

## **ASEAN 2017**

### **TERMS OF REFERENCE**

For the Services of a Production House  
**Philippine Commission on Women (PCW)**  
(ASEAN CBIP-DTI/ Women's Business Conference Steering Committee)  
**Hosted Welcome Dinner Reception**

Tentative schedule and venue:  
31 August 2017 / Philippine International Convention Center (PICC)

#### **I. BACKGROUND**

The Philippines is playing 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.

The DOT created a Working Group on Social Events which was tasked to plant, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions 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.

In view of the above, the DOT is in need of a Production House to conceptualize and manage the program, provide the necessary physical and technical equipment, talents/ manpower and all that is necessary for the successful conduct of the various ASEAN 2017 dinner show productions.

In commemoration of the 50<sup>th</sup> anniversary of ASEAN in 2017, the ASEAN Community Vision 2025, and the ASEAN Socio-Cultural Community Blueprint 2025, the Philippines will be hosting the ASEAN Women's Business Conference (AWBC) on 28-31 August 2017. The Conference is organized by the Department of Trade and Industry (DTI) in partnership with the Philippine Commission on Women (PCW) and the ASEAN Women Entrepreneurs' Network (AWEN) represented by Women's Business Council Philippines, Inc. (WomenBizPH).

Relative to this, it is important that we highlight the major convergence initiatives of the national and local government agencies, women's groups and private sectors in improving local business policy, projects and services for women businesses. One of which is the Gender-Responsive Economic Actions for the Transformation of Women (GREAT Women) Project [GWP] - a project under the leadership of PCW with support from the Canadian Government. GWP is a governance and capacity development project that aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises.

Hence, the GREAT Women ASEAN Event which will be held during the Dinner Reception of the ASEAN Women’s Business Conference will bring together the GWP partners and will feature the GREAT Women ASEAN Brand. It is then necessary to engage the services of a production show consultant – to conceptualize and seamlessly execute the show during the dinner reception.

The production house will be in charge of the overall management and execution of the GREAT WOMEN ASEAN Event, with the concept title of **"A Tapestry of Weaves: the GREAT Women ASEAN Fashion Walk"** . The production house will collaborate with GREAT Women Collective of ASEAN designers, producers and manufacturers within the local GW platform. The fashion collection will showcase some existing fashion collaborations using traditional textiles produced by communities, cultural tribes and micro-entrepreneurs alongside designer ideas of defining what responsible luxury is.

## II. SCOPE OF SERVICES

The Production Team shall:

1. Conceptualize and design the program for the event, with details as follows:

a. 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”*

*To ensure a holistic approach in presenting the Filipino culture, the show production should feature unique elements of the ASEAN meeting destination (e.g. incorporation of local fabrics/ fashion in the costumes, incorporation/ fusion of local dances in the dance presentations, etc.). There should also be a sense of involvement of the community through the feature of local talents/ performers or performers whose roots are from the featured locality; and participation of local youth/ indigenous groups (to welcome the guests).*

b. Event details:

Meeting Title	PARTICULARS			ABC
	Tentative Date	Tentative Venue	Approximate Attendance	Total: PHP995,000.00
ASEAN Women’s Business Conference (AWBC)	31 August 2017	PICC Meeting Room 1	350	Php 995,000.00

*Note: Schedule and venue of meeting is subject to change*

*c. Event concept/ theme title (for further development by the Production House)*

**"A Tapestry of Weaves: the GREAT Women ASEAN Fashion Walk" .**

Featuring GREAT Women Collective of ASEAN designers, producers and manufacturers within the local GW platform. The fashion collection should showcase some existing fashion collaborations using traditional textiles produced by communities, cultural tribes and micro-entrepreneurs alongside designer ideas of defining what responsible luxury is.

2. Prepare event program scenario (incorporating event mandatories below), script including running times for review, revisions and approval by the end user based on the recommended program theme/sequence to include introduction of speakers, and announcements for the duration of the event.

Proposed Program Components

- **Fashion Walk.** Professional models will do a fashion walk to showcase the designs. Annotation on the attire can be read or announced via voice over (write-up c/o representatives of the GREAT Women Philippines group).
  - **Awarding Ceremony.** At the end of the program, identified women leaders wearing the attire to be called on stage. Designers present will also be identified.
  - **Dinner Reception**  
(Venue and F&B not included in this bid)
3. Create a Production Management Team to plan, manage, coordinate, oversee the pre-, during and post-production operations, audiovisual requirements, 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. This would include the close coordination with the ASEAN CBIP-DTI /AWBC Steering Committee and DOT.

The Production Management Team shall be composed of/ source and contract the services of the following, **as needed/ applicable**:

- |   |   |
|---|---|
| ▪ Creative Director                                       | ▪ Script Writer   |
| ▪ Stage Manager and Stage Management team/ crew           | ▪ Voice Over Talent                                       |
| ▪ Production Manager and Production Management team/ crew | ▪ Ten (10) Professional Models                            |
| ▪ Technical Suppliers and Technical Director              | ▪ Choreographer (as needed)                               |
| ▪ Stage Designer and Venue Stylist                        | ▪ Lighting Director (as needed)                           |
| ▪ Make-up artist  | ▪ Sound Engineer (as needed)                              |
|   | ▪ Multi-Media Arts Designer/ Video Editor (if applicable) |
|   | ▪ Musical Director (if applicable)                        |
|   | ▪ Others as may be necessary                              |

4. Source and contract the services of preferred artists and other performers (singer, dancer, musician, etc.) as approved by the end-user and negotiate the most reasonable rates.

\*Should there be performers that are provided by a third party sponsor or the Host Agency, the Production House should seamlessly incorporate the said performers in the program in coordination with the ASEAN CBIP-DTI /AWBC Steering Committee and DOT.

5. Arrange for and shoulder their team and their performing artists' traveling expenses (air fare [when applicable] / land transfers, accommodation, meals), logistical expenses (shipment, rentals, etc.) and all necessary permits (for DOLE, LGU) needed for the implementation of the program.

6. Submit an initial/complete manpower list that would include the names of ALL members of the production management team, artists and performers, and other suppliers/providers that will be assigned onsite during the reception.

7. Provide the following for each performance (if applicable/necessary):

- Stage backdrop design, set-up and dismantling
- Photowall design, set-up and dismantling
- Directional signages
- Venue styling in accordance to the provided concept theme design, set up and dismantling (as applicable)
- Sound system
- AV equipment (LED panels)
- Lighting equipment
- Closed circuit cameras (minimum of two units) for onscreen live feed
- Musical equipment (as needed)
- Haze/Smoke/Fog Machines (as needed)
- Wardrobe/ costumes and accessories of performers
- Genset
- Other technical requirements

\*Production team to coordinate with PICC for the various physical/technical and logistical arrangements

8. Produce and execute necessary and appropriate video presentations, or graphical designs to complement the whole performance in consultation with the end-user (e.g. Event video highlighting the idea of "weaving cultures and collaborations")

9. Submit a list of the proposed items/materials to be purchased for the venue styling.

Note: DOT/TPB reserves the right to own any pre-selected items used to style the venue to be used for future events.

10. Prepare the script and detailed program scenario based on the over-all concept as approved by DOT/TPB, in close coordination with the Host Agency and 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 performances for final approval of TPB at least a week before the show date.
12. Printing and production of the directional signages, invitations, menu cards, and VIP place cards. Quantity of materials to be produced for printing to be advised by DOT/TPB. Schedule of the turnover of printed materials to the Host Agency at meeting destination to be advised.
13. Document in photo (.jpeg / .png) and video all event and show presentations for submission to TPB using the following formats (saved in an external hard drive):
  - a. HD copy in .MOV
  - b. HD copy in .MP4

Note: Production team to provide a minimum of two (2) closed circuit cameras

### **III. TECHNICAL ELIGIBILITY REQUIREMENTS**

1. Must be Filipino owned, operated and legally registered Production House 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. 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 venue destination) in the form of a dinner entertainment/ show;
9. Must source out 70 percent of the supplies and services for the events as mentioned above from the local companies and suppliers of the host region (unless supplies and services are unavailable or of low quality that would be disadvantageous to the end user);
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 receptions, the DOT/TPB requires the presentation of the bidder's proposal to include the following:
  - Proposed program concept (following the main concept presented above)
  - 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
4. Other documents required per R.A. 9184

#### **V. TERMS OF PAYMENT:**

The indicative payment scheme is as follows:

<b>Output/Milestone</b>	<b>% of payment</b>
Upon presentation and approval of preliminary program concept, program script and venue/stage design	15%
Upon satisfactory performance of services	85%
<b>Total:</b>	<b>100%</b>

Approved Budget for the Contract (ABC) is **PHP 995,000.00** 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.

For particulars please contact Ms. Sherdoll Bayona and Mr. Edmon Loza at telephone numbers 5259318 loc. loc. 230 (Sherdoll) and loc. 232 (Edmon)