

ANNEX A: TECHNICAL SPECIFICATIONS

SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC) / PROFESSIONAL CONGRESS / CONFERENCE ORGANIZER (PCO) FOR THE ASSOCIATIONS SUMMIT 11

20 – 21 December 2023

Philippine International Convention Center (PICC)

Hybrid Event

I. BACKGROUND

The Associations Summit (AS) is the annual flagship program of the Philippine Council of Associations and Associations Executive (PCAA). It is an educational and networking event that brings together association leaders and executives. The AS event has been jointly organized and supported by the Tourism Promotions Board (TPB), the Philippine International Convention Center (PICC), and the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) with the PCAA since 2013. From its conception, the TPB has been constantly providing support for AS to strengthen its relationship with local professional associations.

This year's AS11 will renew the TPB's campaign to the associations industry by providing a business-to-business (B2B) component during the Summit. This year's edition of AS will carry the theme "Associations in the Digital Age: AI, Technology, Operational Efficiency and Sustainability."

In view of the above, the TPB needs an **Event Management Company (EMC) / Professional Congress / Conference Organizer (PCO)** in implementing the two-day event slated on 20 – 21 December 2023. The EMC / PCO must be able to handle pre-event works and execution of the Summit proper, including its business-to-business segment, such as providing the necessary physical and technical equipment, talent, manpower, and other logistical requirements for the conduct of the event.

II. OBJECTIVES

- Strengthen TPB's campaign with the Philippine Association to be more active in the development and cultivation of the MICE industry;
- Support TPB's Partnership as Pathways strategy. The AS project will help in forming a more cohesive relationship with association executives as part of the MICE industry;
- Re-sharpen the skills and knowledge of the industry by extending support for events;
- Align with the TPB's mandate to promote the Philippines as a M.I.C.E. destination and to attract more national and international events to the country through assistance to booked events, including virtual and hybrid events.

III. INDICATIVE EVENT PROGRAMME AND COMPONENTS (SUBJECT TO CHANGE)

Event Name	Associations Summit 11
Date	20 December 2023 (onsite) 21 December 2023 (virtual)
Venue	Philippine International Convention Center (PICC), Pasay City
Target Association Executives	Total 100 pax
Target B2B Participants	Total 150 pax
Sellers	20 venues and 30 services providers = 50 seller companies (1 representative per company)
Buyers	50 buyer associations (maximum 2 representatives per association)

This year's Summit will have four (4) components:

- Part 1: Conference and Knowledge Exchange
- Part 2: Business-to-Business (B2B) between association executives and MICE suppliers
- Part 3: Recognition through the "ANG SUSI" Awards 2023
- Part 4: 11th General Council of Members Meeting / CEO Report (Virtual)

SCHEDULE	INDICATIVE PROGRAMME
DAY 1 (In Person) 20 December 2023	
08:00 – 08:30 am	Registration
08:30 – 09:30 am	<p><u>Opening Ceremony:</u></p> <ul style="list-style-type: none"> • Energizing Production Number • National Anthem • Invocation / Moment of Silence <p><u>Welcome Remarks:</u> Atty. Renato B. Padilla, General Manager Philippine International Convention Center</p> <p>Ms. Gwen Albarracin, PCAAE Chairperson Past President, Asia Marketing Federation</p> <p><u>Greetings:</u> Ms. Michelle Mason, President and CEO and Ms. Amy Hissrich, Vice President, Global and Web Strategies American Society of Association Executives (ASAE)</p> <p><u>Keynote Speech:</u> Ms. Maria Margarita M. Nograles Chief Operating Officer, Tourism Promotions Board (TPB)</p>
09:30 – 10:00 am	Break
10:00 – 11:00 am	<p><u>Part 1: Association Knowledge Exchange</u></p> <p><u>Session 1: AI, Technology Providers / Experts Panel</u> Presenter: Donald Patrick Lim Chief Operating Officer, DITO CME, and Chief Innovation Officer, Udenna Corporation</p> <p>Panelists: (TBD) Google (Bard), Microsoft (Bing), Open AI (ChatGPT), others</p>

<p>11:00 am – 12:00 pm</p>	<p><u>Session 2: Associations Panel</u></p> <p><i>Secretary Generals/Executive Directors of associations and chambers of commerce will be invited here to share their organizations’ perspectives and insights on digitalization, AI, operational efficiency in terms of member recruitment, engagement and retention and revenue generation and sustainability.</i></p> <p><u>Moderator:</u> (TBD)</p> <p><u>Panelists:</u> (TBD)</p>
<p>12:00 – 01:00 pm</p>	<p>Lunch Break</p>
<p>01:00 – 05:00 pm</p> <p>01:00 – 01:15 pm</p> <p>01:15 – 01:30 pm</p> <p>01:30 – 01:45 pm</p> <p>01:45 – 02:00 pm</p> <p>02:00 – 02:15 pm</p> <p>02:15 – 02:30 pm</p> <p>02:30 – 02:45 pm</p> <p>02:45 – 03:00 pm</p> <p>03:00 – 03:15 pm</p> <p>03:15 – 03:30 pm</p> <p>03:30 – 03:45 pm</p> <p>03:45 – 04:00 pm</p> <p>04:00 – 05:00 pm</p>	<p><u>Part 2: Association B2B Exchange</u></p> <p><i>Association meeting venues and service providers will be invited to a tabletop exhibition as a platform to do a business-to-business discussions and networking with the attendees of the Summit.</i></p> <p>Appointment 1</p> <p>Appointment 2</p> <p>Appointment 3</p> <p>Appointment 4</p> <p>Break</p> <p>Appointment 5</p> <p>Appointment 6</p> <p>Appointment 7</p> <p>Break</p> <p>Appointment 8</p> <p>Appointment 9</p> <p>Appointment 10</p> <p>Free appointment</p> <p><i>*Sellers will be seated at the appointment tables and buyers and buyers will do the transfers</i></p> <p><i>*Each appointment will be allotted 12 minutes and transition for 3 minutes</i></p> <p><i>*Attendees with no current appointment may access the snacks and refreshment station</i></p>
<p>05:00 pm - 06:00 pm</p>	<p><u>Part 3: ‘Ang Susi’ Awards 2023 Presentation</u></p>

DAY 2 (Virtual) 21 December 2023	
08:00 am - 08:30 am	Registration
08:30 am - 10:00 am	<u>Part 4: 11th General Council of Members Meeting / CEO Report</u> (PCAAE Members Only)
End	

IV. SCOPES OF WORK / DELIVERABLES

**Subject to the review and approval of TPB*

A. SECRETARIAT / ADMINISTRATIVE PRE AND POST EVENT FACILITATION

PRE-EVENT

- 1) Coordinate with PCAAE regarding the invitation of associations and their representatives to the event.
- 2) Update / enhance the database of active Philippine associations and MICE suppliers to be invited to the event.
**Associations will serve as Buyers during the B2B component*
**MICE suppliers will serve as Sellers during the B2B segment*
- 3) Assist in sending out invitations to Buyers and Sellers in compliance with the Data Privacy Act of 2012, as may be applicable.
- 4) Assist in the management, shortlist, and generation of the minimum guaranteed number of confirmed attendees with reference to the targets below on a first-come first-served basis:

CATEGORY	TOTAL TARGET	REQUIRED MINIMUM GUARANTEE
MICE Suppliers		
Venues	20 pax	15 pax
Service Providers	30 pax	25 pax
MICE Buyers		
Associations	50 companies	40 companies

**The minimum guaranteed number of confirmed participants must be generated by the EMC / PCO.*

**Associations may opt to join only the Summit proper, B2B segment, or both.*

**Summit Proper and B2B Session will have separate registrations.*

- 5) Assist PCAAE in the management of registration fees, if needed.
- 6) Manage and disseminate among participants house rules concerning B2B appointments, scheduling and finalization of appointments, and dissemination of meetings, if needed.
- 7) Facilitate the participants' orientation about the B2B activity.

- 8) Provide personnel to assist at the registration counter on Day 1, in coordination with the PCAAE Secretariat.
- 9) The EMC / PCO must include in their bid amount a contingency fund of PhP200,000.00 – PhP300,000.00 for necessary materials and other requirements for the conduct of the event, if needed, and mutually agreed upon with TPB.

POST EVENT

- 10) Submit a report containing the following information strictly within seven (7) calendar days upon completion of the event:
 - Summit Proper attendees
 - Buyers and Sellers
 - Meetings generated
- 11) Submission of photo and/or video documentation.
**TPB shall have full ownership of all data / content gathered and presented from the event (In hard and softcopy files)*

B. BUSINESS APPOINTMENT SCHEDULING

MINIMUM REQUIREMENTS:

- 1) There will be two sets of requesting parties, the “Buyers” and “Sellers.”
- 2) Registered participants will submit their preferred appointment to the EMC / PCO for appointment scheduling through preferred timeslots / buyer-led manual profile matching.
- 3) Once appointments are settled, the EMC / PCO shall disseminate the pre-scheduled appointments to the participants.
- 4) The EMC / PCO to address and coordinate with participants should there be concerns regarding their appointments.
- 5) No Shows / cancelled / modification in the appointments to be recorded by the EMC, as applicable.
- 6) The EMC must include the following in generating the Post Event Report:
 - Number of actual Buyers and Sellers
 - Number of meetings generated

C. ONSITE EVENT PROPER

- 1) Manage the overall program of AS11 in coordination with PCAAE and TPB.
**Moderators and panelists for the onsite sessions will be c/o the Organizer*
- 2) Provide a detailed scenario and script based on the event programme to be submitted a week after receipt of the NTP.
- 3) Form a competent EMC / PCO Team to execute, oversee and manage the required onsite and online physical and technical requirements of the event, including but not limited to the following:

- Project Manager
 - Event Coordinator / Content Manager
 - Event Director
 - Technical Director and Support Team
 - Stage Manager / Set Designer
 - Script Writer
 - Production Manager
 - Graphic / Creative Artist (for digital graphics and presentations)
 - Overall Moderator / Emcee / Voice Over Talent
 - Event Streaming in PCAAE's virtual platforms
 - Technical personnel / point person from the B2B platform (as applicable)
- 4) Coordinate the conference program and ensure a moderator / emcee who will manage the smooth transition of the learning sessions, B2B segment, facilitate house rules, and make the program dynamic and interactive.
 - 5) Prepare a program scenario and script to be submitted a week after receipt of the NTP including:
 - Spiels of event moderator / voice over / emcee
 - Session briefers
 - Presenter's introductions
 - B2B mechanics
 - Onsite and virtual decorum and housekeeping announcements
 - Other announcements and event information
 - 6) Must provide exclusive SSID for the event
**Internet requirement for the venue is a minimum of 500 mbps*
 - 7) Provide a brief energizer, presentation, or performance (maximum 10 minutes) during the Opening Ceremony that is relevant to the concept of technology / the digital age. List of performers / entertainment programme to be submitted a week after receipt of the NTP.
 - 8) Provide ambient background music during the B2B scheduled breaks. List of performers / entertainment programme to be submitted a week after receipt of the NTP.

D. VENUE, STAGE AND TECHNICAL REQUIREMENTS

- 1) Provide overall stage setup, venue and stage décor, execution, and construction incorporating the main theme: "Associations in the Digital Age: AI, Technology, Operational Efficiency and Sustainability" and including, but not limited to the following:
 - Stage and venue setup / design / decoration
 - Venue enhancement
 - Themed event title cards to be displayed on screen
 - Development of electronic banners, signage (if necessary)

**Overall design to be submitted a week after receipt of the NTP.*

- 2) Provide physical and technical requirements and coordinate with the technical teams of the venue for the setup and installation of all physical and technical requirements, including, but not be limited to the following:
 - Sound System (speakers, microphones, lapels, adapters, etc.)
 - Lighting Equipment and Special Effects
 - LED screen, projectors, backdrop, stage / set design
 - Speakers / Panel Technical Requirements:
 - Microphones
 - Laptops (macbook and/or windows) with appropriate connectors
 - Monitors
 - Clickers / pointers
 - Other stationery items and technical equipment that may be required by speakers / panelists
 - Signages within and around the Summit and B2B venue
- 3) Provide and setup stage and LED backdrop wall, preferably in the following dimensions, subject to change and on the confirmed function room in PICC:
 - Stage: 16 x 24 ft
 - LED Wall: 12m x 3m
- 4) Provide an event layout and design that carries the design and colors of the PCAAE and TPB logos to be submitted a week after receipt of the NTP.
- 5) Printing and provision of badges for Summit proper and B2B participants.
- 6) Provide a digital timer and sound indicator during transitions of the B2B session.

E. PROVISION OF FOOD AND BEVERAGE WITH CATERING SERVICES

- 1) Provision of Food and Beverage (F&B) requirements with catering services for the onsite programme on 20 December 2023 (indicative).
- 2) Caterer must be officially accredited by the event venue.
- 3) Arrangement of the following F&B requirements:
 - SUMMIT PROPER (for 100 pax)
 - AM snacks to be served tentatively by 9:30 AM
 - Lunch buffet to be served tentatively by 12:00 NN
 - B2B PROPER – ANG SUSI AWARDS (for 150 pax)
 - Cocktail / snacks buffet to be opened from 1:00 pm – 6:00 pm (subject to change)
- 4) Must be able to provide a selection of special international menu selections for each meal.
- 5) Must be able to accommodate dietary restrictions of guests (gluten-free, halal, vegetarian, diabetic, people with allergies, etc. with 15% provision for every meal or based on the list to be provided by TPB).
- 6) Must be amenable for food presentation and tasting before the event, as maybe required.
- 7) Menu selection to be submitted a week after receipt of the NTP.

- 8) Must be able to provide appropriate number of dressed round and cocktail tables, table centerpieces and ambient decors to complement the theme of the event focusing on sustainability.
- 9) Must be able to provide appropriate number of uniformed and well-trained banquet service personnel as well as standby waiters and a dedicated Event Sales Leader to attend to all arrangements.

F. PROVISION OF GIVEAWAYS

- 1) Supplier to submit proposed giveaways for 200 pax at max PhP550.00 each together with their technical bid.
- 2) Confirmation of giveaways subject to the review and approval of TPB.
- 3) Delivery of giveaways at least three (3) working days before the event.

G. ONLINE PROGRAMME

- 1) Provision of a virtual platform / site to stream the event (preferably a Zoom account that can host and engage up to 300 online participants).
- 2) Manage the virtual platform and link the same to PCAAE's social media site/s.
- 3) Implement, oversee and cue the transition of the online program through a voice-over talent / emcee, as may be required.

V. ELIGIBILITY REQUIREMENTS

- a) Must be Filipino-owned, operated, and legally registered as an Event Management Company (EMC) or Professional Congress / Conference Organizer (PCO) under Philippine laws for at least three (3) years.
- b) The company must have a minimum experience of three (3) years in organizing and managing business-to-business events and corporate business events / conferences. The company must submit a list of at least five (5) similar projects handled within the last three (3) years including ongoing projects.
- c) Assigned personnel must have at least three (3) years of relevant experience.
- d) Must have completed at least five (5) projects with a government or private entity with satisfactory evaluation / completion.

VI. CONTRACT OF SERVICE

The financial proposal of the EMC / PCO should cover all expenditures of the Secretariat, pre and post event, technical and production requirements, including but not limited to the following:

- a) Professional fees of the team (technical crew, overall moderator / emcee / voice-over talents, and performers, among others), meals and transportation;
- b) Venue styling and stage setup;
- c) Rental / provision of physical and technical equipment;
- d) Creatives for artworks and graphics;

- e) Subscription / fee for the B2B platform (as applicable)
- f) Applicable taxes and fees;
- g) All other necessary expenses in connection to the staging / conduct of the conference.

VII. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

20 – 21 December 2023

VIII. APPROVED BUDGET FOR THE CONTRACT

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

IX. CONTRACT DURATION

One-time engagement shall commence from the date of receipt of the Notice to Proceed (NTP).

X. TERMS OF PAYMENT

- a) Must be willing to provide services on a “send bill arrangement” to TPB
- b) One-time payment upon completion of all project requirements to include post-event deliverables
- c) The following document should be submitted by the winning bidder for the processing of payment (subject to the approval of TPB):
 - Post Event Report and documentation
 - Other settlements during Debriefing
 - Statement of Account / Billing Statement with costs for all services rendered to include management fee addressed to:
MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer
Tourism Promotions Board
4/F Legaspi Towers 300, Roxas Blvd., Manila 1100
- d) Once all deliverables are rendered full / complete, processing of payment shall commence and estimated to be completed within 30 working days.
- e) Payment will be made through the Land Bank of the Philippines (LBP) account. If the winning bidder does not have an account at the LBP, bank charges of the preferred alternate bank will be shouldered by the bidder.

XI. OTHER TERMS AND CONDITIONS

- a) Any necessary changes to be made or implemented in the deliverables listed in the scope of services will be subject to the arrangements and the approval of TPB and must be within the contracted amount.

- b) Neither party shall be held liable to the other for failure to perform any obligation due to fortuitous events or force majeure which is beyond the control of any party including but not limited to government pronouncements, natural or man-made eventuality.

XII. ADDITIONAL INFORMATION

Contact Person:

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