

TERMS OF REFERENCE

I. BIDDER: EVENTS MANAGEMENT COMPANY FOR VITM 2020, VIETNAM

ii. DATE OF IMPLEMENTATION: August 12-15, 2020 Start of Construction Date : August 9, 2020

III. OBJECTIVES

- To sustain market presence in Vietnam's only travel consumer fair in Hanoi by way of affording our buyers an opportunity to retail Philippine tourism products
- To promote the Philippines as a honeymoon destination
- To gather insights on consumer preferences during the recovery period
- To give Philippine carriers an opportunity to promote the destinations
- To maximize the event to make gains in making Philippines the top of the mind destination during the recovery period

IV. MINIMUM REQUIREMENTS FOR THE EVENTS MANAGEMENT COMPANY:

- Must be a company capable of implementing the event
- Must be capable of engaging the services of Viet Nam Tourism Association (VTA) accredited installer in the installation requirement of Philippine booth.
- Must have at least 5 years of experience in planning, implementing and managing international tourism travel events
- Must have experience in tourism marketing/PR activities in Vietnam and generated a satisfactory rating in the event managed and certified by the contractor
- Must have experience in handling tourism business to business matching events/projects in Vietnam
- Must have the capability to operate in Vietnam and has networking access to the Vietnam Travel Association and Vietnam Tourism Associations to generate the list of appropriate retailers to represent the Philippines.
- Must be willing to do **advance payment** to relevant suppliers to be delivered within the ceiling / cost parameter set by the DOT and subject to prior approval

V. QUALIFICATIONS:

- The Events Management Company must provide manpower complement to execute the project
 - One(1) Event Manager/Supervisor
 - One (1) Dedicated Staff
- The Staff Complement must have English Facility

VI. SCOPE OF WORK AND DELIVERABLES:

8TH VIETNAM INTERNATIONAL TRAVEL MART 2020

A. Coordination with Vietnam International Travel Mart (VITM) 2020 organizers for DOT's booth reservation, set-up, installation and dismantling:

B. Coordination with booth production company (accredited by the Organizer) that would provide the following:

Design, Installation and Dismantling services

Booth design and installation of a 36 sq/m booth complete with all the necessary structures, furniture and media, appropriate flooring, graphic supplies and technical/electrical outputs with minimum following specifications but not limited to:

- Requirement for a design setting which will allow the Vietnamese agents and consumers to communicate with the Philippine suppliers thru a digital platform with use of lease of computers and dedicated WIFI
- Conducive design setting with lockable cabinets and corresponding no. of chairs for Vietnamese agents to sell and promote the Philippine packages
- Trade Participants Directory

- Appropriate AVP & sound system for 4 days
 - Brochures Display Racks
 - Appropriate Display Panels w/ graphics provided by the carriers and PDOT highlighting our image as a beach and honeymoon destination
 - DOT Logo Display
 - Mini Stage with Destination as Backdrop and corresponding consumer activation paraphernalia
 - Giant LED/Video wall
 - Lockable storage space
- C.** Develop a program to enhance traffic to the booth and conduct in-booth activities that are permitted and appropriate with the following specifications but not limited to:
- One (1) Stand-by technician during the period
 - One (1) Booth supervisor for 4 days;
 - Two (2) Interpreters for the digital meetings
 - Supply of necessary booth accessories/decoration to enable the activities
- D.** Procure required government license
- E.** Secure the participation of 4-6 Vietnamese travel agents from Hanoi, preferably members of Philippine Club including Philippine carriers, in close coordination with the DOT Marketing Representative with appropriate clearance from DOT
- F.** Coordinate with said agents to ensure that participating agents produce Philippine tourism packages to retail during the event
- G.** Organize business meetings for said agents with Philippine suppliers utilizing digital communication tools during the fair period. Tools necessary for this should be secured from the contract price.
- H.** Enhance the retailing experience with provision of giveaways for the fair (100pcs @US20/piece) and develop a mechanism to distribute the giveaways to buyers of Philippine packages and to support the Vietnamese sellers in their retailing activities of Philippine packages in the Philippine pavilion.
- I.** Develop and submit a monitoring sheet and provide a corresponding summary report to include a report on sales generated by participating carriers and agents if any
- J.** Develop and conduct a visitor impression exit survey and submit a summary report
- K.** Prepare a Terminal report to include sales report and corresponding analysis on the retailing activities of the Philippine booth. Report should also include photos and highlight report of the event.
- L.** Arrange the travel cost of two (2) Market Representative for 5 days to include their airline transportation cost, accommodation and meals. The cost will be part of this contract price.
- M.** Advance expenses related to booth installation and in booth activities

VII. BUDGET

Professional Fee

Provisions for the Components (Ceilings) to be advanced by the EMC:

Booth Installation & In Booth Activities

to include the B2B meetings at site (digital)

TOTAL PHP2,572,246.00

Budget is to be sourced from the 2020 submitted Work Program. Winning bid should be determined based on the compliance with the qualifications, technical requirement, and the proposal with most advantageous financial package cost, provided that the amount of bid is within the approved budget allotted for the contract.

VIII. CONTACT PERSON

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