

TERMS OF REFERENCE

I. PROJECT TITLE

Philippine Tourism Diplomats Dive – Event Photo Documentation and Underwater Video Content Production

II. EVENT DATES

September 13 to 14, 2024

III. DESCRIPTION

- The Philippine Tourism Diplomats Dive Program will showcase the wondrous underwater beauty of the Philippine archipelago. The program aims to invite foreign diplomats from our top international source markets and ASEAN neighbors to participate in scuba diving activities, igniting their passion for scuba diving as a sport, and allow them to experience the diverse dive destinations of the Philippines.
- The Diplomats Dive is a new **Dive Philippines Tourism Circuit** event initiated by Secretary Christina Garcia Frasco. The event is modeled after the Philippine Experience Program (PEP), but it highlights the country's diverse dive destinations and focuses on the members of the Diplomatic Community in the Philippines. It will kick off in Anilao, Batangas, and aims to promote the various dive destinations in the Philippines, such as Cebu, Bohol, Camiguin, Boracay, Negros, Davao, Coron, and Puerto Galera. It also seeks to promote sustainable tourism practices, highlight top-side attractions, and celebrate local arts and cultures.
- The event intends to gather foreign diplomats in the Philippines (certified and non-scuba divers) in a series of dive tourism events around the country with the end goal of appointing them as Dive Philippines Ambassadors. Activities include Fun Diving for certified divers and Discover Scuba Diving for Dive Beginners or non-divers.
- Through this event, the Department will also celebrate the International Coastal Clean Up Day and the World Tourism Month, while promoting sustainable and responsible tourism by organizing coastal and underwater cleanup activities in partnership with the local stakeholders, the community, the Department of Environment and Natural Resources (DENR), and provincial and local governments.

IV. EVENT SCHEDULE

September 13

8:00 AM to 10:00 AM - Arrival of guests

10:00 AM to 12:00 NN – Opening Ceremony

12:00 NN to 1:30 PM – Lunch

1:30 PM to 4:00 PM – Fun Dives and Discover Scuba Diving (DSD)

6:00 PM to 10:00 PM – Welcome Reception

September 14

6:00 AM to 9:00 AM – Coastal and Underwater Clean Up

12:00 NN to 4:00 PM – Taal Heritage Tour

V. MINIMUM REQUIREMENTS

1. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
2. Must be willing to provide services on a send-bill arrangement;
3. Must shoulder all travel expenses, including accommodation and diving, for members of the production team.

VI. SCOPE AND WORK DELIVERABLES

PHOTO DOCUMENTATION

Provide photo documentation of the following event components:

1. Registration
2. Arrival of DOT Officials and VIP guests
3. Regional Showcase Booth Tour
4. Welcome Reception
5. Ceremonial Opening: Giant Stride into the Pool
6. Dive Briefing
7. Fun Dives
8. Underwater Selfie with Love the Philippines marker / artificial reef
9. Diplomat's Night (Dinner Program)
10. Coastal and Underwater Clean Up
11. Taal Heritage Tour

UNDERWATER VIDEO CONTENT DEVELOPMENT

1. Conceptualize, shoot, and produce the following:
 - a. One (1) 1-minute same day edit (SDE) video that will document the highlights of the Welcome Reception and Fun Dives;
 - b. One (1) 3-minute event wrap-up video that will document the Philippine Tourism Diplomats Dive event components, highlight Anilao's rich marine biodiversity, and feature soundbites from DOT officials and select VIPs;
2. Video production firm must shoulder transportation expenses (Manila to Anilao to Manila), accommodation, meals, and dives of all technical and production crew.

FINAL OUTPUT

1. Final output must depict the Philippines as a world-class dive destination with the richest marine biodiversity in the Region and the Philippine Tourism Diplomats Dive program as an event that provides a platform for the Department to encourage foreign diplomats to engage in scuba diving activities and promote peacebuilding and diplomatic networking in a relaxed atmosphere;
2. Final output must be professionally edited, inclusive of color grading and correction, and must include audio scoring;
3. Final output must be high-resolution, at least 1080p;
4. Final output must be ready for web, broadcast, and commercial use;
5. Final output must be submitted to the DOT in a flash drive.

VII. SCHEDULE OF ACTIVITIES

September 10, 2024 – Submission of proposed storyboard

September 13 to 14, 2024 – Event Proper

September 13, 2024 – Submission of SDE Video

September 18, 2024 – Submission of Event Wrap Up Video (First Draft)

September 20, 2024 – Submission of Event Wrap Up Video (Final)

VIII. BUDGET

The approved budget for this project is **THREE HUNDRED TWENTY TWO THOUSAND FIVE HUNDRED SIXTY PESOS (P 322,560.00)** inclusive of all applicable taxes, and should cover all requirements enumerated above.

IX. SHORTLISTING CRITERIA

A. APPLICABLE EXPERIENCE OF THE CONSULTANT		
1. Relevance of company portfolio to the project		
Consultant has experience producing work (i.e., campaign, content, event coverage) for tourism-related organizations (i.e., National Tourism Boards, Airlines, etc.)		10
Consultant has no experience producing work for tourism-related organizations.		0
B. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB		
1. Work Experience 1		
Consultant has 8 to 10 years of experience in underwater photography.		20
Consultant has 5 to 7 years of experience in underwater photography.		10
Consultant has less than 5 years of experience in underwater photography.		0
2. Work Experience 2		
Consultant's underwater photography and videography work has been featured in international networks (i.e., Discovery Network, National Geographic, BBC, Animal Planet, etc.) or international film festivals.		30
Consultant's underwater photography and videography work has not been featured in international networks or international film festivals.		0
3. Dive Certification		
Consultant is certified as Dive Master or above.		20
Consultant is certified as Advanced Open Water Diver.		10
Consultant has no dive certification.		0
4. Other Technical Qualifications		
Consultant is certified by the Civil Aviation Authority of the Philippines (CAAP) as a Remotely Piloted Aircraft System (RPAS) Controller.		15
Consultant is not a licensed CAAP RPAS Controller.		0
C. CURRENT WORKLOAD RELATIVE TO CAPACITY		
1. Number of on-going similar and related projects relative to capacity		
No on-going similar and related projects with contract cost equal or greater than the ABC.		5
1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC.		0
	Total	100
	Passing Rate	70

X. CONTACT PERSON

Contact Persons :
 Email Address :


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Approved by:


AZUCENA C. PALLUGNA

Director
 Tourism Regulation, Coordination, and Resource Generation