

TECHNICAL SPECIFICATIONS

A. PROJECT NAME: **ROLL-OUT OF THE FILIPINO BRAND OF WELLNESS TRAINING MODULE (OVERVIEW: THE FILIPINO BRAND OF WELLNESS TOURISM IMPERATIVE)**

B. SUPPLIER: Events Management Company (EMC)

C. BACKGROUND:

The DOT-OPMD is in need of the services of an Event Management Company for the conduct of the Roll-out of the Filipino Brand of Wellness Training Module (Overview: The Filipino Brand of Wellness Tourism Imperative) scheduled on May 27, 2024. The National Tourism Development Plan (2023-2028) of the Department of Tourism (DOT) has identified Health and Wellness Tourism as one of the country's strategic products. As such, wellness tourism has been one of the priority tourism products being developed by the DOT. It is expected to attract traffic from both domestic and international markets.

As part of the initiatives identified in the Wellness Tourism Strategic Framework crafted in cooperation with public and private sector partners and stakeholders, the Product Planning and Development Division of the Office of Product and Market Development (OPMD-PPDD) has spearheaded the development of the Filipino Brand of Wellness (FBW). It aims to define and establish the Filipino's unique brand of wellness that is deeply rooted in its rich healing traditions. It seeks to embody the iconic Filipino elements in the five different senses – taste (local teas and dishes), smell (using fragrant oils), touch (using special herbs and treatments), sight (through uniforms, accessories, aesthetics), and sound (music) in order to make one's wellness experience uniquely Filipino. Hilot can be the main modality for the Filipino brand of wellness.

The first module to be rolled out this year is entitled "Overview: The Filipino Brand of Wellness Tourism Imperative". This activity will provide the participants, specifically the owners or CEOs of wellness enterprises the overall appreciation about the Filipino brand of wellness program and inspire them to create and/or enhance their wellness offerings and become a successful part of the Filipino wellness industry.

D. MINIMUM REQUIREMENTS

- Must be PHILGEPS Registered
- Must be willing to provide services on send – bill arrangement
- Events Management Company must have minimum of five (5) years of experience in organizing large-scale events, conferences/workshops, and virtual events/meetings.
- Must not have pending project deliverables with the Department on or before opening of the bids
- Proposed program cost is within the approved budget.
- Bidders must submit their quotation with cost breakdown to differentiate the amount of service fee and amount to be earmarked for the payment to the third parties or other proprietors. Otherwise tax withheld will be credited for the total contract prize.

E. SCOPE OF WORK AND DELIVERABLES

The EMC's engagement will cover the following scopes of work or services:

Pre-Event

- Consult with and advise DOT OPMD-PPDD the organizational framework, methodologies of execution, technical specifications and support to be used in the platforms, and feedback strategy of the activities to be undertaken with the desired outputs.

Event Deliverables

1. Provide a Host/Emcee/Facilitator who should have the following qualifications and experience:
 - o Proof of knowledge, expertise, and experience related to Wellness as a tourism product and in the development of Filipino Brand of Wellness;
 - o Hosting, facilitating, and moderating the panel discussions, physical and hybrid/on-line that are enriching to all involved;
 - o Creating and maintaining a lively, engaging, and effective communication and discussion among the participants in accordance with the topics, objectives, and approved timeline of the activity.

Note: Please provide Curriculum Vitae (CV) to include list of projects involvement.

2. Provide a Head and program assistant and management workforce who will serve as the point person/in-charge that should have the following qualifications and experience in connection with the pre, on-site, and post-event requirements of the activity:
 - o Planning and organization development with minimum of 3 years' experience;
 - o Proof of knowledge and experience on on-site and on-line event designing, organization, facilitation, and delivery of documentation/recording of virtual or physical activities, local and/or international, and on IT programming; and
 - o Online preparation, technical and technology-related requirements, and other requirements of the activity as needed

Note: Please provide Curriculum Vitae (CV) to include list of projects conducted.

3. Provide the collaterals to be used as giveaways i.e. Wellness essentials (Filipino Brand of Wellness: 5 senses) with box packaging and Jute Tote Bags during the event with the following specifications:

Items	Specifications
1) Wellness Items/Essentials	
Quantity	112 pieces (by set)
Type	FILIPINO BRAND OF WELLNESS 5 Elements/Senses <ul style="list-style-type: none"> • Sight (Woven Hand Towel) • Smell (Scented Candle, lemongrass) • Sound (Wind Chime) • Taste (Local Herbal Tea) • Touch (Facial Massage)
Packaging Box	112 pieces
2) Jute Tote Bags	
Quantity	112 pieces
Material	Jute Fabrics
Color	Natural or Earth Color

4. Provide activity concept and management plan (with the guidance of and subject to the end user's approval) of the activity that includes the following:
 - o Prepare proposed program
 - o Program Flow/Scenario and Script for the Emcee/Host
 - o Hybrid venue set-up/requirements
 - o Technical run with the experts/speakers, and facilitator
 - o Technical/logistical requirements of the onsite event
5. Provide the following minimum inclusions of the service during the sessions:
 - o Technical management and broadcasting/streaming
 - o Connectivity hosting
 - o Creative treatment as needed

- o Tech run with speakers, panelists, and host
 - o Program flow continuity and directing
 - o Script writing as required/needed
 - o Basic editing and virtual recording as needed
 - o Minimum of 80-100 attendees via online platform
 - o Online Live steaming/shooting via FB account of DOT
 - o Promotion online of the virtual activity via FB account of DOT
 - o Platform to be used and appropriate both to DOT and the Event Organizer
 - o Promo teaser/material (concept, creation/design, and promotion)
 - o Event planning, coordination, and management
6. Design and provide the E-certificate to the experts/speakers, participants, and registered audience to be approved by the end-user.

Post-event

Provide DOT with the following monitoring and feedback mechanism:

1. One Documentation Report including proceedings of the events and activities with analysis/recommendations, photos and virtual recording to be submitted three (3) weeks after the activity (hard copy and digital format).
2. Evaluation and Final output from the participants that will reflect the interest in transitioning to Filipino Brand of Wellness

Other Specifications

The project/events management company will provide the following facilitation services for the activity:

1. One Over all Event Facilitator specializing in Tourism Development and strategic planning who must have experience in facilitating tourism development and strategic planning workshops;
2. The Facilitator must join the site visit/inspection of a Filipino wellness facility and facilitate the discussion/processing of experience after the site visit inspection to be included in the final output report. (Transportation and meals to be provided).

F. CONTRACT OF SERVICE

The financial proposal of the Events Management Company should cover all expenditures of the production team to include:

1. Professional fees of the Host/Emcee and Facilitator
2. Event organizing team

G. BUDGET ESTIMATE:

Particulars	Amount
Professional Services	500,000.00
Collaterals	167,328.00
Total	667,328.00


The winning bidder shall be determined based on the proposal with most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

H. PROJECT OFFICERS/CONTACT PERSON

Contact Person : **JEREMIAH ADAO**
 Address : Office of Product and Market Development
 5F The New DOT Building
 351 Sen Gil Puyat Avenue
 Brgy. Bel Air, 1200 Makati City
 Contact Number : 459-5200 local 519

Email Address : jeadao@tourism.gov.ph

Approved by:


PAULO BENITO S. TUGBANG, M.D.
Director
Office of Product and Market Development

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