

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

PROCUREMENT OF THE SERVICES OF DESTINATION MARKETING AGENCY IN FRANCE TO SERVE AS A MARKET SPECIALIST FOR THE IMPLEMENTATION OF HYBRID B2B WORKSHOP AND NETWORKING EVENT WITH TOP TOUR OPERATORS AND TRAVEL DISTRIBUTORS IN PARIS.

II. BACKGROUND

The Philippine Department of Tourism (DOT) will be implementing B2B Workshop in France catering to the travel trade to continually promote the Philippines and keep the destination as top-of-mind in the French market, amidst the challenges and changes brought about by COVID19 pandemic. These activities also provide an opportunity to update and educate the French travel trade about the Philippines' continued thrust for sustainability, new destinations and product offerings, and COVID-19 safety protocols that have been put in place.

III. OBJECTIVES

- To provide an opportunity for the Philippine travel trade to conduct one-on-one business meetings with French travel trade;
- To encourage more French travel trade to consider selling the Philippines once borders reopen;
- To assist the French travel trade in developing new products on the Philippines, considering changes in consumer behavior and preferences;
- To increase the French travel trade's knowledge and appreciation of our destinations and product offerings;
- To maintain presence in key travel trade media platforms;
- To maintain presence with travel trade, and foster good working relationship

IV. SCOPE OF WORK / DELIVERABLES

a. Assistance in implementing the Hybrid B2B Workshop and Networking event in Paris as a post-TopResa event

- Propose a strategic location for the Hybrid B2B Workshop and networking event, which would reflect the brand identity of the Philippines;
- Negotiate with relevant suppliers (e.g. caterer, bar) for the implementation of the event;
- Propose creative ideas to make the event a unique experience for attendees;
- Arrange the program flow;
- Assign of knowledgeable staff to manage the event and assist the delegation;
- Invite top tour operators from Paris and other nearby regions in France looking to generate tour packages on the Philippines, and want to partner with Philippine DMCs, hotels, and resorts to attend the event; Target number of attendees is 50 to 70 pax;
- Manage arrangements for the conduct of virtual and/or live B2B meetings between the Philippine travel trade and French travel trade;
- Prepare the Philippines country presentation; and
- Arrange all other related matters

b. Publicity generation

- Propose activities / partnerships with relevant travel trade publications to promote the event and generate media coverage for the Philippines

c. Generation and submission of regular reports:

- Report on status and accomplishments of the project
- Comprehensive post-event / project report detailing total accomplishments per project and returns on investments made

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- Full-service Destination Marketing and Public Relations agency operating in the France with relevant contacts with the French travel trade and media, and able to facilitate the requirements and deliverables as stipulated above
- Dedicated Account Manager and Account Director to oversee the projects and coordinate with the DOT with respect to the execution and implementation of the said project
- Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in France.
- Willing to provide services on a send bill arrangement

VI. TIMELINE AND SCHEDULE OF WORK

- September 22, 2021:** Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
- September 24, 2021:** Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines
- September 27, 2021:** Submission of revised plan, including firmed up proposals on how to implement each aspect of the two activities, timelines, and schedule of accomplishments, based on the DOT-Frankfurt Office feedback on the winning bidder's original proposal

Project must be completed and reports must be submitted by December 15, 2021.

VII. BUDGET

The total budget allocation for the project is €10,000.00 inclusive of taxes and other applicable fees, including but not limited to agency service fees, operational expenses, press coverage fees, production fees, 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 project. 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 project, 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

- 30% initial payment upon approval of proposed plan
- 40% payment upon completion of the scope/deliverables
- 30% balance payment upon submission of final report

Required supporting documents for payment:

- Original copy of signed contract
- Original copy of invoice following signed contract

XI. CONTACT PERSON

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____