

## TECHNICAL SPECIFICATIONS

Services of an Event Management Company for Philippine Booth Design, Operations, and Activations at World Travel Market (WTM) London 2024  
(as of 25 September 2024)

### I. BACKGROUND

The World Travel Market (WTM) London is the world's most influential travel and tourism event. It brings together the global leisure travel community, helping drive a travel industry valued at more than US\$ 9.6 Trillion. This year, the must-attend exhibition for the worldwide travel and tourism industry will be held on 05-07 November 2024 at the Excel London, United Kingdom.

Year-on-year, the WTM allows tourism businesses from around the globe to showcase their brand and exhibit at the show along with the biggest names in accommodation and hospitality, renowned tourism destinations and attractions, innovative travel technology providers, and airlines. The event helps NTOs and international travel providers do business with world-class travel buyers and showcase their services to the international press.

For this year's participation at the WTM, we will once again highlight the tourism brand "Love the Philippines" and showcase the very best experiences and award-winning destinations the country can offer. Our participation in this prestigious event also aims to support the target set for 7.7M inbound tourists in 2024 and in positioning the Philippines as Asia's Next Tourism Powerhouse.

#### Philippine Stand Features:

There will be a 320.25 sqm island pavilion located near the N10 entrance hall and will feature the "Love the Philippines" global branding, and our award-winning destinations and activities.

The booth's essential features will be the B2B meeting tables for Seller companies, themed activation areas, a VIP meeting area, LED overhead banners, and central information counters.

As in previous participations, booth activations will be significant features of the stand as these have always been major crowd drawers, thereby contributing to walk-in queries and leads. Programmed activities throughout the day will be set and promoted at the booth.

### II. OBJECTIVES

Continued participation at the WTM London 2024 will provide a platform for the Philippines' travel and hospitality industry to:

- Strengthen the Philippines' global tourism branding campaign "Love The Philippines";
- Showcase the Philippines' award-winning destinations;
- Network with new stakeholders in existing and emerging tourism source markets, and generate new business deals;
- Renew linkages with industry counterparts in Europe and other key markets;
- Explore partnership opportunities with various tourism stakeholders, including tour operators, OTAs, online distribution platforms, travel websites and communities, journalists, and influencers, among others; and
- Sustain a strong and distinguished presence in the global tourism industry.

### III. SCOPE OF SERVICES AND DELIVERABLES

The event management company shall provide:

#### A. Booth Design

The Philippine Pavilion should have a total design approach, integrating Filipino creativity & artistry, interior design, furniture, home accessories, and space planning while showing a balance between securing business opportunities and social responsibilities. The design must also be created featuring practices of the principles of ecological sustainability.

1. The design of the Philippine pavilion should aim to attain the following objectives:
  - a. Generate positive name recall of the Philippine tourism brand and strengthen the Philippines' claim to be a preferred tourist destination for the European market;
  - b. Create an atmosphere that reflects a modern Philippines claiming its position as one of the premiere destinations in Asia;
  - c. Showcase cross-promotion of Philippine tourism and trade products (Philippine textiles, food/culinary, furniture, architecture, and the likes);
  - d. Attract and encourage buyers, consumers, press and travel trade guests to visit the Philippine Pavilion;
  - e. Provide a highly functional, interactive yet visually appealing area for the provision of Philippine tourism information, product updates, audio visual presentations, tabletop business meetings, and other promotional activations;
  - f. Highlight the featured Philippines destinations with focus on tourism and trade products;

- g. Incorporate the use of interactive display solutions, new digital technology, and/or augmented reality devices in presenting Philippines to the European market; and,
- h. The design should incorporate Philippine architecture or traditional Filipino design that uniquely identifies the Philippines.

***Note:*** Bidder should be flexible in terms of incorporating inputs of TPB in the overall look of the Philippine pavilion and be able to provide necessary adjustments on paper (floor plan and perspectives) within 48 hours after inputs from TPB. Final set of floor plan/s, perspectives and working drawings (to include lighting, electrical, graphics and accent plans) should be approved and signed by the TPB before implementation.

2. Design concepts and plans are subject to approval of TPB.

❖ Philippine Pavilion Design Elements:

a) Size: 320.25 sqm. island pavilion/booth, located at ExCel London (Asia Hall); See Exhibit floorplan for reference

b) Provide twenty-four (24) individual company workstations/ negotiating areas for Philippine private sector companies along the perimeter of the booth and five (5) workstations/ negotiating areas for government sector representatives, to include installation of the following:

- One (1) table
- Three (3) cushioned seats
- Small lockable storage cabinet with shelves
- Individual electric outlets (should be concealed and bolted to the B2B table/structure) and adaptors
- Co-exhibitor name/signage
- 1 small garbage bin per table (concealed if possible)
- Table centerpiece, if needed
- A brochure stand/rack (per table)

c) VIP Lounge: One (1) semi-enclosed VIP Lounge that can comfortably accommodate 6-8 officials/guests and should have the following:

- Lounge chairs
- Center and side tables
- 1 50" (minimum) TV monitor with accompanying cables (HDMI, USB, VGA, etc)
- Interior décor and styling with appropriate furniture, furnishings, and accents/accessories
- Furniture and fixtures should depict a modern Philippines and conform to the general theme, "Love The Philippines"

**Notes:** *The VIP Lounge area must be positioned in the center area of the pavilion with the work stations/ negotiating tables surrounding the reception area; Furniture and accent pieces in the VIP Reception area should be authentic (Philippine-made), as recommended by TPB.*

d) Information Counters: Minimum of two (2) Information counters with at least two (2) chairs per counter, concealed power outlets, lockable cabinets (preferably sliding door) with shelves and drawers, brochure racks, calling card holders /racks, appropriate visuals, and other accessories to display the following:

- Schedule of activities/announcements/activities during the event
- QR code for the travel app and website
- Schedule of activities at the activation zones sponsored by the Philippines (at least 4)
- QR code for the Directory of the Philippine Exhibitors;

e) Storage Area/ Cloak Room: Appropriate storage area with individual lockers (maximum of 60) enough to accommodate personal belongings/effects of Philippine sellers/ reps, storage areas should have the following: lockable lockers, wardrobe/coat hangers, mirror, shelves for brochures to include a mini office area for the color printer with ink, bond paper, etc;

f) Dining area (for the Philippine delegation) which should have the following items and appropriate storage: one sink for washing up and food washing with running water, hot and cold water dispenser, coffee maker or percolator, refrigerator with freezer, microwave, fire blankets/extinguisher, storage cabinets and shelves, trash bins with ample supply of trash bags, small dining area with table/s and benches/ stools, and lockable door.

## **B. Booth Activations**

### **1. Set-up and management of booth activations**

a) Booth Activations:

- **Love Flavors:** Filipino Food Demo or sampling (eg Coffee, Cocktails, Sikwate, etc.)
- **Love Leisure:** Boracay Vibe – hair threading, henna tattoo, and casual Pina wear showcase/ photo op
- **Love Culture:** Period costumes and photo op with Paoay Church as the backdrop.

The EMC is to provide animators, mechanics, scheduling, equipment, implements, costumes, materials, samples, and giveaways to successfully execute the activations, subject to the approval of TPB.

- b) Provide world-class artists/ animators/ talents/ models/ entertainers and cover the following expenses relative to their travel to the United Kingdom:
  - Honorarium/ talent fees/ professional fees;
  - International and domestic (if necessary) air tickets including Traveling insurance with COVID-19 coverage and other airline-related expenses;
  - Daily per diems;
  - Management fees;
  - Visa fees; and
  - Accommodations in London
- c) Assist and oversee the overall arrangements of the artists/ animators/ models/ entertainers for the duration of their stay in London;
- d) Secure necessary traveling documents of the artists/ animators/ models/ entertainers for visa processing purposes;
- e) Monitor and coordinate all necessary arrangements and requirements of the artists/ animators/ models/ entertainers' travel to London, UK;
- f) Secure additional baggage allowance for the equipment/samples of the artists/ animators/ entertainers, as necessary; and
- g) Manage the activations and performances at the Philippine Pavilion for the duration of the WTM

### **C. Booth Operations and Management**

Provision and management of:

#### **1. Booth Catering**

- a. Provide catering/ food services at the Philippine stand from 05 to 07 November 2024
  - i. Provision of daily lunch set menu good for 80 pax served in bento boxes:
    - 1 Meat Dish
    - 1 Fish Dish
    - 1 Vegetable Dish
    - Rice
    - Dessert
    - Assorted drinks (hot & cold)

- ii. Provision of daily morning and afternoon snacks/pica-pica
    - iii. Provision of daily Coffee and Tea Service (Filipino blends) and purified drinking water
  - b. Caterer must comply with the food handling requirements of the WTM Organizers.
  - c. Caterer must provide wait staff and servers.
  - d. Payment of External Catering Service Fees charged by ExCel London.
  - e. Menus are to be approved by TPB.
2. Booth Support Assistants
- a. Provide services of London-based Booth Support personnel
    - i. Four (4) Info Counter Staff dressed in Filipino costumes during the trade show proper
    - ii. Two (2) Booth support staff to assist during ingress, egress, and trade show proper
  - b. Coordinate with the Philippine Department of Tourism – UK for contacts in the Filipino community for staffing requirements
3. Shipping and Courier Costs
- a. Arrange all permits and cover all shipment and courier costs required for shipping promotional materials, giveaways, costumes, and activation materials.

**D. Networking Session and Debriefing Dinner with Key Opinion Leaders (KOLs) and Private Sector Delegates**

1. Sourcing and booking of appropriate venue for networking cocktails and debriefing dinner with Key Opinion Leaders (KOLs) and private sector delegates in London (restaurant or pub near Excel London) that can accommodate 90 pax in one (1) seating to include provision for a stage, technical booth, holding area/s for the Secretary / COO and Performers.
2. Organizing, designing, facilitating and set up of the venue (including directional signage/standees and venue branding), cocktail reception area, dinner reception area, holding area for the Officials / VIP Lounge, holding area for the performers, an elevated stage for a possible entertainer or ensemble with the technical requirements (i.e., lighting, audio-visual equipment, sound system, PA system, microphones, et. al.)
3. Provision of Cocktails for 90 pax:
  - Themed Cocktails in Filipino or Continental cuisine for 85 pax with provision for vegetarian, halal, gluten-free, etc.;
  - Cocktail tables and lounge set up with complete arrangement, pass around food, dressed cocktail tables/chairs, uniformed and well-trained banquet

service personnel, and appropriate ambient décor/incentivized set-up to complement the overall theme or look of the event;

- Inclusive of free-flowing drinks and/or a bar set-up with drinks
4. Provision of Dinner for 75 pax:
    - Themed dinner in Filipino or Continental cuisine for 75 pax with provision for vegetarian, halal, gluten-free, etc.;
    - Dinner tables with complete arrangement of buffet stations, dressed tables and chairs, uniformed and well-trained banquet service personnel, and appropriate ambient décor/incentivized set-up to complement the overall theme or look of the event;
  5. The final F&B minimum guarantee should be based on participant estimates one (1) week before the event.
  6. Menus are to be approved by TPB.
  7. Creation of program flow, detailed scenario, and script based on the approved program, subject to approval of TPB.
  8. Coordination with the assigned TPB Officials/Officers and PDOT-UK for the finalization of the program and speakers.
  9. Provision of emcees and/or moderators in case of panel discussions
  10. Arrangement of technical rehearsal/run at least before the start of the program in coordination with the assigned TPB Officer/s.
  11. Provision of event coverage and assistance including recording and editing the video recording of the speech/talk of the speaker, as necessary.
  12. Documentation in photos and videos of all activities for submission to TPB in JPEG/MPEG format saved on an external hard drive.

## **E. PR & Publicity Agency**

### **1. Scope of Work**

The PR and Publicity Agency will be responsible for the following and in coordination with the TPB Marketing Communications team:

#### *a. Pre-Event Activities*

- Strategy Development: Create a comprehensive PR and publicity strategy tailored for WTM 2024.
- Media Outreach: Identify and engage with relevant media outlets, journalists, and influencers.
- Press Materials: Develop and distribute press releases, media kits, and other promotional materials.
- Social Media Campaigns: Design and execute social media strategies to build anticipation and engagement.
- Media Training: Prepare the Philippine Tourism Secretary, TPB COO, and/or other Philippine officials(s) for interviews and public speaking engagements.

### *b. During WTM Activities*

- On-Site Media Relations: Manage media interactions, press conferences, and media briefings.
- Content Creation: Capture and distribute real-time content (photos, videos, updates) to media and social channels.
- Crisis Management: Address any potential PR issues or negative coverage promptly and effectively.
- Networking: Facilitate meetings with key media, travel industry professionals, and influencers.

### *c. Post-Event Activities*

- Post-Event Reporting: Provide a comprehensive report detailing media coverage, engagement metrics, and overall impact.
- Evaluation: Analyze the effectiveness of the PR and publicity efforts and recommend improvements for future events.

## **2. Deliverables**

- PR Strategy Document: A detailed plan outlining all PR and publicity activities.
- Press Materials: High-quality press releases, media kits, and promotional content.
- Social Media Content: Scheduled posts, live updates, and multimedia content.
- Event Coverage: Real-time updates and post-event media reports.
- Final Report: A comprehensive review of the PR campaign's success and media impact.

## **3. Qualifications**

- UK-based agency with a proven track record in handling PR and publicity for large-scale international events.
- Strong media connections, particularly in the travel and tourism sectors.
- Experience in managing crisis situations and handling high-pressure scenarios.
- Highly recommended by the PDOT-UK Office and subject to the approval of TPB.

## **4. Reporting and Communication**

- Regular updates should be provided to TPB on progress and any significant developments.
- Scheduled meetings to review progress and address any issues.

## **F. Community-Based Giveaways and Promotional Materials**

- a) Design, production, and provision of the following giveaways for distribution at the Philippine stand and in official functions:



QUANTITY	CATEGORY	INDICATIVE BUDGET
30 sets	VIP giveaways in boxes (Php2,000/pc)	PHP 60,000.00
1,500 pieces	Mass giveaways LTP-branded canvass tote bags to be given to booth and event visitors i.e., travel trade, media, consumers, and other booth visitors (Php200/pc)	PHP 300,000.00
150 pieces	Philippine branded lanyards (Php100/pc)	PHP 15,000.00
200 pieces	Digital Incentive Bag Giveaways (Php300/pc)	PHP 60,000.00
500 pieces	Trade Giveaways (Php350/pc)	PHP 175,000.00
500 pieces	Activation Giveaways (Php200/pc)	PHP 100,000.00
6,000 pieces	Various printed promotional materials that may be required (e.g. maps, brochures, catalog, stickers, posters, flyers, standees, etc.); 5 destination brochures, Philippine Map	PHP 290,000.00

**Note:** Samples or design proofs must be submitted to TPB for approval before production/purchase of all items prior to shipping of the EMC to London. Samples are not required for presentation during technical bid.

#### IV. PROJECT IMPLEMENTATION SCHEDULE

WORLD TRAVEL MARKET 2024  
05-07 November 2024  
ExCel London, United Kingdom

#### V. ELIGIBILITY REQUIREMENTS

1. The Event Management Company must be a 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 international projects or events in Europe.
2. The company has experience in organizing large-scale events. Must submit a list of large-scale international and local events handled in the last three (3) years and a list of ongoing-projects.

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

The ABC is **NINE MILLION ONE HUNDRED SIXTEEN THOUSAND FOUR HUNDRED TWENTY-EIGHT PESOS ONLY (PHP9,116,428.00)** inclusive of all applicable fees and taxes.

## VII. TERMS OF PAYMENT

TRANCHE	PERCENTAGE OF PAYMENTS	DELIVERABLES
1 <sup>st</sup>	50%	Upon submission of service contracts for animators, models, support staff, and issuance of flight tickets.
2 <sup>nd</sup>	50%	Upon completion and satisfactory performance of the services as listed in the Technical Specifications and certified by TPB, and submission of deliverables such as end reports, recordings of the activities, videos, photos, etc.

Winning bidder must submit a Statement of Account / Billing Statement with detailed costs for all services rendered including management fee, and complete supporting documents for the processing of payments. Documents must be addressed to:

**MARIVIC M. SEVILLA**

Acting Head, International Promotions Department  
6/F, Five E-Com Center, Harbor Drive, Mall of Asia Complex, Pasay City, 1300  
and

**RAMON JULIAN S. DE VEYRA, JR.**

Acting Head, EAMI Division, International Promotions Department

**Note:**

- Payment shall be made within 30 working days upon submission of the Statement of Account with complete supporting documents.
- The supplier is encouraged to have a Landbank account. Payment will be made through an LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.