Commemorative Dinner at the SM Mall of Asia (MOA) Arena**  
(Department of Foreign Affairs - Hosted Welcome Dinner Reception)

Schedule and Venue:

06 August 2017 / SM Mall of Asia (MOA) Arena, Pasay, Metro Manila

#### **I. BACKGROUND**

The Philippines plays host to the Association of Southeast Asian Nations (ASEAN) this 2017. As part of the National Organizing Council (NOC) for the Philippines' ASEAN hosting, the Department of Tourism (DOT) has been assigned to Chair the Committee on Tourism Hospitality, Tours, Social Events, and Site Enhancement.

Among the ASEAN Working Groups that the DOT formed is the Working Group on Social Events which was tasked to plan, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions (from the level of Senior Officials to Ministers) and other ASEAN-related events which will take place in various parts of the country.

The ASEAN NOC sought the expertise of the Cultural Center of the Philippines (CCP) to ensure that the Philippine ASEAN dinner shows are proper representations of both the Philippine and ASEAN culture. To ensure as well that the high level ASEAN dinner shows will show a progression for the benefit of our foreign guests, the CCP was requested to conceptualize concepts that creates a storyline that culminates to the ASEAN Summit in November.

To serve as reference on the general mindset of the delegates during ASEAN meetings, it would be helpful to note that the ASEAN aims to create a rules-based, people-centered and people-oriented community that has the following characteristics:

1. United, resilient and inclusive;
2. Highly integrated and cohesive; competitive, innovative and dynamic; with enhanced connectivity; and integrated with the global economy; and
3. One that engages and benefits the peoples.

Since the Philippine hosting will also coincide with the *50th Anniversary of ASEAN*, the Philippines can highlight ASEAN's success and achievements over the last 50 years and its instrumental role in the continuing evolution of ASEAN as one of its five founding members.

In view of the above, the DOT is in need of a PRODUCTION HOUSE to interpret, develop and produce the proposed show concept conceptualized by CCP for the ASEAN Foreign Ministers Meeting Grand Commemorative Dinner on 6 August.

## I. SCOPE OF SERVICES

The PRODUCTION HOUSE is expected to:

1. Develop and create a dinner entertainment program that adheres to the following:
  - a. Main Concept (for further development and interpretation): *A Commemoration of the Golden Anniversary of the ASEAN*, that features traditionally-inspired contemporary numbers, popular arts and modern pieces that showcase the best of the Philippines and ASEAN.
 

Attached as ANNEX A is the detailed concept brief specially created by CCP for the said event.
  - b. Creative direction: *“To create a cumulative net impression that the Philippines is one of the most progressive, youngest and most inclusive societies in the 21st century showcasing contemporary Filipino culture, reflecting soft power, and our modern modes of thinking”*
  - c. To ensure a holistic approach in presenting contemporary Philippine culture, the production should feature unique elements of traditional Filipino arts and culture (design, music and dance) interpreted in a contemporary fashion featuring some of the best and brightest Philippine talents.
  - d. The Philippines’ ASEAN Chairmanship overall theme is “Partnering for change, engaging the world”.

2. Prepare the dinner program according to the following event details:

Event Title	PARTICULARS			ABC
	Tentative Date	Tentative Venue	Approximate Attendance	Total:
ASEAN Ministerial Grand Commemorative Dinner 50th ASEAN Ministers Meeting (AMM) and Post-Ministerial Conferences/ 18th ASEAN Plus Three Foreign Meeting (18th APT FMM)/ 7th East Asia Summit	06 August 2017	Mall of Asia (MOA) Arena  Cocktails	500	Php 20,000,000.00

Foreign Ministers Meeting (7th EAS FMM)/ 24th ASEAN Regional Forum (ARF)				
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*Note: Schedule and venue of event subject to change without prior notice in view of security and protocol priorities.*

(Entertainment) Program Flow

- **Welcome Scenario**

Welcome fanfare for the guests—may present the full sights, sounds and colors of the ASEAN as guests arrive at the MOA Arena Lobby Drop-off Area

- **Ambient Entertainment during Cocktails**

Live Background Performer/s (ex. Lounge Singer with musical accompaniment / String Quartet / Vocal Trio / Musical Ensemble). Length of performance may be 2-3 sets of 15 mins/set.

- **Ambient Entertainment during Dinner**

Live Background Performer/s (ex. Lounge Singer with musical accompaniment / String Quartet / Vocal Trio / Musical Ensemble). Length of performance may be 2-3 sets of 15 mins/set.

- **Cultural Entertainment/ Grand Show**

A Grand Show Production following the main concept created by CCP-- must include, but not be limited to, show elements as specified in Annex A (Performers may include Vocal Soloists/Main Artists, Vocal Group/s, Dance Group/s, Musical Ensemble and other performers as the program may find necessary) *Length of show estimated at 30-40 mins*);

*\* NOC/ CCP Creative Directors will form part of the recommendatory team during the opening of bids who will provide an artistic evaluation of the proposed development of the main concept by bidding Production Teams.*

*Upon the awarding of the winning bid, NOC/ CCP Creative Directors will further assist in monitoring and ensuring the proper implementation of the proposed concept (from the planning stage to the actual event)*

*\*\* Must have a provision for a possible after show entertainment (e.g. DJ or band for dancing / rock-e-oke) for a maximum of 1 hour. In case requested by the Host Agency, Production team should be ready to produce a song book containing the live band's playlist for the rock-e-oke for each of the tables. (Layout and design for approval of DOT ASEAN Socials)*

3. Create a Production Management Team to manage, coordinate, oversee the pre-, during and post-production operations, audiovisual requirements (if applicable), stage set up, physical and technical requirements, program flow, artistic content and other elements and requirements of the show for pre-production activities, rehearsals and performances.

4. The Production Management Team shall include/ source and contract the services of the following:

- (Creative) Director – with an experience in staging/ producing a grand show production. A shortlist of recommended directors are provided by CCP in ANNEX A\*
- Stage Director (and, Assistant, if needed)
- Production Management Team
- Stage Manager and Stage Management Team
- Musical Director (as needed)
- Technical Director
- Stage Designer\*\*
- Choreographer (as needed)
- Lighting Designer (as needed)
- Technical Suppliers (Light, Sound, Stage Rigging, etc.)
- Sound Engineer (as needed)
- Orchestra Conductor (as needed)
- Multi-Media Arts Designer/ Video Editor (if applicable)
- Stylist/Make-up Artists/Etc.
- Writer (script, notes and writeup's)
- Production Crew
- Voice Over Talent
- Others, as may be necessary

\* The Production House may opt to propose and hire other directors of their choice, subject to DOT and CCP's evaluation/concurrence. The proposed Director of CCP may require the inclusion of integral members in his/ her technical team subject to negotiation between the Production House and the Director.

The Creative Director should preferably be involved already in the development of the CCP concept/ translation into a dinner show, which will be presented by the bidding Production House during opening of bids. Budget to be proposed by the Production Team should be able to cover the cost of implementing the developed dinner show by the Creative Director.

\*\*Stage Designer should work closely with the **Venue Enhancement Designer/ Stylist** that the DOT will be contracting separately for the conversion of the MOA Arena Concourse Coral Lobby into a cocktails venue and the Event Bowl into a dinner venue.

5. Source and contract the services of preferred artists and other performers (singers, dancers, musician, etc.) as approved by DOT and CCP and negotiate the most reasonable rates.
6. Arrange for and shoulder their team and their performing artists' traveling expenses (air fare, land transfers, accommodation, meals), logistical expenses (shipment, rentals, etc.) and all necessary permits (for DOLE, LGU) needed for the implementation of the program.

7. Provide the following for the performance (***if applicable/necessary***):
  - Venue set-up and dismantling
  - Identification of materials for styling of the stage and dinner area
  - Sound system
  - Haze/Smoke/Fog Machines (as needed)
  - AV and lighting equipment
  - Special effects (video mapping, etc-  
- as needed)
  - Closed circuit cameras (minimum of two units)
  - Musical equipment (as needed)
  - Wardrobe/ costumes and accessories of performers
  - Genset
  - Other technical requirements
8. Produce and execute, if necessary/applicable, the appropriate video presentations, or graphical designs to complement the whole performance in consultation with the end-user.
9. Submit a list of the proposed items/materials to be purchased\* for the production/entertainment.  
*\*Note: DOT reserves the right to own any pre-selected items used to style the event/venue to be used for future events and/or other venue/s.*
10. Prepare the script and detailed program scenario based on the over-all concept as approved by NOC, in close coordination with the ASEAN 2017 National Organizing Council (NOC).
11. Oversee, coordinate and execute rehearsals of performers and present a final dry-run and technical dress rehearsal of the performance/s for final approval of DOT, DFA and ASEAN NOC within the week running into the show date.
12. Printing/production of the souvenir program, invitations, menu cards, table place cards, and VIP place cards (as may be required/to be printed by NOC/ DFA—for approval of DOT).
13. Provision of themed dinner tokens/giveaways to the reception guests, in close coordination and approval with Host Agency and DOT/TPB. To include during the Opening of Bids' presentation at least two dinner token options, proposed packaging and gift tag (actual size and layout) with short description.
14. Provision of uniformed ushers/usherettes, from drop-off/pick-up point to the welcome dinner reception venue proper.
15. Document in video all event and show presentations for submission to DOT, DFA and ASEAN NOC using the following formats (saved in an external hard drive):
  - i. HD copy in .MOV

ii. HD copy in .MP4

Note: Production Team to provide a minimum of two (2) closed circuit cameras, when necessary.

## **II. TECHNICAL ELIGIBILITY REQUIREMENTS**

1. Must be Filipino-owned, operated and legally registered Production House entity under Philippine laws or a government agency mandated to promote Philippine arts and culture;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
3. Core Production House team members must have minimum of 5 years experience in organizing large-scale events and/or world-class entertainment productions featuring Filipino artists and talents; must submit a list of large-scale local events handled in the past and list of current ongoing/forthcoming projects;
4. Must have expertise in the conceptualization and in the direction of performances in all fields of performing arts to include theater, dance, music, etc.;
5. Must demonstrably have good reputation in organizing corporate launches/events utilizing both entertainment and arts management components;
6. Must have the necessary skills and manpower support to implement the project;
7. Must have competent research and subject expertise and resources to undertake necessary preparatory work that will be the substantive basis for creating concepts and thematic proposals for the event as demonstrated by units within the company that carries out this task;
8. Must be able to submit a highly creative proposal on how to best present the Philippines (and reflect the theme of the meeting and/ or the ASEAN, in general) in the form of a pre-show/cocktails/dinner entertainment/show proper;
9. Must source out a minimum of 70 percent of the supplies and services for the events as mentioned above from the local companies and suppliers (unless supplies and services are unavailable or of low quality that would be disadvantageous to the end-user); and
10. Must have a wide network of talent contacts and should be able to negotiate preferential rates and terms;
11. To submit an itemized estimated budget breakdown for the execution of their proposed show/s and logistical requirements.

12. To ensure an above-average execution of the ASEAN 2017 welcome reception, the NOC/DOT requires the presentation of the bidder's proposal to include the following:

- Proposed entertainment program concept (to include list of proposed performers and welcome scenario if applicable)
- Proposed overall venue set up and stage design

#### **IV. TECHNICAL ELIGIBILITY DOCUMENTS**

1. Company Profile
2. PhilGEPS Certificate of Registration
3. List of large-scale local/international events organized in the past

#### **V. TERMS OF PAYMENTS:**

The indicative payment scheme is as follows:

<b>Output/Milestone</b>	<b>% of payment</b>
Upon presentation and approval of preliminary program concept	15%
Upon submission and approval of program script and venue/stage design	35%
Upon satisfactory performance of services	50%
Total:	100%

Approved Budget for the Contract (ABC) is P 20,000,000.00 inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned ABC.

**Proposed Concept for the AMM Welcome Dinner and Cultural Presentation**

Date of event : August 6, 2017; Sunday  
Time : 6:30pm – 9:00pm  
Venue : Mall of Asia Arena  
No. of Guests : 600pax

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**Event Components:**

6:30pm Arrival of guests  
Welcome fanfare (outside the main entrance)  
Standing Cocktails (foyer of Arena)  
Live music background

7:15pm Welcome Remarks – SFA  
Dinner (plated)  
Live music background

8:20pm Cultural presentation

9:00pm End of event  
Departure of guests

**Event Concept:** Like the golden rice stalks bound together, the Golden Anniversary of the ASEAN will be celebrated as a tribute to 50 years of regional unity, confluence and cooperation. The pre-program fanfare and cultural presentation will feature traditionally-inspired contemporary numbers popular arts and modern pieces that showcase the best of the Philippines and ASEAN – a progressive and connected association of nations.

**Thematic pegs:** ASEAN@50 = stronger and more dynamic  
Now (present); contemporary; fun  
Harvest (a harvest of the best in Philippine and ASEAN arts and culture)

Event components wherein the theme should be evident:

- Welcome fanfare
- Décor & styling
- Menu



- Cultural presentation
- Printed materials (invitations, menu cards, program leaflets)

Proposed structure for cultural presentation

1. The Philippines, Now and Then (NEO-ETHNIC SUITE)  
A vibrant contemporary society with strong influences from its diverse and colorful cultural heritage.
2. A Hip Society (POP SECTION)  
A modern nation with strong connections to the world and technology
3. A dynamic Philippines; A dynamic ASEAN (CONTEMPORARY CELEBRATION)  
At 50, the Philippines stands with ASEAN as a progressive and stronger community

\*This is a shortlist of directors with reputable track records in conceptualizing, fleshing out, and staging events of the above nature/kind. Event organizers/production houses, however, may opt to propose and hire other directors of their choice, subject to end-user evaluation/concurrence.

Proposed Artistic Pool / Directors*	Loy Arcenas Alex Cortez Monino Duque Bart Guingona George de Jesus Floy Quintos	Denisa Reyes Dexter Santos Roobak Valle Edna Vida Michael Williams Paul Morales
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