

TERMS OF REFERENCE

- I. **BIDDER** : PR Agency
- II. **PROJECT TITLE** : Philippine International Dive Expo (PHIDEX)
- III. **PROJECT DATE** : September 20 to 22, 2019
- IV. **MINIMUM REQUIREMENTS**

- Must be accredited by the Philippine Government Electronic Procurement System (PhilGEPS);
- Must be willing to provide services on a send-bill arrangement;
- Must have handled **PR and events** for at least five (5) international events in the last three (3) years, **two (2) of which must be dive-related events** (Provide proof of services rendered, i.e., **certificate of completion**);
- Must submit list of team members and their resumes;

Required Personnel (Bidders may recommend additional personnel deemed fit for the team)	Minimum Years of Experience
1. Managing Director (Project Lead)	5 years
2. Key Dive Marketing Consultant*	5 years
3. Account Director	5 years
4. Digital Account Manager	3 years
5. Social Media Manager	3 years
6. Writer	3 years

* **Key Dive Marketing Consultant** must also have the following qualifications:

- Experience of at least 5 years in organizing, implementing, and managing international dive events;
 - Must have received at least 1 international or local publishing, advertising, or marketing-related award in the last 3 years given by an award-giving body in existence for at least 5 years.
- Must submit a project implementation plan and creative proposal.

V. **SCOPE OF WORK AND DELIVERABLES:**

- **Local Print and Digital PR**
 1. Conceptualize and implement a print and digital PR plan for Dive Philippines and PHIDEX on the official Dive Philippines platforms to promote and increase followers, likes, shares, and engagements;
 2. Content writing, graphic design, and layout preparation for the print and digital PR plan;
 3. Preparation, distribution, and monitoring of at least three (3) press releases;
 4. Daily feed of infographics, shared posts, and milestones related to the Dive Philippines brand and PHIDEX on all digital platforms;
 5. Management of comments, messages, and tags on all digital platforms according to industry best practice;
 6. Implementation of campaign boosts and other promotions for all platforms;
 7. Secure the following media sponsorships:

- a. At least 1 major national daily;
- b. At least 1 major broadcast network (TV or radio);

- **Media Management**

1. Organize 1 Press Conference before event implementation and handle the following:
 - a. Reservation and payment for venue rental (**Venue must be at least 4-star hotel within the Mall of Asia complex**),
 - b. Invitation of media (at least 20 pax),
 - c. Management of press conference,
 - d. Preparation of press kits,
 - e. Provision of snacks and refreshments for participants of the press conference;
2. Organize at least 3 one-on-one interviews for DOT Officials with major media platforms;
3. Press room management for the duration of the event (3 Days);
4. Scheduling of press briefings by different National Tourism Organizations (NTO);
5. Scheduling and management of media interviews;
6. Management of media related inquiries;
7. Coordination with press on event coverages;

- **Strategic Positioning in Major International Dive Media Platforms**

Online / Web / Digital Media

1. **Top Leaderboard Web Banner Placement** featuring the Philippine International Dive Expo on the following:
 - a. Online platform dedicated to the dive community and industry with **at least 1.4 Million impressions per month**
 - Placement Period: September 2019;
 - b. Online platform dedicated to showcasing Asia's best underwater photography, covering a range of topical issues (culture, current affairs, social, and environmental) from across Asia with **at least 250,000 impressions per month**
 - Placement Period: September 2019;
2. **180-second Video Placement** on an online platform dedicated to the dive community and industry with at least **1.4 Million impressions per month** – September to December 2019;
3. **Pre-event Double Page Spread Placement** featuring the **Dive Travel Exchange (TRAVEX) Business-to-Business (B2B) Program** on the following:
 - a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**;
 - b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award **with a monthly readership base of 27,000**;
 - c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures **with a monthly readership base of 28,500**;
4. **Pre-event Double Page Spread Placement** featuring the **Philippine International Dive Expo (PHIDEX)** on the following:

- a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**;
 - b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award **with a monthly readership base of 27,000**;
 - c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures **with a monthly readership base of 28,500**;
5. **Post Event Editorial support** for original content featuring the **Philippine International Dive Expo (PHIDEX)** on the following:
- a. Online platform dedicated to the dive community and industry with **at least 1.4 Million impressions per month**;
 - b. Quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**

Print Media

1. **Pre-Event Double Page Spread Placement** featuring the **Dive Travel Exchange (TRAVEX) Business-to-Business (B2B) Program** on the following:
 - a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**;
 - b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award **with a monthly readership base of 27,000**;
 - c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures **with a monthly readership base of 28,500**;
 2. **Pre-Event Double Page Spread Placement** featuring the **Philippine International Dive Expo (PHIDEX)** on the following:
 - a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**;
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 - c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures **with a monthly readership base of 28,500**;
 3. **Post Event Editorial support** for original content featuring the **Philippine International Dive Expo (PHIDEX)** on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) **with a monthly readership base of 23,500**.
- **Website Development**
 1. Development, hosting, and maintenance of the Philippine International Dive Expo (PHIDEX) microsite through a website with existing online traffic;
 2. Provide a 2-man IT team that will develop, manage, and maintain the microsite with the following system functions:

- a. Online registration for exhibitors, sellers, and hosted buyers and media
 - b. Online registration for paying participants to the dive influencer workshops
 - c. Business-to-business (B2B) appointment matching with Buyers and Sellers
 - d. Post-familiarization tour selection for hosted buyers and media
- **Concept Creation and Implementation**
 1. Develop implementation plan and layout for the different components of the exhibition
 2. Develop marketing plan for the international promotion of the exhibition and entice international dive companies to secure booth space and exhibit at the Show
 3. Develop exhibition manual content and layout
 4. Liaise with international exhibitors
 5. Oversee the implementation and management of the exhibition, including ingress/egress, registration, show seminars, etc.
 - **International Speaker Roster Curation**
 1. Develop roster of international speakers to join the exhibition and present on key topics under diving, underwater photography and videography, ocean conservation, and marine biodiversity, **in coordination with OPMD-Dive**
 2. Invite and manage international speakers
 - **Collateral Design Creation**
Provide artwork design and layout for the following PHIDEX materials (in coordination with OPMD-Dive and DOT Branding Office):
 1. Ad Layout
 2. Giveaway Items
 3. Show Guide
 4. Official Invitations
 - **Other Requirements**
 1. Provide photo and video documentation for the duration of the 3-day exhibition, to include soundbites from key personalities and DOT officials attending the exhibition;
 2. Monitor releases, publications, and airings, as applicable;
 3. Compile all international and local exposures made on Dive Philippines and PHIDEX;
 4. Generate report on final media reach, values, and mileage for Dive Philippines and PHIDEX.

VI. BUDGET

The total working budget is **EIGHT MILLION TWO HUNDRED THOUSAND PESOS (PhP 8,200,000.00)** and should cover all requirements enumerated above.

In the event that the DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

The winning bidder shall be determined based on the proposal with the most impressive implementation plan for the project components included in the scope of work and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

VII. PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of Approved Integrated Marketing and Placement Plan	30%
Submission of Approved Collateral Design, PHIDEX International Roster of Speakers, and Seminar Program	30%
Submission of Rollout Report of Approved Media Placements	20%
Submission of Terminal Report for the Whole Campaign	20%

VIII. CONTACT PERSON

Contact Person : CELSTINE SY

Address : Office of Product and Market Development (OPMD) – Dive
5F, The New DOT Building,
351 Senator Gil Puyat Avenue,
Makati City

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0917 584 7556

Email Address : phdiveteam@gmail.com

Noted by:

ROWENA M. SORIOSO

Head, Office of Product and Market Development (OPMD) - Dive