

## **TECHNICAL SPECIFICATIONS**

### **SERVICES OF A PRODUCTION HOUSE/ EVENT MANAGEMENT COMPANY (EMC) FOR THE CONSUMER CAMPAIGNS FOR THE BALIKBAYAN MARKET THROUGH WINTER ESCAPADE 2024**

#### **I. BACKGROUND**

The Winter Escapade Tour is a consumer promotion program that targets Filipino Canadians to travel to the Philippines to deepen their appreciation of the country's beautiful destination, rich history, and culture.

Launched in 2013, the Philippine Canada Foreign Service Posts decided to organize their own tour, similar to the Very Important Pinoy or VIP Tour (formerly called Ambassadors, Consuls General and Tourism Directors' Tour or ACGTDT) and called it Winter Escapade. It was scheduled every January or February, which is the peak of the winter in Canada where most of the travelers want to go overseas for a vacation.

For 2024, the Winter Escapade Tour will target 270 Filipino Canadians with assistance from the four (4) Philippine Canada Foreign Service Posts of the DFA. The tour will run for 10 days and will cover key tourism destinations in the Philippines, Manila, Iloilo, Guimaras, Cebu, and Bohol.

#### **II. OBJECTIVES**

- Encourage Filipino Canadians and their friends and relatives to visit the Philippines.
- Highlight different destinations and provinces in the Philippines every year.
- Build and renew market confidence in the Philippines as a preferred and sophisticated destination in Asia.

#### **III. SCOPE OF WORK/DELIVERABLES**

- A. Provide technical requirements including but not limited to LED Screen (Length: 12 feet x Height: 9 feet), Lights, and Sounds during the entire duration of the program.
- B. One (1) group of performers for the whole duration of the event
  - Preferably a band or ensemble
  - Minimum of thirty minutes (30) to a maximum of two (2) hours of performance

- Music genre should be fit for an international audience and would ideally include Filipino culture and tradition.
  - Performers must have experience with performing for an international audience, subject to TPB's approval.
- C. One (1) host who will facilitate the event program for the whole duration of the event.
- D. The production company should provide full production services that must include a full-production concept and execution of an entertainment package which will be flexible enough based on the audience of the event and possible on-site adjustments as required by the client.
- E. Repertoire to be submitted upon receipt of NTP to TPB for approval, preferably 70's or 80's genre of mixed international and Filipino songs if with a band, or the songs and/or performance list for the ensemble.
- F. Prepare a program scenario and script to include the following: spiels of Event Moderator / Voice Over/ Performer to be submitted upon receipt of NTP.

Please see below for the proposed program flow:

07:00 PM to 10:00 PM

- Invocation
- Philippine National Anthem
- Welcome Remarks (TPB)
- Dinner Reception (Ambient Music, Showing of Tourism Videos on Screen)
- Entertainment
- Closing Remarks (TPB or PDOT San Francisco)
- Photo Opportunity
- Announcements/Reminders from Rajah Tours (if any)

- G. Luggage Tag (270 pcs)  
 Size: 7cm x 10.10cm  
 Material: High-quality PVC Bag tag  
 Color: Black and White  
 Layout: to be provided by TPB

Sample Photo:



*\* Samples to be submitted upon receipt of NTP, for TPB's approval.*

*\* Design is subject to change with prior notice.*

H. One (1) Project Manager to oversee, coordinate, and execute rehearsals of performers and present a final dry run performance.

#### **IV. PROJECT IMPLEMENTATION SCHEDULE**

The delivery of Luggage Tags and Giveaways will be on 12 February 2024 at the TPB office, while the services of the production house/event management company will be on 19 February 2024 at Taguig, Metro Manila.

#### **V. ADDITIONAL TECHNICAL REQUIREMENTS**

- Must be Filipino-owned, operated, and legally registered event management under Philippine laws;
- Requirements and arrangements may be changed subject to schedule constraints and/or IATF guidelines during the implementation proper. Any changes applied must not exceed the Approved Budget of the Contract (ABC);
- Must have at least three (3) years of experience in packaging entertainment programs in international and/or domestic events; and (Submit a list)
- Must demonstrate a good reputation in the field of corporate launches and events utilizing both entertainment and arts management components (Submit a list of similar projects handled within 3 years)

#### **VI. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Approved Budget for Contract (ABC) is **FIVE HUNDRED THOUSAND PESOS ONLY** (PhP500,000.00) inclusive of all applicable fees and taxes.

## **VII. TERMS OF PAYMENT**

- Must be willing to accept a send-bill arrangement with the TPB;
- Payment term is 30 days upon receipt of the Statement of Account (SOA) or Billing statement;
- Payment will be made through the Land Bank of the Philippines (LBP) account. Should the winning bidder not have an account in LBP, bank charges to the preferred alternate bank will be shouldered by the bidder

Please send the billing statement to the **TOURISM PROMOTIONS BOARD PHILIPPINES** after the completion of services.

### **CARMELA JOY A. FEBRIO**

Acting Head, The Americas Division  
International Promotions Department  
4F Legaspi Towers 300, Roxas Blvd., Manila 1004

## **VIII. CONTRACT DURATION**

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

## **IX. PROJECT OFFICERS CONTACT INFORMATION**

Name : **MORRIS CHRISTOPHER B. BASILAN**  
Market Specialist, The Americas Division  
Contact No. : (02) 8525 9327 | (02) 8247 0803  
Email : morris\_basilan@tpb.gov.ph