

ANNEX A: TERMS OF REFERENCE

Services of an Event Management Company for WTM 2023

WORLD TRAVEL MARKET 2023 / 06-08 November 2023 ExCel London, United Kingdom (As of 27 July 2023)

I. BACKGROUND

The World Travel Market (WTM) London, the leading global event for the travel industry, is a must-attend three-day exhibition for the worldwide travel and tourism industry. It was held last 07-09 November 2022 at Excel London, United Kingdom.

The Philippines participated in the event with a 300 sqm. booth with sustainability as its central design theme. Moreover, booth activations such as cultural performances and flair bartending were held daily to drum up interest and attract visitors to the booth. Samplings of Philippine coffee, teas, and snacks were also offered. Several high-level meetings and media interviews for Secretary Christina Garcia Frasco and TPB COO Margarita Montemayor Nograles were held at the booth during the trade show.

The Philippines' participation this year aims to highlight the country's award-winning destinations and exude the country as the best destination for relaxation, exploration, and inspiration.

Booth activations will also be a central feature as these have always been major crowd drawers. Proposed activations are the following:

- Artisan corner: Bukidnon weaver for the hats and baskets; hats may be given out as souvenirs to booth visitors
- Cordillera-themed Photo booth with Rice Terraces or Ifugao House (with stairs that guests can sit on) as a backdrop. Weaves and costumes can be worn by booth visitors
- Afternoon Cocktails: Bartender/ baristas and Beatboxer to highlight ube liquor, mango rum, and Don Papa Rum.

II. SCOPE OF SERVICES

The event management company shall:

Entertainment

- a. Provide/engage six (6) animators/weavers/entertainers and cover the expenses relative to their travel to the United Kingdom:
 - Preferably the following weavers and artists:
 - Neil Llanes – Human Beatbox Artists
 - Princess Christine Ybañez or a Violinist

- Irene Bimuyag – Weaver from Kalinga
- Hat maker from Bukidnon
- Mr. Mario Leofer M. Lim of Kalumon Performing Ensemble
- Lahing Kayumanggi (London-based performing troupe)
- Director/Coordinator from the EMC

- Honorarium / talent fees;
- International and domestic (if necessary) air tickets including Travel insurance with COVID-19 coverage and other airline related expenses;
- Daily per diems at least USD75/day/pax (in UK) except for those hired personnel based in London, UK;
- Transportation in UK and Manila;
- VISA fees; and
- Accommodation in UK and Manila.

Note: In case of non-availability of preferred weavers and artists, bidders can propose same caliber of talents subject to approval of TPB. The bidders should submit the following together with the technical bid:

- 1. Curriculum Vitae (CV) of the Director/Coordinator; and**
- 2. Proposed line-up of the artists.**

- b. Assist and oversee the overall arrangements of the animators/ weavers/ entertainers for the duration of their stay in London, UK;
- c. Secure necessary traveling documents of the animators/ weavers/ entertainers for VISA processing purposes;
- d. Monitor and coordinate all necessary arrangements and requirements of the animators/weavers/entertainers travel to London, UK;
- e. Secure additional baggage allowance for the equipment/samples of the animators/weavers/entertainers; and,
- f. Create a program flow with spiel and manage the voice over and performances of the above including but not limited to the Philippine cocktail reception on 06 and 07 November 2023 and the Launching of BBMG on the evening of November 07, 2023, subject to approval of TPB.

Booth Operations

- a) Engagement of London-based booth support personnel
 - i) Four (4) Info Counter Staff dressed in Filipino costumes (GBP400/pax).
 - ii) Three (3) service kitchen staff (GBP432/pax).
 - iii) Three (3) Booth support staff to assist during ingress, egress, and trade show proper (GBP800/pax).
 - iv) One (1) stand photographer (GBP2,500.00).

- b) Coordinate with the Philippine Department of Tourism – UK through Administrative Officer, Ms. Gina Marie Liberty Esmaña, jing@itsmorefuninthephilippines.co.uk for contacts of Filipino community for staffing requirements.
- c) Trade and Consumer giveaways (not less than PhP100,000.00)
 - Hand-woven scarf
 - o Made of Philippine fabrics such as abaca, yakan, abel and binakul cloth.
 - o Hand-woven (not printed or stamped) with tassels.
 - o Size: 14” x 60”
 - o Quantity: 50 pcs
 - o Tassel Size: 2 inches
 - o Can be made with any of the following Philippine fabrics: Yakan, Inabel, Hablon, Abra, Baguio cloth, subject to approval of TPB.
 - o

Note: Submit at least 3 actual designs/photos together with the technical proposal.

III. ELIGIBILITY REQUIREMENTS

1. The Event Management Company must be Filipino-owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws and must be in operation in the last three (3) years handling similar projects.
2. The company has experience in organizing international events. Must submit a list of international and local events handled in the last three (3) years and list of ongoing projects.
3. The Event Management Company’s assigned Director/Coordinator who will be joining the group in the WTM 2023 must have a minimum of three (3) years of relevant experience in handling similar events.

IV. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) is **THREE MILLION PESOS (PHP3,000,000.00)** inclusive of all applicable fees and taxes.

V. TERMS OF PAYMENT

Amount	Deliverables
50% (1 st progress payment)	Upon submission of proof of performance services agreement with all Philippine-based animators/weavers/performers and approval of sample giveaways.
50% (2 nd progress payment)	Upon completion and satisfactory performance of the services as certified by TPB.

The following documents should be submitted by the winning bidder for the processing of payment:

Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

MARIVIC M. SEVILLA

Acting Head

International Promotions Department

MICHAEL M. MALONDA

Market Specialist III

EAMI Division, International Promotions Department