

TERMS OF REFERENCE
CONSULTING SERVICES FOR LOCAL AND INTERNATIONAL EVENTS
MARKETING COMMUNICATION

I. Introduction

Across many industries, event marketing communications (EMC) play a pivotal role in promoting a brand or product. In the tourism sector, EMC is devised to be a strategic approach in generating publicity for a destination through large-scale events such as festivals, sporting events and conferences; building direct relationships with potential visitors and key stakeholders; stimulating domestic economy as it highlights local products and offerings among others.

There are numerous ways of activating an EMC within the tourism industry – whether through event sponsorships, partnerships or event hosting. An excellent case study in reference to this is Tourism Australia’s sponsorship on the Australian Open tennis tournament which had been known to generate significant publicity for Australia, attracting visitors from all over the world. The same goes for New York City & Company tourism board’s hosting of the annual Macy’s Thanksgiving Day Parade. This event has been made popular as one of the most watched television programs in the world since 1953 and generates billions of dollars in economic activity for New York City.

In line with this and the Department of Tourism’s (DOT) steadfast efforts in establishing the new tourism branding campaign, Love the Philippines (LTP), DOT will engage the services of a credible and experienced events marketing agency to devise a year-worth of event marketing activations plan catering the local and international audience. The proposed plan should take into consideration the prevailing challenges in the tourism industry and other opportunities for tourism growth and promotion. The selected agency will take charge of the end-to-end planning, conceptualizing, executing, and managing of the event marketing plan

Objectives

Through the procurement of an events marketing agency, DOT can bolster its branding and marketing initiatives for the promotion of the Philippines as a must-visit tourist destination with diverse tourism offerings and products as the following objectives are achieved:

1. Increased awareness and brand visibility through events participation and hosting
2. Highlight the unique aspects of a Philippine destination from its captivating landscapes, iconic landmarks to vibrant cultures, food and heritage for both local and international audience
3. Boosted support and advocacy for local communities and tourism stakeholders

II. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Events Marketing Communication Plan	<p>A 12-month comprehensive and detailed plan that outlines the strategy and tactics for executing events and experiential marketing activities. This deliverable plays a crucial role in bringing the campaign to life, engaging the target audience, and creating immersive and memorable experiences that resonate to the Filipino and foreign travelers.</p> <p>The plan must include but is not limited to the following:</p> <ul style="list-style-type: none"> • Campaign objective • Creative Concept • Target audience analysis • Event concept • Event Format • Logistical Plan • Location • Timelines • Budget Resources • Branding integration • Gender and Development Integration • Marketing and Promotions • Measurement and Evaluation
Execution of the Events Marketing Communications Plan	<p>Minimum of sixteen (16) event activations with a scope of work that include but is not limited to the following:</p> <p>Event Conceptualization</p> <p>Event Planning and Logistics</p> <p>Budget Management</p> <p>Event Management and Promotion</p> <p>Production of Event Elements</p> <p>Event Coverage and Documentation</p> <p>Event Press Release</p> <p>Vendor Management</p>

	<p>On-site Coordination</p> <p>Post-event Evaluation</p> <p>Cultural Sensitivity</p> <p>Health and Safety Measures</p> <p>Reporting</p> <p>Preferably at least 12 event activations locally spread across Luzon, Visayas and Mindanao; and four (4) international events</p> <p>Proposed event activation may be through participation in international or local cultural or musical festivals and celebrations; hosting of travel, holiday or adventure themed events; organizing of sustainable and eco-tourism initiatives; or other tourism-related trade fairs and conferences within the Philippines or overseas.</p> <p>All production and logistical costs from flights, accommodations, meals, talents, equipment rentals, location fees, permits as well as expenses for meetings, communication allowances and all other elements that may be required for the successful event activation are shouldered by the procured entity.</p> <p>The procured entity is also responsible for covering all costs associated with securing and executing partnerships or events for DOT.</p> <p>All event materials including photos, videos and other promotional event materials must be turned over as ready-to-use materials for DOT.</p>
<p>Coordination between DOT (branding office, market representatives of each targeted region) and relevant consulted agencies</p>	<p>The procured entity is required to regularly coordinate with the DOT team and other relevant consulting agencies; and update all teams concerned with the status of the deliverables.</p>

	Assemble a creative design team dedicated to completing the required creative deliverables. As deemed necessary by DOT, the said team is also responsible for editing and repurposing existing and other branding and marketing materials including photos and videos.
Terminal Report	Towards the completion of the engagement, the consulted agency must provide a terminal report citing the overall result of the campaign together with the agency's insights and recommendations as well as data that may be relevant to DOT's advocacies such as Gender and Development and barrier-free tourism;

Note: The procured agency shall submit the 12-month Events Marketing Communications plan together with the necessary key visuals and other creative tactics and materials on or before thirty (30) days after the issuance of Notice to Proceed (NTP).

III. PROJECT DURATION AND BUDGET ALLOCATION

1. The project will commence upon the receipt of Consultant of the Notice to Proceed until December 31, 2024.
2. The Approved Budget of Contract (ABC) for the project is Ninety-Six Million Pesos (P96,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. Other qualifications of the creative agency required for this project are stated in the Bid Data Sheet (BDS).

IV. MILESTONE

Deliverables	Percentage of Payment
Submission of approved Events Marketing Communications Plan	10%
Approved and Executed Events for the 1 st Quarter 2024	20%
Approved and Executed Events for the 2 nd Quarter 2024	20%
Approved and Executed Events for the 3 rd Quarter 2024	20%

Approved and Executed Events for the 4 th Quarter 2024	20%
Terminal Report	10%

V. QUALIFICATIONS

Qualification	Requirements
<p>The agency must be a full-service event management agency, creative or PR agency</p> <p>The agencies must be duly established in the Philippines.</p>	Company profile with list of services offered
The agency must be a well-established events company with solid experience in activating corporate, business or experiential events	Credentials presentation reflecting the roster of clients, including one (1) documentation of a successful events campaign done in the past 5 years
The agency must have been in existence for at least ten (10) years and must have undertaken a nationwide campaign for the last 8 years with a total accumulated project budget of at least twenty-five percent (25%) of the ABC.	<p>Documentation that certifies terms of existence</p> <p>Documentation that certifies having undertaken a nationwide campaign</p>

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Show Director	5 years
2. Technical Director	5 years
3. Stage Director	5 years
4. Lighting Director	5 years

5. Audio Engineer	5 years
6. Producer	8 years
7. Writer	5 years
8. Project Manager	5 years
9. Creative Lead	8 years
10. Graphic Artist	3 years
11. Account Manager	3 years

Note: Bidders may recommend additional personnel deemed fit for the team.

VIII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed events activation plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed campaign to the members of the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation, if necessary.
2. A maximum of thirty minutes (30 minutes) will be given to each agency for their presentation to TWG Members and such other individuals to be invited by the DOT.
3. The presentation will be rated by the TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.
4. Creative materials in the presentation may include but are not limited to:
 - a. Big Idea for the EMC;
 - b. Strategy;
 - c. Work Plan

Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20%
	Event Management and Production Company	20%
	Full-Service Creative Agency, Production House, PR Agency or Consulting Agency only	10%
	Others	5%
B.	<i>Extent of partnered network of the agency</i>	10%
	International reach	10
	Local reach	8
C.	<i>Similar Projects Completed in the last 8 years</i>	10%
	At least one international campaign	10%
	At least one local campaign	8%
D.	<i>Years in Existence</i>	10%
	11 years and more	10%
	10 years	5%
E.	<i>Projects handled in the last 8 years</i>	10%
	One to two projects with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	10%
	Three to five projects with an aggregate cost of at least twenty-five percent (25%) of the ABC for this project	8%
II.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB (refer to VII. Minimum Required Personnel)	20%
	Majority of the required number and positions of key personnel with minimum years of experience is exceeded	20%

	Required number and positions of key personnel with minimum years of experience are met	15%
III.	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	None	10%
	5 or more projects with aggregate contract cost equal or greater than 24M PHP	15%
	3-4 projects with aggregate contract cost equal or greater than 24M PHP	18%
	1-2 project with aggregate contract cost equal or greater than 24M PHP	20%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	All minimum required key personnel have participated in a nationwide event activation campaign in the last 8 years	13%
	Half of the key personnel have participated in a nationwide event activation campaign in the last 8 years	7%
B.	Expertise and Capability of the Firm	30%
I.	Full-Service Capabilities	
	Event Activation and Management	10%
	Creative Conceptualization	3%
	Strategic Marketing	1%
	Public Relations	1%
II.	Experience and Credentials	

	At least three (3) successful campaign the agency has launched within 8 years	5%
	Must have been in existence for at least 10 years	5%
	Must have undertaken a successful national campaign within 8 years	5%
C.	Plan of Approach and Methodology	50%
I.	Messaging	20%
	Love the Philippine campaign	5%
	Creative association of one tourism product or experience	5%
	Integration of product or experience to local market	5%
	Relevance and relatability to target market	5%
II.	Creative Rendition	15%
	Originality	5%
	Visual Impact	5%
	Adherence to the brand equity	5%
III.	Over-all Impact	15%
TOTAL		100%

IX. Terms and Conditions

1. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper, to achieve optimal exposure;
2. All media assets (raw and edited) formulated and designed in conjunction with this project shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;

3. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;
4. All and each of the materials produced during the period of engagement shall be amenable to editing at no cost to the DOT.
5. Segments of this project not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation;
6. The winning agency shall be subject to assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory;
7. Copyright Infringement. The design layouts, specifications, reports, other documents, and software prepared by the Consultant for the Procuring Entity under this Contract that shall become and remain the property of the Procuring Entity are as follows: - All advertising and creative concepts, designs, or plans formulated pursuant to the Agreement; - Raw and edited photos (purchased or in-house), videos (purchased or in-house), and other creative assets; - All graphics or written consent, including translations, digital or printed materials, and other advertisements produced under the agreement; - All traditional and digital media subscriptions made by the Consultant for the Procuring Entity.
8. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.
9. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign. The amount of compensation given to the selected agency shall be all-inclusive for its services.
10. All rendered work and materials submitted to the client prior to the end of the contract duration shall be rightfully owned by the Department of Tourism.
11. All deliverables and materials are subject to the approval of the DOT prior to

implementation.

X. Contact Person

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