



Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 8035448
Procuring Entity DEPARTMENT OF TOURISM
Title Procurement of Events Management Company for the Conduct of Kain Na! Food and Travel Festival 2021 Online Activities and Events

Area of Delivery

Solicitation Number:	RFQ No. 2021 - 09 - 0114	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	29/09/2021
Approved Budget for the Contract:	PHP 990,000.00	Last Updated / Time	28/09/2021 10:04 AM
Delivery Period:	12 Day/s	Closing Date / Time	04/10/2021 10:00 AM
Client Agency:			
Contact Person:	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

Description

TECHNICAL SPECIFICATIONS

BIDDER: EVENTS MANAGEMENT COMPANY

PROJECT: KAIN NA! FOOD AND TRAVEL FESTIVAL 2021 ONLINE ACTIVITIES AND EVENTS

1. MINIMUM REQUIREMENTS:

Must have at least three (3) years of experience in planning, organizing, executing and managing on-ground and online food and gastronomy tourism-related events;

Must have organized at least five (5) online activities or food tourism webinars related to the development and promotion of the Philippines' food and gastronomy landscape; Must submit list, details and screenshots / photos of webinars;

Must be registered with PHILGEPS;

2. BACKGROUND:

Since 2018, the Department of Tourism has partnered with Ayala Malls to highlight Philippines' diverse regional food and gastronomy landscape through the "KAIN NA Food and Travel Festival".

With the adverse disruptions brought about by the covid19 pandemic to the Philippine tourism industry in 2020, the food and travel festival has been re-calibrated into a hybrid event that features online food and gastronomy talks, discussions and learning sessions, combined with limited on-ground displays of regional products and offerings featuring farm fresh bounties, regional food and drinks and inspirational food and gastronomy cuisines and cravings. For 2021, Kain Na! will continue to highlight the country's diverse food tourism assets through its online and on-ground platforms to contribute to the country's efforts to rejuvenate the country's tourism industry.

3. OBJECTIVES:

For the Kain Na! 2021 thematic editions, the food and travel extravaganza has the following objectives:

1. 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. Develop and pilot food tourism-related travel modules and itineraries to support the rejuvenation of domestic tourism;

4. SCOPE OF WORK AND DELIVERABLES

4.1. Pre-event Consult with, and advise DOT the organizational framework, methodologies of execution, technical specifications, content management, platforms to be used, and feedback strategy of the activities to be undertaken, in accordance with the desired outputs;

Consult with, conceptualize and develop a line-up of food and gastronomy tourism-related online topics and stories to be featured in the online discussions and activities;

Consult with, conceptualize and produce digital promotional materials to promote the different "Kain Na!" editions, using key visuals and videos approved by DOT;

4.2. Event Deliverables:

4.2.1. On-site coverage of all Kain Na! hybrid and / or on-ground events;

- Dedicated production team for pre-event shoots, on-site shoots, webinar management, recording, video editing and similar activities;

- Dedicated backstage production team and on-site technical support team for live broadcast and shoots;

4.2.2. Kain Na! Online Selling Platform / Portal

Requirements:

- Hosting and management of the online shopping platform / portal for 20 days;

- Onboarding of DOT-identified sellers for 20 days;

- Activation of the online selling platform should coincide with the execution dates of the Kain Na! Activities 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 and social media platforms / accounts;

- Assistance in layout and presentation of seller products;

- 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 social media platforms;

4.2.3. Online Event Launch / Food Tourism Exchange/Food Tourism Webinars within the Kain Na! event dates

Must be able to provide the following:

- Must be able to host the Kain Na! 2021 Event Launch (target audience: 100 pax) and webinars / online activities (target audience: 300 - 500 pax)

- Webinar concept and execution (timing: maximum of two hours per session);

- List of suggested / appropriate speakers, resource persons / subject-matter experts, with final list to be approved by DOT;

- Graphic designs (i.e. poster, background, slides, etc.) to promote the online activity;

- Ability to livestream via online platforms (e.g. Streamyard, etc.) and cross-post in the DOT Facebook page and affiliate pages;

- must be able to procure stock / commercial photos for the Kain Na! key visuals;

- Create and finalize a program flow guide which will include an interactive Q&A portion;

- Promotions push for a week prior to the conduct of webinars 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 to the online store;

- Incorporate branding opportunities (e.g., logo displays, crawlers, background images) of DOT and its partners during the webinar(s);

- Incorporate a video overlay infomercial (material to be supplied by DOT);

- Assistance in editing of video content and presentations of guest presenters/panelists for the webinars to fit the program concept, format and flow;

- Provision of technical equipment (lighting, audio, video)

- Supply of graphic designs for promotional purposes

- List of poll questions for the audience;

- Design and distribute appropriate e-Certificates to Speakers/Panelists and approved attendees;

- Together with DOT, develop an evaluation and/or feedback form to be accomplished by registered webinar attendees, 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 experts and moderator for the duration of the event

4.3. Post Event:

Provide DOT with the following monitoring and feedback mechanism:

- Documentation and recording of the webinar(s);

- Database and profile of webinar attendees and recorded viewership of each webinar,

- Viewer Evaluation of webinar sessions

- Results of poll questions pitched to webinar attendees

- Summary of online viewer and attendee reports: engagements, retention, peak views, questions, etc.

- Recommendations on how to improve program execution

5. SCHEDULE OF ACTIVITIES

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

5.1. Thematic online and on-ground Activity Dates: *
 THEME TARGET DATE (ONLINE) TARGET DATE (ON-GROUND)
 TRAVELING FLAVORS
 October 28 to 31, 2021
 October 29 to 31, 2021
 PH STREET FOOD FESTIVAL
 November 25 to 28, 2021
 November 26 to 28, 2021
 FOODIE ADVENTURES
 December 16 to 19, 2021
 December 17 to 19, 2021
 *Subject to change based on prevailing IATF and LGU Community Quarantine announcements, and recommendations of DOT Central and Regional Offices
 **Online learning sessions / webinar schedules and timings to be discussed with, and advised by DOT
 **Online activities for each thematic edition usually span four (4) days
 6. QUALIFICATIONS OF EVENT MANAGEMENT COMPANY
 Event Management Company should possess the following qualifications:
 6.1. Company experience and network
 Should have a database of contacts from food and gastronomy, farm tourism and allied sectors
 Experience in organizing and executing online and on-ground food and gastronomy-related events will be an advantage
 6.2. Online platforms:
 Must have separate, licensed online platforms for the following:
 (1) online streaming platform (for the Food Tourism Exchange)
 (2) 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:
 Online conference / webinar platform:
 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) 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
 *team may be required to travel to destinations outside of Metro Manila; traveling expenses will be borne by the bidder
 7. BUDGET:
 Total budget is Php 990,000.00 (all-inclusive) professional and technical fees and 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:
 15% 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, promotions plan and monitoring and feedback form)
 60% upon the submission of the monitoring and feedback report of the two legs of the Kain Na! event online webinars
 25% upon the submission of the monitoring and feedback report of the last leg of the Kain Na! online webinars
 9. CONTACT PERSON(S):
 CONTACT PERSON(S)
 Contact Person(s): MR. STALINGRAD F. SAMSON / MS. MIKHAELA DELA PAZ
 Office of Product and Market Development / Office of the Assistant
 Secretary for Product and Market Development
 Address: 5F DOT Building, 351 Sen. Gil Puyat Avenue, Brgy. Bel Air, Mkt City 1200
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 APPROVED BY:
 RENEE MARIE N. REYES
 Director, Office of Product and Market Development

Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Events Management	Procurement of Events Management Company for the Conduct of Kain Na! Food and Travel Festival 2021 Online Activities and Events	1	Lot	990,000.00

Other Information

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

Note: Kind submit your quotations together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 04 October 2021 at 10:00 am. Late and unsigned quotations shall not be accepted.

Created by John Paulo Samonte Francisco

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