

TECHNICAL SPECIFICATIONS

SERVICES OF AN EVENT MANAGEMENT COMPANY (EMC) FOR THE TRAVEL PHILIPPINES APP AND ENHANCED TPB MEMBERSHIP PROGRAM LAUNCH EVENT

I. BACKGROUND:

Travel Philippines App is a groundbreaking application/online tool set to transform the way travelers/visitors engage with the mesmerizing beauty of our country. Brimming with a myriad of features, this innovative travel app is poised to become the go-to resource for anyone looking to unravel the secrets of our 7,641 islands.

At its core, the Travel Philippines App is a gateway to real-time insights into the most captivating destinations our nation has to offer. It serves as a digital compass, guiding travelers through the enchanting landscapes and cultural wonders that make the Philippines a must-visit destination. It is a reliable 24/7 companion that not only navigates travelers through the vibrant streets of Manila but also unveils the hidden gems of many other provinces.

By leveraging the power of digital platforms, the app seeks to build awareness and foster a deep connection between travelers and the diverse landscapes our country boasts of. As we embark on this digital journey through the promotions of the application, the event will also serve as a platform to launch the enhanced TPB Membership Program.

The launching of the Enhanced TPB Membership Program set in the first quarter of 2024 coincides with the resumption of registration/annual dues for C.Y. 2024. This enhanced membership program aims to deliver additional value and incentives to members, complementing the benefits currently offered.

II. OBJECTIVES:

- Achieve substantial increase in user engagement on the Travel Philippines App
- Continuously improve and optimize the user interface and features of the app based on user feedback and technological advancements.
- Increase global awareness of the Travel Philippines App, positioning it as the ultimate travel companion for exploring the country.
- Establish a strategic partnership with key players in the tourism Industry to amplify the app's reach and credibility.
- Ensure a successful launch event that effectively introduces the Travel Philippines App and highlights the enhanced TPB Membership Program.
- To establish a platform for showcasing the enhanced benefits of the TPB Membership Program
- To provide a venue for networking and rapport-building among the existing TPB members
- To strengthen the partnership between the TPB and its members

III. SCOPE OF WORK/SERVICES:

The Tourism Promotions Board (TPB) Philippines is inviting qualified Events Management Companies/Event Organizers or other suppliers providing similar services, to assist in the preparation, coordination, and implementation of requirements for the abovementioned event based on the following guidelines:

- a. Production of Video of the Enhanced TPB Membership Program
 - Creation of a 3-4 minute video presentation of the enhanced TPB membership program to include video testimonials from at least 3 TPB members to be identified by the TPB.
 - Size: 1920 x 1080 (1080p) / Full HD
 - Format: MP4
 - with background music, sound effects, animations and voice over, as necessary
 - Video must be:
 - Able to present the enhanced TPB Membership Program clearly
 - With narration (voice over/animation)
 - Clean and creative
 - Straight to the point
 - Fun, engaging, professional look

- b. Venue Set-up

Organizing, designing, facilitating and set-up of the venue, registration area, cocktail area, photo wall, and the elevated stage for the designated performers/entertainers, complete with the technical requirements (i.e. centerpieces, lighting, audio-visual equipment, sound system, PA system, microphones, dressing rooms that will also serve as holding area/s for the entertainers and for the VIPs as needed). Theme and venue set-up should be approved by the TPB.

General theme: Love the Philippines

Target Attendance: 450 - 500 pax

- c. Program Requirements

Manage and implement the Enhanced TPB Membership Program Launch for the invited TPB members and existing DOT/TPB key officials.

Indicative Schedule of Activities

TIME	ACTIVITY
5:00 pm	Arrival of Guests / Registration; Service of Cocktails
6:00 pm	Start of Program
6:10 pm	Presentation of the Travel Philippines App and the Enhanced TPB Membership Program

	by COO Maria Margarita Montemayor Nograles TPB Membership Program Video Presentation COO Introduction of Tourism Secretary Christina Garcia Frasco
6:30 pm	Special Message by Tourism Secretary Christina Garcia Frasco
6:45 pm	Awards Presentation
7:00 pm	Entertainment (Live Band) Dinner Opening of Registration for TPB Membership Application/Renewal
8:00 pm	End of Program

d. Documentation Requirements

The Event Organizer will hire a photo and video team consisting of at least 3-4 professional photographers and videographers to facilitate the following:

- Production of a 3-minute Same Day Edit (SDE) video of the event
- Photo documentation
 - Raw photos and videos
 - 300 color-enhanced photos
 - 20-25 event highlights photos immediately upon the culmination of the event for media release/socmed posting by the TPB

The TPB will have full ownership of all the recorded materials (photographs and videos, Same-Day-Edit video). The materials (raw and edited) must be stored in an external hard drive/disk to be endorsed to the TPB upon conclusion of the event.

e. Technical Requirements

Provide the following equipment and coordinate with the technical team of the venue (to be advised later) for the setup and installation of all physical and technical requirements (if needed), to include, but not be limited to the following:

- Stage with LED Panels as backdrop
Stage size: 40' x 16'. Height is 4' (ideal for 400 attendees)
Center LED 32'.10" x 11'.6" side LED panels 3'3" x 11'.6"
Basic Audio-visual (speakers, microphones, etc.) and lighting system (PAR lights)
- Note: Microphones should be wireless (at least 3) and 1 set of lapel mic on stand-by
- LED wall screen, backdrop, stage/set design (as needed)
- LED projector and screen (as needed)
- Stage and truss system (as needed)

- Holding area for the TPB COO and DOT Secretary (should be enclosed - well-lit lounge set-up to accommodate at least 6 persons - with free-flowing water, coffee, tea and snacks - pastries, cookies, nuts)
- Technical booth and manpower
- All needed signages and/or marquees
- Tables and/or chairs for the attendees
- Use of rostrum/podium

f. Entertainment Requirements

- Entertainers/performers (preferably a band) and Master of Ceremony/MC (at least 1)
 - Entertainers should be able to perform for a maximum of 1.5 hours. All performers and MC are subject to the approval of the TPB.
- Logistics Requirements
 - Holding room/area during the technical/general rehearsal and actual event
 - Meals, administrative/logistical costs and other miscellaneous expenses

Note: There should be a dress rehearsal/tech run at least one day before the event

g. Others

- Five (5) major award prizes worth a maximum of **Php75,000.00** (in the form of vouchers or giveaway items)

h. Logistical Requirements for TPB personnel

- One (1) unit of van for TPB personnel for 2 days maximum use of 12 hours a day. Route: within Metro Manila

k. Other Requirements

- Assistance in other related matters pertaining to the implementation of the Launching of the Enhanced TPB Membership Program that may not have been included in this document but deemed necessary by either party.
- Provision of incidental and other miscellaneous expenses amounting to **Php20,000.00** (additional participants, equipment rental, Wi-Fi connection/upgrade, coordination meetings, and other expenses)
- Must have regular staff with a minimum of three (3) years experience and possess good communication skills who can coordinate and liaise with the Project Officer (i.e. Production Manager, Stage Manager, and Technical Director). Kindly submit a Curriculum Vitae (CV) together with the proposal.

IV. INDICATIVE PROJECT IMPLEMENTATION SCHEDULE

Date: 23 February 2024

Time: 05: 00 PM – 08:00 PM

Venue: Metro Manila

V. ADDITIONAL TECHNICAL REQUIREMENTS

- a. Must be Filipino-owned, operated and legally registered EMC under Philippine laws in the last three (3) years
- b. Must have a minimum of three (3) organized and implemented fairs/events in the for the past three (3) years

VI. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract is **ONE MILLION PESOS ONLY (PHP1,000,000.00)**, inclusive of all applicable taxes.

VII. TERMS OF PAYMENT

Send bill arrangement to the TPB after the full completion of requirements. One-time engagement and payment will be based on actual cost and will be paid thirty (30) days upon the receipt of the Statement of Account (SOA) or Billing.

Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the service provider.

VIII. CONTRACT DURATION

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

IX. PROJECT OFFICERS CONTACT INFORMATION

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