

TECHNICAL SPECIFICATIONS
SERVICES OF AN EVENTS/PROJECT MANAGEMENT COMPANY FOR THE
COMMUNITY BASED-TOURISM (CBT) MARKETING ENHANCEMENT PROGRAM 2024 (PHASE 4)

I. BACKGROUND

As an approach to recovery, The Tourism Promotions Board Philippines (TPB), will provide assistance to sustain Community-Based Tourism Small and Medium Scale Enterprises (SMSE) and destination-driven in order to support employment and empower community members developing local products and services and tour packages that is unique and sustainable.

II. OBJECTIVES

The main objectives are the following:

- A. To assess and validate existing and potential Community-Based Tourism sites nationwide based on the impact of COVID-19 and interventions for the recovery and sustainability
- B. Enhancement of marketing and promotional activities by providing appropriate venue and platform to promote and market their local tourism products and services
- C. Provide capacity building activities to Community Based-Tourism members in creating basic marketing plans or designing tourism activities as well as other marketing skills enhancements that are consistent with the local ways of life while increasing the value of local resources and knowledge.

The TPB shall procure the services of a qualified Events Management Company (EMC) or Project Management Company for the provision of the following requirements which shall be opened for public bidding:

III. SCOPE OF WORK/ DELIVERABLES

A. Assist TPB in the overall program scenario for all the activities:

- 1. Venue and registration for the workshop
- 2. Provide resource speakers, moderators, facilitators, administrative staff, and technical staff to assist and engage with the participants online and on-site to foster active participation or cite valuable information during the break-out sessions. Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.
- 3. Produce collaterals in the execution of the event based on the recommendation of the resource speakers.
- 4. Meet with the TPB Secretariat Team for the preparation, requirements, and discussion of workshop flow, activities, and other requirements.
- 5. Conduct a briefing for all community participants involved before the workshop.
- 6. Oversee the overall flow of the workshop from pre-event to onsite support,
- 7. Provide a Certificate of Participation for participants who completed the required number of workshop hours.
- 8. Ensure compliance to minimum health protocols according to the IATF guidelines
- 9. Playback of official TPB AVPs
- 10. Collect and compile copies of the Resource speaker's presentation (If Needed)
- 11. Assist in disseminating and collecting feedback forms and submit a statistical report and analysis based on the result.

B. Collateral Design of the Collaterals

1. Stage Backdrop/Standee Tarpaulins, Registration counters, and other displays
2. The program flow, execution of Invocation, and National Anthem (If needed)
3. Produce and layout Publishing materials for the workshop.
4. Provide-stage backdrop for the Resource Speakers.

C. Talents Professional Fees / Honorarium

1. Emcee/host/Moderator
2. Resource Speakers maximum four (4)
3. Provide at least two (2) On-Site Workshop Facilitators per leg.

Note: Final roster of the above is subject to TPB's approval.

Bidders are to submit a Profile or Portfolio of #1 and #2 included with the Technical Proposal.

D. Documentation

1. Photo Documentation and Recording of workshop proceedings.
2. Submission of three (3) sets of hard copies of proper documentation per leg including photos and videos (edited and raw files) in an external hard drive (2 terabytes).

E. Technical Requirements (Per Community Workshop)

1. Production Equipment
 - High Spec production machine
 - Must have multiple Video Capture Capabilities (at least three (3))
 - Licensed Video Production Software
 - Audio Capture Interface
 - HD Video Switcher
 - Secondary capture laptops and presentations
2. Audio System
 - Basic PA System
 - Four (4) Wireless Microphones
 - Accessories
 - Must have dedicated microphones issued to speakers/hosts.
3. Light System (If needed)
4. Mobile Broadband Connection (1,000 Mbps)
5. Video LED Wall (12' x 9')
 - Must be complete with a dedicated video switcher and video playback
 - Complete set with accessories
 - LED Wall Riser

F. Logistics

1. 10 Personnel composed of 4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager. Accommodation, Airfare, Meals, and Transportation c/o TPB.
2. Technical logistics c/o EMC

Leg No.	Destination/s	Indicative Dates *Subject to Change	No. of Participants Per Leg	No of sponsored personnel c/o TPB (Including Airfare, Accommodation, Meals, and Transportation)
1	Masbate	April 11-15, 2024	25 workshop	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts

			participants / B2B	Designer, 1 Creative Writer, 2 Technical Support and 1 project manager
2	Cagayan	May 28-June 01, 2024	25 workshop participants / B2B	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager
3	Bukidnon	July 18-21, 2024	25 workshop participants / B2B	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager
4	Aklan	October 1-5, 2024	25 workshop participants / B2B	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager
5	General Santos City	June 28-31, 2024	25 workshop participants / B2B	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager
6	Capiz	October 12-16, 2024	25 workshop participants / B2B	4 Resource Person, 1 Technical Director, 1 Multi-Media Arts Designer, 1 Creative Writer, 2 Technical Support and 1 project manager

G. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

1. Project Manager
2. Creative Writer
3. Technical Director
4. Multi-media Art Designer
5. Technical Support Team (sound/light operator and project coordinator)

Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.

COMPONENTS OF THE WORKSHOP

A. Workshop Topics Options:

1. Improving Packaging Design and Crafts
 - a. Brand logo-making
 - b. Sustainable packaging: What is available in the area and what is reusable?
 - c. Making the packaging part of the product-customer experience for added value.
2. Digital Marketing / Social Media Management / Content Creation
 - a. Free Layout Tools and Templates
 - b. Content KISS: Keep It Short and Simple when you post (Who- Brand, What- Product, Where- where to buy, When- if there is a promo or cut-off, How- other details)
 - c. Basic cellphone photography and videography

- d. Advertise Using Social Media Trends: TikTok, FB, or IG Stories (DIY videos, Behind-the-scenes, testimonials, dance moves, life hacks using the product, recipes using the product, etc.)
3. E-commerce Management: Learning the online shopping platforms and techniques
 - a. Product Branding: How to catch attention and make customers remember you
 - b. Proper Pricing: 3 Rs (Reduce costs and consider labor, Re-use investments, Reap rewards)
 - c. Logistics and deliveries: Potential partners and efficient techniques if you want to expand your business reach
 - d. Setting up e-payments: How not to get scammed online
 - e. Customer Management: Feedback and how to talk/respond to customers
4. Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs
 - a. Boosting MSME confidence by knowing what to say, how to say it, when to say it
 - b. How to make a simple product demonstration
 - c. Practice makes perfect with participants doing a version of “Shark Tank” or “Dragon’s Den” during the workshop
5. Disaster Risk Management

Note: Topics may change based on the requirement of the identified community. Moreover, the winning bidder may propose new/additional topics for consideration and approval of TPB.

B. Publicity and Promotions

1. Produce a 3 mins and 5 mins SDE to be posted on the TPB Social Media Platforms
2. Sharing with the DOT Regional Offices
3. Produce a daily 15 secs video that can be used as reels as highlights of the daily activity, subject to the approval of TPB

Proposed Workshop Program (Each Community)

ACTIVITY	REMARKS
DAY 1	
Introduction to the Workshop	8:00am – 8:15am
Invocation	8:15am – 8:18am
National Anthem	8:18am – 8:20am
Welcoming Message from LGU	8:20am - 8:30am
Keynote Message for Activity Takeaway from TPB	8:30am – 8:40am
Introduction and Ice Breaker of participants	8:40am – 9:00am
Session One: Morning Introduction Lecture on ' Packvertising ': Improving Packaging Design and Crafting it to “Speak” to Customers	9:00am – 11:30nn
Lunch Break	11:30am – 1:00pm
Icebreaker	1:00pm – 1:10pm
Session One: Afternoon Hands-On Session on ' Packvertising ': Improving Packaging Design and Crafting i.e Logo Creation, Packaging making and design	1:10pm – 4:50pm
DAY 1 Wrap-up (Photo Op)	4:50pm – 5:00pm
DAY 2	
Icebreaker	9:00am – 9:20am

Session Two: Introduction Lecture on Digital Marketing / Social Media Management / Content Creation - Speakers Presentations	9:20am – 10:30am
Session Two: Hands-On Session on Digital Marketing / Social Media Management / Content Creation - Content Creation, Social Media Creation	10:30am – 12:00nn
Lunch Break	12:00pm – 1:00pm
Non-Contact Games/Raffle/Q&A from lecture with prizes	1:00pm – 1:10 pm
Session Three: Introduction Lecture on E-commerce Management: A crash course on online shopping platforms and Techniques - Speakers Presentations	1:00pm – 2:30pm
Session Three: Hands-On Session on E-commerce Management: A crash course on online shopping platforms and Techniques - Setting Up Accounts, Cost Analysis, Setting Up E-Payments	2:30pm – 4:50pm
Day 2 Wrap-up (Photo Op)	4:50pm – 5:00pm
DAY 3	
Icebreaker	9:00am – 9:20am
Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Speakers Presentations	9:20am – 10:20am
Session Four: Morning Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Participant inputs and practice pitching	10:20am – 12:00nn
Lunch Break	12:00pm – 1:30pm
Non-Contact Games/Raffle/Q&A from lecture with prizes	1:30pm – 1:40pm
Session Four: Afternoon Introduction Lecture on Elevator Pitching Basics: How MSMEs can present their products to potential investors, clients, and tourism fairs - Pitching, Presentation of Outputs, and Q&A from Panelists	1:40pm – 4:00pm
Session Five: Disaster Risk Management	
Awarding of Certificates and Special Awards	4:00pm – 4:30pm
Closing and Synthesis	4:30pm – 5:00pm
Photo Op	
Fellowship (optional)	

Note: Bidders can recommend enhancement on the proposed program subject to the approval of TPB

IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

Leg No.	Destination/s	Indicative Dates of Implementation
1	Masbate	April 11 – 15, 2024
2	Cagayan	May 28 – June 01, 2024
3	Bukidnon	July 18 – 22, 2024
4	Aklan	October 1 – 5, 2024
5	Business to Consumer in General Santos City	June 28 – 31, 2024

V. ADDITIONAL TECHNICAL REQUIREMENTS

- A. Bidders must have been in operation as an Event Management Company/Project Management Company/ Production House / Conference Integrator under Philippine laws within the past five (5) years.
- B. Bidder must have experience in event or project management/event organizing within the past five (5) years
- C. Must have handled at least two (2) similar projects/events. Submit a list of at least two (2) handled similar projects/events. Attach a Notice of Award, Purchase Order/Contract, Notice to Proceed, or Certificate of Satisfactory Completion.
- D. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
 - 1. Project Manager
 - 2. Creative Writer
 - 3. Technical Director
 - 4. Multi-media Art Designer
 - 5. Technical Support Team (sound/light operator and project coordinator)

Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.
- E. Profile or Portfolio of Emcee/Host/Moderator and Resource Speakers (maximum of 4).

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **FIVE MILLION PESOS ONLY (PHP5,000,000.00)**, inclusive of all applicable fees and taxes.

VII. TERMS OF PAYMENT

Payment for the service provider shall be based on the completion of each phase of each tranche of the project as follows:

TRANCHE	PAYMENT TRANCHE	PERCENTAGE OF PAYMENT
Tranche 1: Upon submission and approval of the Resource Speakers, Host/Moderator, and Facilitators of the Workshop Program	1 st payment	15%
Tranche 2: Upon completion of the first and second legs submission of reports including proper documentation in hard copy, ring bind with photos	2 nd payment	25%
Tranche 3: Upon completion of third and fourth legs with supporting documents including proper documentation in hard copy, ring bind with photos	3 rd payment	25%
Tranche 4:	4 th payment	25%

Upon completion of fifth and sixth legs with supporting documents including proper documentation in ring bind with photos in 3 sets		
Tranche 5: Upon Completion of seventh leg and issuance of Certificate of Project Completion and acceptance and approval of Highlights of Events for all legs including submission of all pertinent documents.	5 th payment	10%

Please send billing statement to TOURISM PROMOTIONS BOARD PHILIPPINES 4/F Legaspi Towers 300, Roxas Blvd., cor. P. Ocampo St., Malate, Manila 1104. The bidder is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the winning bidder.

VIII. CONTRACT DURATION

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

IX. PROJECT OFFICERS CONTACT INFORMATION

Domestic Promotions Department:
852-1255/ 8525-9318 loc. 214

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