

TECHNICAL SPECIFICATIONS

SERVICES OF AN EVENTS MANAGEMENT COMPANY (EMC) FOR THE TPB MEMBERS' THINKTALK SESSIONS 2025

I. BACKGROUND

Mandated by Republic Act 9593, the Tourism Promotions Board (TPB) Membership Program aims to provide marketing services and benefits to its members through various activities that promote, advocate, and represent its members' interests for the benefit and sustainable development of their business, and the tourism industry. The three (3) primary areas where TPB assists its members are promotional assistance, targeted market intelligence, and sustainable business generation.

One of the key benefits of the membership program is access to activities that target business leads and generate sustainable business growth. This includes priority access to familiarization trips, industry site inspections, product presentations, market briefings, and other valuable resources.

In view of the Program's commitment, the Industry Relations and Services Division (IRSD) proposes to implement the TPB Members' ThinkTalk Sessions in 2025 to sustain its services to TPB members.

Based on the foregoing premises, The TPB is inviting qualified Events Management Companies/Event Organizers or other suppliers providing similar services to assist in preparing, coordinating, and implementing the requirements for the abovementioned event.

II. OBJECTIVES

1. To strengthen the partnership between TPB and its members, encouraging active involvement, and commitment to the recovery and growth of Philippine tourism
2. To encourage strong collaboration and partnership with the private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination
3. To strengthen the marketing capability of the TPB members
4. To educate TPB members on the principles of sustainable tourism and inspire them to advocate for responsible travel practices within their networks
5. To provide a platform to build business, insights, network, and brand for the TPB members
6. To professionalize the tourism industry through improved reputation, greater customer satisfaction, and effective management

III. SCOPE OF SERVICES

Indicative Topics:

April 2025	Gender and Development
July 2025	Digital and Social Media Marketing
September 2025	Branding

Virtual Meeting Session Management: Plenary Format

Target Audience: 120 TPB Members and other tourism stakeholders

1. Pre-session:

- 1.1 Must submit a proposed course outline, roster of subject matter experts (minimum of two (2) per session) and host/moderator with their respective Curriculum Vitae, and poster layout and design for the TPB's selection/approval.
- 1.2. Development, management and handling of participants' online registration, confirmation, and attendance via Zoom platform.
- 1.3. Sending electronic direct mail to the participants providing meeting link, on demand/recorded sessions, etc.

2. In-session

- 2.1. Provision of one (1) meeting host/moderator and program management team to handle the online meeting/learning sessions using the Zoom platform
- 2.2. The conduct of a mini raffle draw
- 2.3. Provision of one (1) major raffle prize per meeting (total of 3) - 3D/2N hotel/resort accommodation (standard or deluxe category) for two (2) with breakfast at a TPB member establishment, in the form of travel vouchers worth up to a maximum of PHP 20,000.00 each. Location (province/city) shall be at the winners' option provided that the cost is within the indicated budget. Validity should be not less than one (1) year from the date of issuance of the voucher.
- 2.4. Provision of two (2) minor raffle prizes per meeting (total of 6) - travel-related products worth PHP 3,000.00 each
- 2.5. Delivery/courier of participant prizes and speakers' tokens within the Philippines (and outside the Philippines if the speaker/s are based abroad) and submission of its waybill and/or proof of receipt to the TPB

3. Post-session (for every session implemented):

- 3.1. Preparation and dissemination of e-certificates of attendance. Design and specifications are subject to the approval of the TPB.
- 3.2. Dissemination of copies of presentation decks and recorded sessions

3.3. Provision of consolidated output of photo, video/raw recordings, and other documentation of the whole learning session one week after each session stored in a flash drive or hard drive

3.4. Administration of post-event evaluation (template to be provided by TPB) and preparation of summary, interpretation, and evaluation of data received.

3.5. Provision of administrative expenses for coordination/alignment meetings and debriefing within the TPB amounting to but not more than PHP 30,000.00

IV. PROJECT IMPLEMENTATION AND DELIVERY SCHEDULE

PARTICULAR/S	TIMELINE (INDICATIVE)
1. Timeline and Gantt Chart	
2. Concept, topics, program, course outline, proposed speakers, host/ moderator for the 3 sessions	Within one (1) week upon issuance of NTP
3. Mock-up designs of posters (based on the approved theme) for the three (3) sessions	Five (5) days upon approval of the concept
4. Registration form, speakers' profile, poster design, streaming platform, and other pre-event requirements	Session 1: Three (3) days upon approval of mock-up design Session 2: Last week of June 2025 Session 3: Last week of August 2025
5. Dry run	Session 1: 3rd week of March 2025 Session 2: 3rd week of June 2025 Session 3: 2nd week of September 2025
6. Conduct of event proper	<i>Indicative dates:</i> Session 1: 2 April 2025 Session 2: 9 July 2025 Session 3: 24 September 2025
7. Post-event requirements	Five (5) days after the event proper per session
8. Overall completion of services required for the implementation of the project	End- Third week of October 2025
9. Post-event report, data analytics report, database, and all recorded content	

V. ADDITIONAL TECHNICAL REQUIREMENTS

<ol style="list-style-type: none">1. Submit a list of completed virtual learning sessions using the Zoom platform similar and relevant to the above-mentioned topics for at least the past three (3) years in the private and government offices. Government offices must submit at least one of the following:<ol style="list-style-type: none">a. Notice of Award (NOA)b. Purchase Order (P.O.)c. Event Contract, and/or Notice to Proceed (NTP)2. Submit a customized proposal tailor-fit (not generic) to the audience's needs and objectives including a course outline.3. Submit a roster of subject matter experts (one per session) and host/moderator (one per session) for TPB to choose from with their respective Curriculum Vitae.4. Submit proof of a licensed Zoom account that will host the entire online meeting/training.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The ABC is **SEVEN HUNDRED THOUSAND PESOS ONLY (PHP 700,000.00)** inclusive of all applicable taxes. The bid amount shall not exceed the ABC.

VII. TERMS OF PAYMENT

TRANCHE	PARTICULARS/ MILESTONES	TERMS OF PAYMENT
1st	<ol style="list-style-type: none">1. Upon approval by TPB of timeline/Gantt Chart2. Upon approval of the concept, topics, program, course outline, proposed speakers, host/ moderator for the first session3. Upon approval of mock-up designs of posters (based on the approved theme) for the first session	15% of the total contract price
2nd	<ol style="list-style-type: none">4. Upon completion of the 1st Session and its post-meeting requirements5. Upon approval of the concept, topics, program, course outline, proposed speakers, host/ moderator for the second and third sessions6. Upon approval of mock-up designs of posters (based on the approved theme) for the second and third sessions	35% of the total contract price
3rd	<ol style="list-style-type: none">7. Upon completion of 2nd and 3rd Sessions and their post-meeting requirements	40% of the total contract price
4th	<ol style="list-style-type: none">8. Upon submission of post-event report	10% of the total

		contract price
	TOTAL CONTRACT PRICE (inclusive of service charge and all applicable taxes)	<u>100%</u>

Must provide services on a “send-bill” arrangement. Processing of payment shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by supporting documents by the supplier. Payment must be made in accordance with prevailing accounting and auditing rules and regulations. Total cost should be based on actual expense.

Please send a billing statement to:

TOURISM PROMOTIONS BOARD PHILIPPINES
6/F Five E-Com Center, Harbor Drive
Mall of Asia Complex, Pasay City 1300

Note: The bidder is encouraged to have a Landbank account. Payment will be made through an LBP bank deposit. Otherwise, bank charges will be shouldered by the events management company.

VIII. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until full implementation of the deliverables but should not exceed 31 December 2025.

IX. PROJECT OFFICER’S CONTACT INFORMATION

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