



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 10409558
Procuring Entity DEPARTMENT OF TOURISM
Title PROCUREMENT OF AN EVENT MANAGEMENT COMPANY FOR LOVE THE PHILIPPINES BRAND GUIDELINE SEMINAR

Area of Delivery

Solicitation Number:	RFQ NP-SVP 2023-12-774	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods	Document Request List	0
Category:	Events Management	Date Published	08/12/2023
Approved Budget for the Contract:	PHP 978,474.67	Last Updated / Time	07/12/2023 20:41 PM
Delivery Period:		Closing Date / Time	12/12/2023 09:00 AM
Client Agency:			
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Description

TERMS OF REFERENCE

PROCUREMENT OF AN EVENT MANAGEMENT COMPANY FOR LOVE THE PHILIPPINES BRAND GUIDELINE SEMINAR

BACKGROUND OF THE PROJECT

Harnessing the full potential of the tourism sector and promoting a unified and compelling message to the world, this year, the Department of Tourism (DOT) initiated a new tourism campaign titled, "Love the Philippines" (LTP).

This new campaign carries meaningful and strategic changes to DOT's brand identity. And to navigate this transition successfully, the whole of the DOT organization – its attached agencies, regional counterparts, and relevant stakeholders -- must be well-versed in the brand guidelines of LTP as reflected in the brand book.

Through an interactive seminar, DOT can ensure that conand ultimately, foster a sense of collaboration and

cooperation among the DOT family.

The said seminar will be held in Cebu City in consideration of attendees coming from Mindanao and Luzon. The travel expenses required for each attendee coming from different regions were also taken into consideration for the choice of venue. Further, it will follow the schedule of activities outlined below:

1st Day

December 14, 2023

1:00 pm - 2:00 pm – Registration

2:00 pm - 5:00 pm – Preconference Workshop

5:00 pm - 6:00 pm – Check-in / Dinner

2nd Day

December 15, 2023

8:00 AM – 11:00 am – Seminar and Workshop Proper

11:00 am – 12:00 nn -- Lunch

12:00 nn onwards – Departure of attendees

OBJECTIVES

The procurement of an event management company (EMC) will aid DOT in the conduct of an in-person seminar aimed at capacitating and updating the DOT attendees on the LTP style guide and the importance of a coherent brand identity in the success of a rebranding campaign. The event company will provide a range of resources and services as well as highly experienced personnel who can ensure the smooth implementation of the seminar.

MINIMUM ELIGIBILITY REQUIREMENTS

Must be a duly registered marketing agency or events company capable of rendering the following services:

Events facilitation and management for seminars or conferences

Creative team for event-related materials

Production of tokens

Logistics

Must be accredited by the Philippine Government Electronic Procurement System (PhilGEPS);

Must have at least 2 years of experience in the events industry

Must be amenable to send-bill arrangement/government procedure

SCOPE OF WORKS AND DELIVERABLES

Particular

Scope/Deliverables

Accommodation Booking and Meals

Accommodation

Provision of twin-sharing or double-occupancy room accommodations for 160 pax for one (1) night inclusive of breakfast

Note: Accommodation should be a DOT accredited hotel located near or within the seminar venue.

Provision of am and pm snack, lunch and dinner to a maximum of 160 attendees from December 14-15; buffet-style meals should be served during the seminar

Airport Transfers

Provision of van rental services for airport/venue transfers

Provision of airport representative to assist attendees upon arrival and departure in airport

Venue Booking and Coordination

Venue booking and coordination

Can accommodate a maximum of 160 attendees comprising the following:

A total of 32 representatives from the 16 regional DOT offices (each regional office can have a maximum of 2 representatives)

112 DOT Central representatives coming from 56 different offices (maximum of 2 representatives from each office)

16 representatives from eight (8) attached agencies of DOT (maximum of 2 representatives from each attached agency)

Provision of basic light and sound system and LED screen

Resource Speaker

Booking and coordination of a resource speaker to talk about the importance of a coherent brand identity and presentation of brand book and guidance of the use of the LTP Logo and icons.

Program Management

Program flow facilitation and management.

Provision of a video conferencing component for the Foreign Offices.

Seminar Kit

Provision of a total of one hundred sixty (160) kits for the attendees. This Kit includes totebag, tshirt, usb with all the files from the seminar, tumbler, notebook or pen.

APPROVED BUDGET FOR CONTRACTS

The Approved Budget for the Contract is NINE HUNDRED SEVENTY-EIGHT THOUSAND FOUR HUNDRED SEVENTY-FOUR PESOS AND SIXTY-SEVEN CENTAVOS only (Php 978,474.67) inclusive of all government taxes and charges. The winning bid, however, shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of the bid does not exceed the above total budget.

PAYMENT SCHEME

Terms of payment to the winning bidder shall be following the government procedure (send bill arrangement). Failure to comply with the terms and conditions of the contract will result in the payment of corresponding penalties and liquidated damages in the amount equal to ten percent (10%) of the contract price by the winning bidder.

CONTACT PERSON

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Noted by:

Gissela Marie R. Quisumbing
Assistant Secretary for Branding and Marketing Communications
Department of Tourism

Approved by:

Atty. Mae Elaine T. Bathan
Undersecretary for Legal and Special Concerns and Chief of Staff
Department of Tourism

Other Information

In addition to the Proposal/Quotation, kindly submit the following Eligibility Requirements:

1. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

2. PhilGEPS Registration Number

3. Latest Income/Business Tax Return (For ABC above PhP500, 000.00)

4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Created by Val Raymund Cristobal Cervantes

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