



## Bid Notice Abstract

### Request for Quotation (RFQ)

**Reference Number** 7181768  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Events Management Company ( Project: Kain Na! Food and Travel Festival 2020 Online Learning Webinar and E-Commerce Platform)  
**Area of Delivery** Metro Manila

<b>Solicitation Number:</b>	2020-08-0077 (2nd Posting)	<b>Status</b>	<b>Pending</b>
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	2
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b>	Goods - General Support Services	<b>Document Request List</b>	0
<b>Category:</b>	Events Management	<b>Date Published</b>	18/08/2020
<b>Approved Budget for the Contract:</b>	PHP 999,960.00	<b>Last Updated / Time</b>	17/08/2020 16:28 PM
<b>Delivery Period:</b>	5 Month/s	<b>Closing Date / Time</b>	24/08/2020 10:00 AM
<b>Client Agency:</b>			
<b>Contact Person:</b>	FELICISIMO EVANGELISTA MAXIMO Admin. Officer III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 peles.maximo@yahoo.com		

#### Description

TERMS OF REFERENCE

BIDDER: EVENTS MANAGEMENT COMPANY

PROJECT: KAIN NA! FOOD AND TRAVEL FESTIVAL 2020 ONLINE LEARNING WEBINAR AND E-COMMERCE PLATFORM

#### 1. MINIMUM REQUIREMENTS:

- Must have at least three (3) years of experience in planning, organizing, executing and managing events;
- Must have organized and executed their own food and gastronomy-related physical and online learning courses and events / activities;
- Must be registered with PHILGEPS;

#### 2. BACKGROUND:

Over the past two years, KAIN NA! has highlighted the food and gastronomy products of the different regions within the Ayala Malls around the country. For the 2020 edition, the re-calibrated Kain Na! will now showcase thematic

products and offerings of the country's diverse food culture – from farm fresh bounties, regional food and drinks ("inuman at pulutan") and "Christmas in the Philippines"-inspired food and gastronomy cravings.

Aside from featuring regional food and gastronomy products, OPMD plans to conduct online learning programs, dubbed "Food Tourism Online Enhancement Program" or "Food Tourism 101", to inspire and motivate food and farm tourism stakeholders to develop and curate food tourism products and experiences. OPMD will be working with the Department of Trade and Industry (DTI) to conduct an online E-Commerce training program for tourism-related enterprises and start-ups around the country

### 3. OBJECTIVES:

Following are the objectives of the project:

1. Sustain the implementation of the "KAIN NA" in line with efforts to promote the Philippines as a center of food and gastronomy, showcasing and celebrating the value of our rich and diverse food culture and culinary heritage;
2. Provide a venue for the development and promotion of food and farm tourism;
3. Support food and farm tourism stakeholders by providing a venue for them to:
  - create awareness about and sell their products;
  - sharpen their skills and capabilities through online learning sessions and webinars; and
  - expand their network of industry stakeholders and practitioners
4. Pilot Fun Food Trips and Food Tourism experiences (as the situation allows) to support domestic tourism promotion that will reboot tourism activities in the country;

### 4. SCOPE OF WORK AND DELIVERABLES

#### 4.1. Pre-event

Consult with, and advise DOT 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, in accordance with the desired outputs;

#### 4.2. Event Deliverables:

##### 4.2.1. Kain Na! Online Selling Platform / Portal

Requirements:

- Hosting of online shopping portal and provision of payment platform for 30 days;
- Onboarding of DOT-identified sellers for 30 days;
- Activation of the online selling platform should coincide with the opening of the Kain Na! leg at Ayala Malls
- Online portal shall provide the following:
  - Branding opportunities for sellers;
    - a. Photos of product line;
    - b. Link to the seller's contact details, website and email address;
    - c. Access to the payment portals of service provider
  - Fees for tax payments shall be borne by the approved sellers through a payment platform (to be determined and agreed upon by service provider and seller);
  - Graphic design of the online shopping portal should be aligned with the Kain Na! -designated theme;
  - Extensive promotion of the shopping portal through the different online and social media platforms;

##### 4.2.2. Food Tourism Exchange/Food Tourism Enhancement Program Webinars(four (4) days within the Kain Na! event dates)

Must be able to provide the following:

- Promotions push for a minimum of two (2) weeks on consumer-related online and social media platforms (per webinar)and email blast to network of contacts in the food and farm tourism industries, media, potential buyers for the online store;
- Webinar concept and execution (timing: twoto three hours)
- List of suggested / appropriate speakers, resource persons / subject-matter experts, with final list to be approved by DOT;
- Ability to livestream via DOT or Facebook page, and can be shared with affiliatepages;
- Dedicated production team for webinar management;
- Graphic designs (i.e. poster, background, slides, etc.) to promote the online activity;
- Together with DOT, must be able to incorporate branding opportunities (e.g., logo displays, crawlers, background images) during the webinar;
- Incorporate a video overlay infomercial (material to be supplied by DOT);
- Assistance in editing of video content and presentations of guest presentors/panelists for the webinars to fit the program concept, format and flow
- On-site coverage of live demo (within Metro Manila and environs)
- Dedicated backstage production team and on-site technical support team for live broadcast
- Provision of technical equipment (lighting, audio, video)
- Supply of graphic designs for promotional purposes
- Together with DOT, create and finalize a program flow guide which will include an interactive Q&A portion;
- Possible poll questions for the audience;

- Design of appropriate e-Certificates to Speakers/Panelists and approved attendees; must be able to disseminate (email or otherwise) said e-Certificates;
- Develop an evaluation form in cooperation with DOT to be accomplished by registered webinar attendees, must require attendees to accomplish the evaluation form online immediately after the session, as a prerequisite to the issuance of the e-Certificate;
- Honoraria (if any) and tokens for resource speakers / subject-matter expert and moderator for the duration of the event

#### 4.3. Post Event:

Provide DOT with the following monitoring and feedback mechanism:

- Summary computation of the following:
  - gross sales transactions of each seller in the online selling platform;
  - highest grossing to least grossing products;
- Documentation, recording and transcription of the webinar(s);
- Database and profile of webinar attendees and recorded viewership of each webinar,
- Viewers Evaluation of webinar sessions
- Results of poll questions pitched to webinar attendees

### 5. SCHEDULE OF ACTIVITIES

The proposed schedules of the Kain Na! activities are the following:\*

#### 5.1. Thematic Activity Dates:\*

THEME: Coffee, Tea, Chocolates = TARGET DATE: September 07 – 13, 2020

THEME: Food Trips = TARGET DATE: September 28 – October 4, 2020

THEME: Inuman at Pulutan = TARGET DATE: October 22 – 25, 2020 (if with on ground)/October 26 - October 31, 2020 (if full virtual)

THEME: Farm to Table (Slow Food) = TARGET DATE: November 19 – 22, 2020 (if with on ground)/November 16 – 22, 2020 (if full virtual)

THEME: Christmas Cravings = TARGET DATE: December 17 – 20, 2020 (if with on ground)/December 14 – 20, 2020 (if full virtual)

#### 5.2 Online Selling (Dates of activation):\*

THEME: Coffee, Tea, Chocolates = TARGET DATE: September 07 - October 6, 2020

THEME: Food Trips = TARGET DATE: September 28 – October 27, 2020

THEME: Inuman at Pulutan = TARGET DATE: October 26 – November 25, 2020

THEME: Farm to Table (Slow Food) = TARGET DATE: November 16 – December 15, 2020

THEME: Christmas Cravings = TARGET DATE: December 14, 2020 – January 13, 2021

#### 5.3 Food Tourism Exchange Webinars\*

THEME: Coffee, Tea, Chocolates = TARGET DATE: September 8-11, 2020

THEME: Food Trips = TARGET DATE: September 29 – October 2, 2020

THEME: Inuman at Pulutan = TARGET DATE: October 27 – 30, 2020

THEME: Farm to Table (Slow Food) = TARGET DATE: November 17 – 20, 2020

THEME: Christmas Cravings = TARGET DATE: December 15 – 18, 2020

\*subject to change based on DOT recommendation(s)

### 6. QUALIFICATIONS OF EVENT MANAGEMENT COMPANY

Event Management Company should possess the following qualifications:

#### 6.1. Company experience and network

- Should have recommended contacts from food and gastronomy and farm tourism sectors
- Experience in organizing and executing their own food and gastronomy-related physical and online learning and events/activities
- Having a network of food and gastronomy-stakeholders is an advantage

#### 6.2. Online platforms:

Must have separate, licensed online platforms for the following:

(1) online selling platform / portal

(2) online streaming platform (for the Food Tourism Exchange)

(3) online webinar platform (for the Food Tourism 101; preferably Zoom, Microsoft Teams, Skype, Google Meet)

#### 6.3. Team Composition

Must provide teams for the following:

6.3.1. Online selling platform / portal:

- One (1) Team Leader to direct and manage the online selling platform
- Two (2) technical staff to provide technical support to online sellers and buyers;
- One (1) staff to monitor sales and logistics

6.3.2. Online conference / webinarplatform:

Frontline Team:

- One (1) Team Leader to plan, organize, direct and manage the webinars
- One (1) facilitator / host / moderator per webinar (preferably, with experience in handling a (physical or an online) tour-guiding learning program)
- One (1) staff to perform secretariat functions (e.g., invitations, documentation, etc.)

Technical / Production Team:

- Two (2) technical staff to provide technical support during the webinars

7. BUDGET:

Total budget is PhP 999,960.00 (all-inclusive) professional and technical fees, and applicable government taxes

8. TERMS OF PAYMENT:

8.1. Send bill arrangement: Bill must be addressed to the Department of Tourism

8.2. Payment scheme: Milestones achieved in the project implementation, divided in the following:

- 30% of total contract price: upon presentation (and subsequent approval of DOT) of the (1) general design of the online selling platform / portal(i.e., overall online store look and hosting specifications) and (2) webinar program (i.e., program flow, technical details, list of possible invited speakers, promotions plan and monitoring and feedback form)
- 40% upon the submission of the monitoring and feedback report of the following: (1) first two legs of the Kain Online Store and (2) online webinars
- 30% upon the submission of the monitoring and feedback report of the last two legs of the Kain Online Store and (2) online webinars

9. CONTACT PERSON(S):

- Mr. Stalingrad Samson – Information Officer III, Office of Product and Market Development (OPMD)
- Ms. Elaine Joy Serrano – Executive Assistant II, Office of the Assistant Secretary for Product and Market Development (OASEC - PMD)

Office: Office of Product and Market Development

Contact details: (632) 8459-5200 local 504 / 09055181057 (S.Samson) / 09988847706 (EJSerrano)

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**Other Information**

NOTE: The winning bid 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.

REQUIRED VALID DOCUMENTS TO BE SUBMITTED:

1. Current Mayor's / Business Permit/BIR Certificate of Registration (Individual)
2. PhilGEPS Registration Number or Platinum Membership
3. Latest Annual Income or Business Tax Return (for ABC's above Php500,000.00)
4. Duly Notarized Omnibus Sworn Statement (TO BE SUBMITTED PRIOR TO AWARD)

Kindly submit your quotation for the above requirements via email to : jsfrancisco@tourism.gov.ph or taromanes@tourism.gov.ph or nplucman@tourism.gov.ph or msdante@tourism.gov.ph

**Created by** FELICISIMO EVANGELISTA MAXIMO

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