

# TECHNICAL SPECIFICATIONS

## SERVICES OF AN EVENTS MANAGEMENT COMPANY (EMC) FOR THE ASEAN TOURISM FORUM (ATF) 2025

15-17 JANUARY 2025 | JOHOR BAHRU, MALAYSIA

### I. BACKGROUND

The ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. This will be the 45<sup>th</sup> edition of ATF since its inauguration in Malaysia in 1981.

The ASEAN Tourism Forum (ATF) is a cooperative regional effort to promote the Association of the Southeast Asian Nations (ASEAN) region as one tourist destination. ASEAN is a melting pot of diversity – a singular economic and tourism region with ten (10) member states that could not be more different from one another. Language, culture, heritage, natural endowments and people, that are inherently different, yet bonded by common cross-roads, passages of history and more importantly, a desire for tourism success.

ATF at its core recognizes that ASEAN is stronger and more compelling as one collective destination. The region offers countless exciting experiences in a seamless journey of different identities, an important proposition that has kept ASEAN's appeal strong throughout the world.

For the 45<sup>th</sup> consecutive year in 2025, government officials will renew annual efforts to channel greater domestic and international tourism dollars into the region, while the travel industry engages in business at TRAVEX – the world's largest ASEAN destination, product and service showcase.

### II. OBJECTIVES

The TPB will be participating with a 144-sqm booth with at least 15-16 private sector companies joining in to support this event.

The role of TPB is to provide destination information as well as to provide an opportunity for the Philippine private sector to create and/or strengthen business relationships with international buyers. Part of the program is the hosting of the dinner function with entertainment for the invited buyers, sellers, exhibitors, NTO Meeting participants and media.

In view of the above, TPB Philippines is in need of the services of an EMC that will provide, entertainment for the Hosted dinner Function, and production of giveaways required for the ATF 2025 on January 2025.

### III. SCOPE OF WORK / DELIVERABLES

#### A. ENTERTAINMENT FOR BOOTH ACTIVITIES AND HOSTED FUNCTION

- i. Provision of live cultural performances during the following:
    1. Opening Ceremony
    2. TRAVEX booth activation
    3. Philippine Hosted Function
    4. Turn Over Ceremony in coordination with the 2025 ATF organizer
  - ii. Philippine Pavilion and Hosted Function venue design and styling
1. Assist TPB in the planning, management, and implementation of the Event Styling and Entertainment Repertoire Plan
  2. Recommend to TPB and provide the artists and performers using local talents preferably who have experience in performing in front of an international audience as a contracted performer during an international event. Performers should include but not limited to choir groups, singer/s, dancer/s or festival dancers, etc., (performance similar to the PHITEX 2024 Opening Ceremony).
  3. Create an Event Management Team (EMT), with a minimum experience of three (3) years, who shall coordinate, oversee the light, sound, audio-visual, scenery, technical requirements, staging, choreography and other elements and requirements of the overall show.

The EMC shall also provide the services Filipino chef and a staff, as approved by TPB, to collaborate with the ATF 2025 official venue for the preparation of the menu and take the lead in the preparation of the meals during the Hosted Function event. The EMC will bear the Filipino chef's professional fees amounting to THREE HUNDRED FIFTY THOUSAND PESOS (PHP 350,000.00).

The EMC shall source the appropriate artists, technical practitioners, etc. required to implement the overall program scenario for the Hosted Function which should include, but not limited to the following:

- Event Coordinator;
  - Event Director;
  - Stage Manager;
  - Technical Director/Production Manager;
  - Event Photographer;
  - Emcee; and
  - Others as may be necessary
4. The EMC shall provide Philippine snacks and delicacies as well as disposable cutleries, cups, tissue, and tea amenities good for three (3) days for food tasting and sampling at the Philippine Pavilion.

The EMC shall also provide a Filipino coffee experience with a barista and complete set of coffee machine, equipment and condiments as necessary. The EMC shall shoulder the travel expense of the barista including allowance for excess baggage.

5. Provide the following requirements for the event and coordinate with the technical team of the venue (TBA) for the set up and installation of all physical and technical requirements, to include, but not be limited to the following:
  - Audio-Visual and Lighting System (speakers, microphones, etc.)
  - LCD projector and screen (as needed)
  - Stage truss system (as needed)
  - Microphones (lapel and wireless) and amplifiers
  - Laptops (mac and windows) with appropriate connectors
  - Presentation Clicker/Laser Pointer
  - Appropriate cables and video adapters (VGA, HDMI, etc.)
  - Professional lighting system (if needed)
  - Other Technical requirements of the Secretary for her speech (e.g. Easel Sheets and easel stand, etc.)
6. Prepare the program scenario and script to include the spiel of the emcee/voice over per event component;
7. Produce and execute the shooting and pre-recording of performances (as needed);
8. Coordinate with the TPB officers to secure recordings of the messages of key officials or other speakers' messages should the need arise;
9. Provide the following for the live performances during the events (if applicable/necessary):
  - Stage and overall venue décor/execution scene design, installation art, production properties, etc.
  - Sound system
  - Lighting equipment and special effects
  - Haze / Smoke / Fog Machines
  - AV equipment (LED screen / projectors)
  - Special effects (3D, video mapping, hologram)
  - Close circuit cameras for documentation purposes
  - Generator Set
  - Signages/graphics within and around the reception venue if need be
  - Costumes of entertainers and necessary props
10. Document in video and photo formats all events and show presentation for submission to TPB saved in an external hard drive;
11. Final dry run/technical check of the program scenario to be presented for final approval of TPB before the event;
12. Submit end reports, recordings of the activities, videos, and final cut (3-4 minute AVP, as needed) to TPB after the event.
13. The TPB shall have full ownership of all the data gathered and presented (both in hard and soft copy files) from the event;
14. All records are regarded as confidential and therefore will not be divulged to any third party without prior written approval of TPB. The TPB has the right to

request sight of, and copies of any and all records kept, on the provision that the company is given reasonable notice of such a request;

15. Ensure the privacy and security of any and all confidential, privileged personal information, and/or sensitive personal information that they may have access to, and shall store, use, process and dispose of the said privileged personal information and/or sensitive personal information in accordance with Republic Act No. 10173, otherwise known as the Data Privacy Act of 2021 and its Implementing Rules and Regulations.
16. The EMC shall bear the cost of the following:
  - a. Professional fees of all the production team and performers for the duration of the travel dates
  - b. Professional fees of the invited Filipino chef and staff
  - c. Rehearsals, studio rental costs, production meeting costs
  - d. Costumes and musical instruments, including its shipment to and from Malaysia
  - e. Travel and meal expenses of the performers and production crew including domestic and international air tickets and baggage allowance for a maximum of 35 pax (production team, performers, barista, Filipino chef and staff)
  - f. Accommodation costs for all the members of the team during the whole project, including the barista, Filipino chef and staff
  - g. Comprehensive travel insurance for the duration of the production team's stay in Malaysia
  - h. Piped in music material (if applicable)
  - i. Valid passports for the whole team
  - j. Administrative costs
  - k. Miscellaneous expenses in the amount of ONE HUNDRED THOUSAND PESOS (PHP 100,000.00) which includes communication fees, taxes, Antigen tests, if necessary, Filipino ingredients and excess baggage, etc.
  - l. Printing of Invitation (100 pcs) and Philippine Icons stickers (100pcs per design) for the Philippine Hosted Dinner. Approved design to be provided by TPB.**
17. Any deviation/ changes to be made/ implemented in the deliverables listed in the scope of services will be subject to the approval of TPB as long as it is within the ABC; and
18. Bidders will also be required to include a hard copy of their complete Planned Approach in their technical documents submission.

## **B. GIVEAWAYS**

### **i. Hosted Function Giveaway (TBD)**

Quantity: 500 pieces

Budget: PHP1,400.00/pax

Submission of sample: TBA

Delivery Address: TBA

Date of Delivery: TBA

**ii. Administrative Services**

1. Shipping cost of the giveaways to Malaysia and shipping of remaining giveaways from Malaysia to the Philippines.
2. Assistance on other related matters that may not have been included in this document but deemed necessary by either party.

**C. OTHER DELIVERABLES**

1. The EMC shall shoulder any management fees set by the ATF 2025 Organizers relative to the booth activations and Philippine Hosted dinner function;
2. The EMC must be able to collaborate, coordinate and cooperate with the TPB MARCOM Creatives Team for the necessary creative collaterals;
3. Provision of exhibit display (i.e. Bambike, kayak, surfboard, paddle board, beach chairs, umbrellas, etc.) for the booth's 3D wall activation; and
4. All logistical requirements of the EMC's personnel shall be borne/shouldered by the supplier such as but not limited to air tickets, accommodation, transportation and meals.

**IV. QUALIFICATION OF THE BIDDER**

1. Must be a duly registered Philippine company engaged in the business as an Events Management Company/Project Management Company/ Full-Service EMC with experience in event organization, and implementation. Must be in operation for at least three (3) years.
2. Must have implemented or participated as an EMC or event organizer in at least three (3) trade or consumer shows with international participation or audience, preferably in Malaysia. The bidder must submit a list of implemented similar projects within the three (3) years together with the technical bid envelope.

**V. QUALIFICATION OF THE KEY PERSONNEL**

1. Key Personnel (at least three (3) years of relevant work experience)
  - a. 1 Project Manager
  - b. 1 Project Engineer
  - c. 1 Designer
  - d. 1 Event Production Director
  - e. 1 Event Production Writer
  - f. 1 Event Production Photographer
2. Support Staff (with 1 (one) year of relevant experience)
  - a. At least 2 Administrative/Project Staff
3. The key personnel that would be assigned to the project must not have ongoing six (6) or more projects being handled from December 2024 to January

2025 and must state the same in the Curriculum Vitae (CV) to be submitted together with the technical bid documents.

**VI. PROJECT IMPLEMENTATION SCHEDULE**

**A. PERFORMANCE DURING TRAVEX**

Date: 15-17 January 2025

Venue: Philippine Pavilion, Persada Convention Center, Johor Bahru

Time: TBA

**B. HOSTED FUNCTION ENTERTAINMENT WITH STAGE AND VENUE STYLING**

Date: 16 January 2025

Venue: TBA

Time: 07:00PM-11:00PM

16 January 2025 Philippine Hosted Dinner Indicative Program	
TIME	ACTIVITY
07:00-07:30PM	Arrival of delegates
07:30-07:40PM	Welcome Remarks by the TPB COO Maria Margarita Montemayor Nograles
07:40-08:00PM	Opening Remarks by PH Ambassador to Malaysia
08:00-09:30PM	Dinner is served
09:30-10:00PM	Keynote Speech and Toast by the DOT Secretary Ma. Esperanza Christina Garcia Frasco
10:00-10:30PM	Cultural Performance
10:30-11:00PM	Open cocktails
11:00PM	End of Hosted Dinner Program

As of 22 November 2024

**C. CLOSING AND TURN OVER CEREMONY FOR PHILIPPINE HOSTING OF THE ATF**

Date: 18 or 19 January 2025

Venue: TBA

Time: TBA

Requirements: Maximum of 20-minute cultural performance during the ATF 2025 Closing Ceremonies

**D. SUGGESTED TRAVEL DATES FOR THE PRODUCTION TEAM**

Date/Time	Activity	Remarks
<b>13 January</b>		
	<ul style="list-style-type: none"> <li>Finalization of Philippine Pavilion Set up</li> <li>Arrival of EMC team and performers in Johor Bahru</li> </ul>	Delivery of giveaways to the Philippine Pavilion and Hosted Function venue
<b>14 January</b>		
	<ul style="list-style-type: none"> <li>Set up at the Philippine Pavilion</li> </ul>	

	<ul style="list-style-type: none"> <li>• Technical Rehearsal for the Philippine Pavilion Opening</li> </ul>	
<b>15 January</b>		
	<ul style="list-style-type: none"> <li>• Performance at the Philippine Pavilion</li> <li>• Set up of the Philippine hosted dinner venue</li> <li>• Rehearsals for the Philippine hosted dinner</li> </ul>	
<b>16 January</b>		
06:00PM	Stage Blocking and Sound checking, ingress of props, etc.	Time – TBA *TPB to check with organizers if they can provide a holding room for costumes etc.
07:00pm	TRAVEX Dinner Program: <ul style="list-style-type: none"> <li>• Welcome Remarks</li> <li>• Turn over ceremony</li> <li>• Dinner</li> <li>• Cultural Performance</li> <li>• Keynote / Closing Speech</li> <li>• Cocktails</li> </ul>	
11:00pm	End of Hosted Function Program	
<b>17 January</b>		
	Performances at the Philippine Pavilion	
<b>18 or 19 January</b>		
	Performance at the Malaysia Tourism Turnover Ceremony	Time and venue - TBA
<b>19 or 20 January</b>		
	Departure to Manila	

## VII. CONTRACT DURATION

Contract shall commence from the date of the receipt of the Notice to Proceed until the completion of the deliverables identified in the final payment.

## VIII. TERMS OF PAYMENT

PARTICULARS / MILESTONES	PAYMENT TERMS
Upon approval of the Program Plan, final list of performers, official itinerary and submission of copy of the issued air tickets of the group	1 <sup>st</sup> Tranche: 40%
Upon satisfactory completion of all deliverables and submission of the Project completion report and documentation	2 <sup>nd</sup> Tranche: 60%

The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

Send the bill to the **TOURISM PROMOTIONS BOARD** addressed to **COO MARIA MARGARITA MONTEMAYOR NOGRALES – ATTN: MS. MARIVIC M. SEVILLA** after the completion of services and submission of required supporting documents to facilitate payment.

**IX. APPROVED BUDGET FOR THE CONTRACT**

Bid Price Ceiling is **SEVEN MILLION SEVENTY FIVE THOUSAND FIVE HUNDRED PESOS (PHP 7,075,500.00)** inclusive of all applicable taxes and fees.

**X. PROJECT OFFICER'S CONTACT INFORMATION**

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