

## TERMS OF REFERENCE

### I. PROJECT TITLE AND DESCRIPTION

BUSINESS-TO-BUSINESS WORKSHOP AND NETWORKING EVENT WITH TOP TOUR OPERATORS IN AMSTERDAM, THE NETHERLANDS

### II. BACKGROUND

The Philippine Department of Tourism (DOT) wants to implement activities catering to the BENELUX travel trade that will further encourage the growth in tourism arrivals received from the market and promote the *fun in the Philippines* in the Netherlands.

### III. OBJECTIVE

To organize a well-attended business-to-business workshop and networking event on March 10, 2020 that will gather the decision-makers of top travel trade companies from the BENELUX Region to provide a platform to meet and enter into business partnerships with Philippine DMCs / tour operators and resorts/hotels. This program will also ensure that the travel trade attendees from the BENELUX region will learn more about the Philippines, and be encouraged to promote it as a young, dynamic and fun destination.

### IV. SCOPE OF WORK / DELIVERABLES

#### a. Organization of B2B Workshop and Networking Event

- Propose a strategic location for the networking event, which would reflect the brand identity of the Philippines;
- Negotiate with relevant suppliers for the implementation of the event;
- Invite top tour operators and independent travel agencies from the BENELUX region looking to generate tour packages on the Philippines and partnering with Philippine DMCs, hotels, and resorts to attend the event;
- Conduct pre and/or post event publicity;
- Create and maintain a Philippine mailing list;
- Suggest creative ways to maximize the Philippines' partnerships with the travel trade industry, as a way of increasing consumer interest for the brand;
- Provide market intelligence

#### b. Organization of accommodation of Philippine delegation

- Find appropriate accommodation for the Philippine delegation that is the near the venue and negotiate for special rate.

#### c. Publicity generation

- Develop an integrated PR plan/program partnering with relevant media platforms, indicating the target levels if reach/impact, and other forms of measurement that will reflect how an increase in awareness on the Philippines as a premier tourism destination will be achieved;
- Generate official press releases highlighting the Philippines' top travel destinations, and securing approval for the same before

disseminating to an extensive media contacts list with high reach for consumers;

- d. **Generation of a comprehensive report including but not limited to current market updates and trends.**

## **V. MINIMUM QUALIFICATIONS FOR SUPPLIERS**

- a. Full service Destination Marketing and Public Relations agency operating in the Netherlands, with relevant contacts in the travel trade and media, and is able to facilitate the requirements and deliverables as stipulated above
- b. Dedicated Account Manager and Account Director to oversee the project and coordinate with the DOT (include the credentials in the bid submission).
- c. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in Netherlands.

## **VI. TIMELINE FOR BIDDING**

- February 7, 2020:** Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents
- February 10, 2020:** Selection of the DOT Frankfurt office of the winning Agency
- February 12, 2020:** Submission of revised plan, including timelines, schedule of accomplishments, based on DOT Frankfurt Office feedback on the winning bidder's original proposal.
- March 10, 2020:** Event proper
- March 20, 2020:** Submission of post event report

## **VII. BUDGET**

- Total budget allocation for the project is €12,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, documentation costs, among others.
- Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

## **VIII. DOCUMENTARY REQUIREMENTS**

- Signed Terms of Reference (all pages should be initialed)
- Company registration documents and appropriate licenses
- Latest Tax clearance
- Company portfolio containing similar projects previously undertaken in the past 5 years.

The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the established total budget for the project.

## **IX. TERMS AND CONDITIONS**

1. The selected agency shall be subject to assessment by the DOT Frankfurt as to the effectiveness of any part or phase of the campaign launched. The DOT Frankfurt reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.
2. Subject to the assessment by the DOT Frankfurt as to the performance of the agency for its implementation of the projects, the services of the selected agency may be re-contracted by DOT Frankfurt to implement supplemental programs, subject to additional budgets and a separate agreement.
3. Any excess remuneration or compensation in the form of rebate from production and media suppliers following the industry practice of compensating services of an agency shall be negotiated by the winning agency, and credited by the supplier in favor of the DOT Frankfurt in the form of additional promotional materials and/or extended media or PR placements, in order to maximize the effect and benefit of the campaign.

## **X. PAYMENT PROCEDURES**

Compliant with the procedures of the Philippine Government

Required supporting documents for payment:

- Original copy of signed contract
- Original copy of invoice following signed contract
- Terminal report with pictures
- 100% payment upon completion of the scope/deliverables

## **X. CONTACT PERSON**

Anabelle Gaye Apostol  
Operations Officer  
Philippine Department of Tourism – Frankfurt  
[anabelle@morefunphilippines.de](mailto:anabelle@morefunphilippines.de)

### **SIGNED BY PROPONENT:**

Signature : \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company Designation: \_\_\_\_\_

Date: \_\_\_\_\_