



TERMS OF REFERENCE

ENGAGEMENT OF A MICE ORGANIZER/EVENT MANAGEMENT SERVICE PROVIDER

- I. **Project Title** : DOT Annual Yearend Media Briefing and Appreciation 2023
Component/Set-up : Physical attendance of 250 target participants
Implementation Date : 12 or 13 December 2023 (depending on availability of Sec.)
Total Project Cost : Php 900,000.00
Source of Funds : OPAA WFP 2023
Attachments : Cost Basis

II. BACKGROUND

Tourism's role in economic resurgence and sustained recovery could not simply be undermined. No less than our President Ferdinand "Bongbong" Marcos, Jr. highlighted tourism's resilient and reliable contribution to sustained growth in his recent State of the Nation Address. According to him, tourism has historically provided livelihood and employment opportunities to Filipinos.

Given the importance placed by our President to tourism, we see the high value and critical importance of striving for success in promoting tourism to establish it as a hallmark of the current administration, and most importantly, a source of national pride for our people.

Despite a period of decline, we see great potential in that our tourism is poised for a strong rebound and a phenomenal recovery after more than two years in the red. This is largely due to people's pent-up demand for "revenge travel," indicating a strong desire to spend on vacations and explore distant places.

Philippine economic managers have identified tourism as the second top driver of the Philippine economy in the first half of the current year. This, despite global tourism recovery to pre-pandemic levels remains unrealized according to the United Nations World Tourism Organization.

III. PROJECT DESCRIPTION

To maximize the DOT's media exposure and ensure that its public image remains positive, the OPAA has been organizing a Media Appreciation Reception. Held annually for the past three years prior to the pandemic. This gathering of invited members of the national media is part of its extensive information drive program to position the Department's works in various media platforms.

The DOT Annual Yearend Media Briefing and Appreciation Reception aims to give first and foremost, the Tourism Secretary, as well as other key Officials of the Department the opportunity to engage our media partners and influencers for their sustained efforts in the promotion of Philippine tourism, while addressing some of the pressing issues related to policy directions, targets and accomplishments of the Department for the concluding year.

Sought to attend are the DOT-accredited members of the national media and influencers/ tourism-beat reporters, lifestyle, travel editors, columnists, and news-beat journalists from broadsheets, travel magazine, radio, TV and social media. Top officials of the Department and heads of the communications department of allied agencies and stakeholders are also enjoined to attend the event for networking purposes.



IV. PROJECT OBJECTIVES

- Enlist commitment and support from the members of the national media in all Department initiatives, programs and directions;
- Contribute to advancing the vision of President Bongbong Marcos for a revitalized tourism sector that heralds the Filipino brand and contributes greatly to the Philippines' economic resurgence.
- Engage members of media to continuously generate favorable publicity for the Department.
- Forge an eloquent relationship between and among media platforms.
- Engage public and private partnership in tourism development and propagation of the culture of tourism.
- To recognize the critical contributions of the "Fourth State" in our shared responsibility of growing tourism and our collective efforts amid the fight against COVID-19.
- To celebrate the Bayanihan and Malasakit Spirit which were achieved through the efforts and supports of the national media who heeded the call of the government and actively supported the programs, and the thrust of the Department towards maintaining the standards of excellence in media practice.

V. TARGET PARTICIPANTS

ATTENDEES	NO. OF PAX
Print media (Broadsheets)	70
Print media (Magazine)	25
Broadcast (Television)	50
Broadcast (Radio)	10
New Media (Key Opinion Leaders/Influencers)	15
DOT Officials	11
OPAA Staff	19
TOTAL	200

VI. GENDER AND DEVELOPMENT OBJECTIVES

- Promote equal opportunities for men and women to receive recognition as indispensable players in the tourism industry.



VII. LEGAL BASIS

- Republic Act 9593 or the Tourism Act of 2009 mandates the Department of Tourism (DOT) to encourage activities and programs which promote tourism awareness, preserve the country's diverse cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace;

VIII. REQUIREMENTS FOR SUPPLIER

A. MICE ORGANIZER/EVENT MANAGEMENT SERVICE PROVIDER

- **Lease of Venue and Meals.**
 - 4-5 Star Hotel Venue located in Makati, Manila, Pasay or Paranaque;
 - Size of Function room for 200 pax, production crew/entertainers depending on the prevailing government guidelines on the allowable maximum capacity and conduct of essential events;
 - Recommended meal set up is managed buffet, depending on the prevailing government guidelines allowable for essential events. Plated lunch is the next option if it is the prevailing government guidelines allowable for essential events. Menu composition (dinner roll, butter, soup, main course (2 viands: beef & chicken) dessert, drinks (combination of soda and iced tea), and rice;
 - Provision of Registration Table/Chairs, Podium, cocktail tables at the reception. Simple flower arrangement per table at the banquet section; directional signages at the hotel premises;
 - Allocation of holding rooms for VVIP guests, organizers and entertainers;
 - Excess payment in cases of overtime in ingress and egress;
 - Provision of Internet Supply onsite;
- **Production Management to include the following:**
 - Emcee/Host
 - Entertainment (2 sets: intermission and dinner; acoustic type)
 - Invitational, Confirmation, Admin work
 - Stage Set-up/Décor/Branding
 - Lights and Sounds
 - LED Wall
 - Live Broadcast/Internet
 - Production /Crew Professional Fee
 - Filipino-theme Tokens (non-food) for 200 pax (prototype to be submitted/approved by the DOT Organizer before production) Actual tokens must be available at least two (2) days before the actual event)
 - Vehicle Hire for one (1) Van for one (1) day within Metro Manila for 12-hour use
 - Production, organization, management and execution of Physical to include logistics, technical, digital, online requirements;
 - Production, organization and execution of online invitation and related communication (e-invitations, e-posters, save the date and on-the-day poster, confirmation (certificate of attendance, if required));
 - Drafting of invitation content, speeches, program spiel, continuity script, captions, letters, media releases;
 - Distribution of tokens (non-food) for 200 pax (to be approved by the DOT organizer before procurement)
 - Technical Run/Rehearsal;
 - Documentation and Analytics Help in Tracking Registration and attendees;
 - Documentation event photos and video;
 - Conduct of coordination alignment meetings



B. OTHER REQUIREMENTS for the MICE ORGANIZER/EVENT MANAGEMENT SERVICE PROVIDER

- Must be a professional full service MICE Organizer/Event Management Services Provider specializing in handling/producing/organizing/staging national level full-packaged corporate events, corporate communications, creating and staging physical, as well as hybrid content, program and broadcast;
- Duly registered Philippine-based company with appropriate government agency;
- With significant experience working with government and private sector in tourism, utilizing state of the art equipment to produce premium physical, as well as hybrid quality content, program and broadcast;
- Highly experienced in producing contents and programs that are dynamic, Filipino-themed but global standard;
- Highly knowledgeable in government procurement process and procedure;
- Must be a DOT-Accredited MICE Organizer, and must engage with DOT-accredited supplier/s;
- Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- Must provide a breakdown of prices and services included in the quotation complete with E-VAT and other government taxes;
- Amenable to government procedure or send-bill arrangement and preferably with Land Bank of the Philippines account;
- Company profile including CV of officers and key staff.
- With LGU-registered physical office in Metro Manila.

IX. SCOPE OF WORK/DELIVERABLES

X. BUDGETARY REQUIREMENTS

PARTICULARS	SUBTOTAL
PRE-EVENT PREPARATIONS	Php200,000.00
<ul style="list-style-type: none"> • Production, organization, management and execution of physical event to include logistics, technical, digital, online requirements; • Production, organization and execution of online invitation and related communication (e-invitations, e-posters, save the date and on-the-day poster, confirmation (certificate of attendance, if required); • Drafting of invitation content, speeches, program spiel, continuity script, captions, letters, media releases; • Technical Run/Rehearsal; • Significant Internet Supply to ensure seamless/clear online staging; • Zoom Secretariat; • Documentation event photos and video; • Conduct of coordination and alignment meetings pre- and post-event 	
EVENT PROPER	
Live Physical Event	Php325,000.00
<ul style="list-style-type: none"> • Technical manpower costs: Director, Technical Director, Graphic Artist, Camera Crew, Full 2-cam set-up, OBS Operator, Production Assistants, Coordinators, Stage Manager, Scriptwriter, roving photographer • Logistics and Equipment: Audio & Lapels, Lights, Teleprompter, other monitors; • Stage Design and Setup; 	



<ul style="list-style-type: none"> • Technical Runs, Direction, and Pre-Production Meetings for Production Team and Moderator; • Host Fee, Coordination, Preparation, and Technical Runs • Live Band Entertainment during intermissions and dinner; • Procurement and Distribution of Tokens for Attendees @ 250 pax; 	
Venue, Logistics, Transportation and Meals	Php328,000.00
<ul style="list-style-type: none"> • Food & Drinks (managed buffet lunch inclusive of hotel venue for the event, and excess payment in case of overtime in ingress and egress) • Crew Meals for Production Team; • Vehicle Hire for 1 unit • Provision of holding room for secretariat, VVIP guest • Complimentary parking for VIPs and select guests 	
POST EVENT	Php47,000.00
Event Reports/Feedback Form	
<ul style="list-style-type: none"> •Event recap video •Dissemination, Collation and Organization of Feedback Form; • Preparation of Terminal Report (2 copies) to include photos and video. 	
GRAND TOTAL (inclusive of VAT)	Php900,000.00

XI. LEGAL/TECHNICAL REQUIREMENTS

1. Valid Mayor's/Business Permit
2. Philgeps Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

XII. PAYMENT PROCEDURE

Government procedure and subject to appropriate government taxes

XIII. APPROVED BUDGET FOR THE CONTRACT (ABC):

The **Approved Budget for the Contract (ABC)** is **Nine Hundred Thousand Pesos Only (Php900,000.00)** inclusive of all applicable taxes and fees.

XIV. SUBMISSION OF PROPOSAL

4F | Procurement Management Division
Department of Tourism Bldg., 351 Sen. Gil Puyat Avenue, Makati City

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