

## ASEAN 2017

### TERMS OF REFERENCE

For the Services of a Production House  
**Department of National Defense- Hosted Welcome Dinner Reception**

Schedule and Venue:  
24 October 2017 / Clark City, Pampanga

#### I. BACKGROUND

The Philippines is playing host to the Association of Southeast Asian Nations (ASEAN) this 2017. As part of the National Organizing Council (NOC) for the Philippines' ASEAN hosting, the Department of Tourism (DOT) has been assigned to Chair the Committee on Tourism Hospitality, Tours, Social Events, and Site Enhancement.

Among the DOT ASEAN Working Groups that the DOT formed, the Working Group on Social Events was tasked to plant, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions for the ASEAN 2017 welcome dinner receptions (from the level of Senior Officials to Ministers) and other ASEAN-related events which will take place in various parts of the country.

And to ensure that the Philippine ASEAN dinner shows are proper representations of the many facets of Philippine culture, the ASEAN NOC sought the expertise of the Cultural Center of the Philippines (CCP). In addition, CCP was tasked to weave together the high level ASEAN dinner shows and create a storyline that culminates to the ASEAN Summit in November.

To serve as reference on the general mindset of the delegates during ASEAN meetings, it would be helpful to note that the ASEAN aims to create a rules-based, people-centered and people-oriented community that has the following characteristics:

1. United, resilient and inclusive;
2. Highly integrated and cohesive; competitive, innovative and dynamic; with enhanced connectivity; and integrated with the global economy; and
3. One that engages and benefits the peoples.

In view of the above, the DOT is in need of a PRODUCTION HOUSE to interpret, develop and produce the proposed show concept conceptualized by CCP for the 11<sup>th</sup> ASEAN Defense Ministers Meeting (ADMM) & 4th ADMM-Plus on 24 October 2017, "**BAYAN BAYANIHAN : Progressive Member States Advance in the ASEAN**" (Attached as **ANNEX A** is the concept brief created by CCP).

The Production House will source/ secure the necessary **talents/manpower, administrative, logistical and technical support** to realize and produce the said dinner show that is designed to welcome guests, serenade them with the full sights, sounds and colors of an ASEAN Fiesta, culminating in a dinner cultural showcase of the best we have to offer in instrumental music, dance, live performance and grand regalia.

## II. SCOPE OF SERVICES

The PRODUCTION HOUSE is expected to:

1. Source and contract the preferred artists, designers, technical and production support personnel (please See **Annex A- *Artistic & Production Listing***), among others (as may be necessary) to put up and manage the program and all that is necessary for the successful conduct of the dinner show production; from arrival honors, to departure of guests, and provide the necessary physical and technical equipment, talents/ manpower.
2. Adhere with the details, as follows:
  - a. Creative direction: *“To create a cumulative net impression that the Philippines is one of the most progressive, youngest and most inclusive societies in the 21st century showcasing contemporary Filipino culture, reflecting soft power, and our modern modes of thinking”*
  - b. *To ensure a holistic approach in presenting the Filipino culture, the production should feature unique elements of the ASEAN meeting destination (e.g. incorporation of local fabrics/ fashion in the costumes, incorporation/ fusion of local dances in the dance presentations, etc.). There should also be a sense of involvement of the community through the feature of local talents/ performers or performers whose roots are from the featured locality; and participation of local youth/ indigenous groups (to welcome the guests).*
  - c. The Philippines’ ASEAN Summit Chairmanship overall theme is “Partnering for change, engaging the world”.

3. Event details:

| Event Title   | PARTICULARS    |                     |                        | ABC              |
|---|----------------|---------------------|------------------------|------------------|
|   | Tentative Date | Tentative Venue     | Approximate Attendance | Total:           |
| 11 <sup>th</sup> ASEAN Defence Ministers Meeting (ADMM) and 4 <sup>th</sup> ADMM Plus | 24 Oct 2017    | Clark (Royce Hotel) | 400                    | Php 9,000,000.00 |

*Note: Schedule and venue of event subject to change without prior notice in view of security and protocol priorities.*

- **Ambient Entertainment during Cocktails** (*Length of performance – 2-3 sets / 20 mins.*)
    - \* Live Background Performer/s
    - Ex. Lounge Singer with musical accompaniment / String Quartet / Vocal Trio
  
  - **Dinner Entertainment** (*Length of performance – 20-30 mins.*)
    - \*With a program and with live ambient entertainment (musical interlude) while guests are having dinner
    - Ex. Vocal Soloists/Main Artists with Dance Group and/or Musical Ensemble
    - \*with a grand show which must include, but not be limited to, show elements as specified in **Annex A**.
  
  - **After Dinner Entertainment** - Option of having a show/entertainment program after dinner (*entertainment (e.g. DJ or band for dancing / rock-e-oke) for a minimum of 1 hour.*)
4. Create a Production Management Team to manage, coordinate, oversee the pre-, during and post-production operations, audiovisual requirements (if applicable), stage set up, physical and technical requirements, program flow, artistic content and other elements and requirements of the show for pre-production activities, rehearsals and performances.
  5. Submit an initial/complete manpower list that would include the names of ALL members of the production management team, artists and performers, and other suppliers/providers that will be assigned onsite during the reception.

6. The Production Management Team shall include/ source and contract the services of the following:

- (Creative) Director – with an experience of staging/ producing a show production. A shortlist of recommended directors are provided by CCP in **ANNEX A\***
- Stage Director (and, Assistant, if need be)
- Production Management Team
- Stage Manager and Stage Management Team
- Musical Director (as needed)
- Technical Director
- Scenic/Stage Designer and Event Stylist
- Choreographer (as needed)
- Lighting Designer (as needed)
- Technical Suppliers (Light, Sound, Stage Rigging, etc.)
- Sound Engineer (as needed)
- 40-piece Chamber Orchestra
- Orchestra Conductor
- Multi-Media Arts Designer/ Video Editor (if applicable)
- Stylist/Make-up Artists/Etc.
- Writer (script, notes and writeup's)
- Production Crew
- Voice Over Talent
- Others, as may be necessary

*\* the Production House may opt to propose and hire other directors of their choice, subject to DOT and CCP's evaluation/concurrence*

7. Source and contract the services of preferred artists and other performers (singers, dancers, musician, etc.) as approved by DOT and CCP and negotiate the most reasonable rates.

8. Arrange for and shoulder their team and their performing artists' traveling expenses (air fare, land transfers, accommodation, meals-offsite), logistical expenses (shipment, rentals, etc.) and all necessary permits (for DOLE, LGU) needed for the implementation of the program.

9. Provide the following for the performance (**if applicable/necessary**):

- A detailed venue set-up and dismantling
- Identification of materials for event/venue styling
- Sound system
- Lighting equipment
- Haze/Smoke/Fog Machines (as needed)
- AV equipment
- Special effects (video mapping, etc- - as needed)
- Closed circuit cameras (minimum of two units)
- Musical equipment (as needed)
- Wardrobe/ costumes and accessories of performers
- Genset
- Other technical requirements

10. Produce and execute, if necessary/applicable, the appropriate video presentations, or graphical designs to complement the whole performance in consultation with the end-user.
11. Submit a list of the proposed items/materials to be purchased\* for the venue styling.  
*\*Note: DOT reserves the right to own any pre-selected items used to style the event/venue to be used for future events and/or other venue/s.*
12. Prepare the script and detailed program scenario based on the over-all concept as approved by DOT/TPB, in close coordination with the Host Agency and ASEAN 2017 National Organizing Council (NOC).
13. Oversee, coordinate and execute rehearsals of performers and present a final dry-run and technical dress rehearsal of the performance/s for final approval of TPB **at least 2 days before the show date.**
14. Printing and production of the program, invitations, menu cards, table place cards, and VIP place cards. Quantity of materials to be produced for printing to be advised by DOT/TPB. Schedule of the turnover of printed materials to the Host Agency at meeting destination to be advised.
15. Provision of themed dinner tokens/giveaways to the reception guests, in close coordination and approval with Host Agency and DOT/TPB.
  - At least two dinner token options with proposed gift tag and packaging preferably to be presented during the Opening of Bids.
16. Provision of uniformed ushers/usherettes, from drop-off/pick-up point to the welcome dinner reception venue.
17. Document in photo (.jpeg / .png) video all event and show presentations for submission to TPB using the following formats (saved in an external hard drive):
  - i. HD copy in .MOV
  - ii. HD copy in .MP4

Note: Production Team to provide a minimum of two (2) closed circuit cameras.

### **III. TECHNICAL ELIGIBILITY REQUIREMENTS**

1. Must be Filipino-owned, operated and legally registered Production House entity under Philippine laws or a government agency mandated to promote Philippine arts and culture;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
3. Core Production House team members must have minimum of 5 years experience in organizing large-scale events and/or world-class entertainment productions featuring Filipino artists and talents; must submit a list of large-scale local events handled in the past and list of current ongoing/forthcoming projects;
4. Must have expertise in the conceptualization and in the direction of performances in all fields of performing arts to include theater, dance, music, etc.;
5. Must demonstrably have good reputation in organizing corporate launches/events utilizing both entertainment and arts management components;
6. Must have the necessary skills and manpower support to implement the project;
7. Must have competent research and subject expertise and resources to undertake necessary preparatory work that will be the substantive basis for creating concepts and thematic proposals for the event as demonstrated by units within the company that carries out this task;
8. Must be able to submit a highly creative proposal on how to best present the Philippines (and reflect the theme of the meeting and/ or the ASEAN, in general) in the form of a pre-show/cocktails/dinner entertainment/show proper;
9. Must source out a minimum of 70 percent of the supplies and services for the events as mentioned above from the local companies and suppliers (unless supplies and services are unavailable or of low quality that would be disadvantageous to the end-user); and
10. Must have a wide network of talent contacts and should be able to negotiate preferential rates and terms;
11. To submit an itemized estimated budget breakdown for the execution of their proposed show/s and logistical requirements.

12. To ensure an above-average execution of the ASEAN 2017 welcome reception, the DOT/TPB requires the presentation of the bidder's proposal to include the following:

- Proposed entertainment program concept (to include list of proposed performers and welcome scenario if applicable)
- Proposed overall venue set up and stage design

**IV. TECHNICAL ELIGIBILITY DOCUMENTS**

1. Company Profile
2. PhilGEPS Certificate of Registration
3. List of large-scale local/international events organized in the past

**V. TERMS OF PAYMENTS:**

The indicative payment scheme is as follows:

| <b>Output/Milestone</b>   | <b>% of payment</b> |
|---|---------------------|
| Upon presentation and approval of preliminary program concept                               | 15%                 |
| Upon submission and approval of program script and venue/stage design                       | 35%                 |
| Upon final submission of complete list of artist/s (to include their individual repertoire) | 35%                 |
| Upon satisfactory performance of services   | 15%                 |
| Total:  | 100%                |

Bid Price Ceiling is **P 9,000,000.00** inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved Budget. Deadline for submission of bids should be at the close of Office hours on \_\_\_\_\_.

For particulars please contact \_\_\_\_\_ at telephone numbers \_\_\_\_\_ loc. \_\_\_\_\_.

**Proposed Concept for the DSWD-hosted ASCC Welcome Dinner and Cultural Presentation**

Date of event : 24 October 2017; Tuesday  
Time : 6:30pm – 9:00pm  
Venue : Clark City  
No. of Guests : 175pax

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**Event Components:**

6:30pm           Arrival of guests  
Welcome fanfare (outside the main entrance)  
Standing Cocktails  
Live music background

7:15pm           Welcome Remarks  
Dinner  
Live music background

8:20pm           Cultural presentation

9:00pm           End of event  
Departure of guests

**Event Concept:** Like the golden rice stalks bound together, the Golden Anniversary of the ASEAN will be celebrated as a tribute to 50 years of regional unity, confluence and cooperation. The pre-program cultural fare will feature ASEAN traditional music and dances while the main cultural presentation will feature traditional and contemporary numbers that showcase the best of ASEAN - a progressive and connected association of nations.

**Thematic pegs:** Present (ngayon)  
Stronger @ 50  
Elements of Land (lupa) and Sustenance (food)  
Philippine and ASEAN textiles (habi); weaving into one ASEAN  
Harvest (ani) and Thanksgiving

Event components wherein the theme should be evident:

- Welcome fanfare
- Décor & styling
- Menu
- Cultural presentation
- Printed materials (invitations, menu cards, VIP place cards, table place cards, and program leaflets)

Proposed structure for cultural presentation, to tell the story in three (3) movements or suites:

- Philippine contemporary culture and artistic expressions
- Philippine contemporary expressions on the ASEAN stage
- Embed the message: “Progressive Member States Advance the ASEAN”

**Proposed Artistic Pool / Directors\***

|                 |                  |               |               |
|-----------------|------------------|---------------|---------------|
| Loy Arcenas     | Denisa Reyes     | Alex Cortez   | Dexter Santos |
| Monino Duque    | Roobak Valle     | Bart Guingona | Edna Vida     |
| George de Jesus | Michael Williams | Paul Morales  |               |

*\*This is a shortlist of directors with reputable track records in conceptualizing, fleshing out, and staging events of the above nature/kind. Event organizers/production houses, however, may opt to propose and hire other directors of their choice, subject to end-user evaluation/concurrence.*

**Proposed Performers\***

Joey Ayala  
Bamboo  
Ballet Phils or Ballet Manila  
Grace Nono  
Fashion Designers  
percussionist troupes, classical artists  
Chamber Orchestra or Full Symphonic Orchestra with Rhythm Section  
Back-up singers (if necessary)