

## TERMS OF REFERENCE (TOR)

### HIRING OF AN EVENTS MANAGEMENT AND PRODUCTION OUTFIT FOR CITEM'S EXPORT PROMOTION BRIEFING AND MANILA FAME OCTOBER 2019 MEDIA PREVIEW

#### I. BACKGROUND

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services as it leads Philippine companies in the global market through trade fairs, missions and other marketing initiatives. CITEM organizes professionally managed and locally held signature events as well as international trade fair participation in key cities worldwide.

Through their export-oriented events, CITEM has supported the livelihood of thousands of local micro, small and medium enterprises (MSMEs) through linkages with local designers or innovators to create new product collections and showcase in a professionally managed platform their export products to the global market.

As one of CITEM's signature events, Manila FAME stands as the Philippines' premier design and lifestyle event that promotes the country as a reliable sourcing destination for high-quality and design-oriented home, fashion, holiday, architectural and interior products. Held for more than three decades, Manila FAME has helped in developing, nurturing and promoting globally competitive MSMEs, exporters and manufacturers in the Philippines.

#### II. RATIONALE

As the export promotion arm of DTI, CITEM is keen to strengthen its network with its stakeholders to better perform its function to promote local MSMEs for the global market and continue building the brand of the Philippines as a premier sourcing destination for quality export products and services.

Towards this strategic direction, CITEM recognizes the need to organize a Export Promotion Briefing and Manila FAME Media Preview slated around the first week of October 2019. Under the Export Promotion Briefing, CITEM will present to its stakeholders, particularly the local MSMEs, business support organizations (BSOs) and government partners, the current export market trends, demands and prospects in key export markets and relevant CITEM-led signature events and trade show for 2020. The goal of the Export Promotion Briefing is to relay to its stakeholders the lucrative export opportunities in key export markets to help them make an informed decision in joining CITEM-led activities and further strengthen CITEM's image as DTI's export promotion arm.

As part of its signature event publicity and promotions, CITEM will also organize a Media Preview for Manila FAME in conjunction with the Export Promotion Briefing. Held on the same day of the Export Promotion Briefing, the Media Preview will be organized with digital media outlets and online influencers as part of CITEM's direction towards strengthening its digital media promotions.

Towards these initiatives, CITEM intends to hire an events management and production outfit that will: (1) assist the agency in putting up the Export Promotion Briefing; and (2) execute the Media Preview. For the Export Promotion Briefing, the events management and production outfit shall provide the major requirements for conducting the event, from program flow, venue, food, and other logistical and technical needs. For the Media Preview, the events management and production outfit shall only provide the venue, food, and other logistical requirements of the event in line with the communications strategy of CITEM and overall concept of Manila FAME as the country's premier design and lifestyle show.

The events management and production outfit shall ensure that the arrangements—conceptual, logistical and administrative preparations of the two events will be executed based on the agreed timeline in coordination with the CITEM management.

### III. OBJECTIVES

Events	Objectives
Export Promotion Briefing	To further establish CITEM as a source of market trends and trade insights, as well as strengthen its ties among its stakeholders
	To increase understanding and awareness among relevant stakeholders on CITEM-led signature events and overseas trade fair (OTF) participations
	To attract more exhibitors/participants in CITEM-led signature events and OTF participations
	To allow CITEM stakeholders to strategize their participation in CITEM-led signature events and OTF participations
Media Preview	To tap and inspire digital and media influencers to craft and publish multimedia content about Manila FAME and its stakeholders, particularly about the stories of Filipino craftsmanship and export products
	To widen Manila FAME's reach and strengthen its branding in various digital platforms in the Philippines as the country's premier source of quality export products and services
	To strengthen CITEM's content-driven promotion to attract more buyers and visitors to sign up for Manila FAME

### IV. PERIOD OF ENGAGEMENT

The service firm shall be contracted from September to November 2019 or within three (3) months upon awarding of a bid by CITEM Bids and Awards Committee (BAC).

### V. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables	Specifics
Export Promotion Briefing	Co-organize an Export Promotion Briefing with the CITEM Management	<p>In line with CITEM's event concept and target audience, the events management and production outfit shall submit an action plan for the event situated in a banquet-hall style venue that may allow for 120 guests per event session, catering a total of 240 guests for two sessions of the Export Promotion Briefing, one in the morning and one in the afternoon. The Export Promotion Briefing is targeted to be held in a single day in the first or second week of October.</p> <p>Under this action plan, the events management and production outfit shall shoulder the major event requirements, which includes, but not limited to:</p> <ol style="list-style-type: none"> <li>(1) Venue with design props and overall physical arrangement. The venue must be at a conference hall in a five-star hotel or an international convention area facility;</li> <li>(2) Audio-visual equipment which includes lights and sounds with stage and 9x12ft LED Wall with live feed and recording;</li> <li>(3) AM snacks (3-course meals with complimentary water and soda), Lunch Buffet (selection of at least 6 different meals with complimentary water and soda), Afternoon Snacks (2 variants of snacks with complimentary water) for the Export Promotion Briefing;</li> <li>(4) At least one (1) staff for photo and video documentation;</li> </ol>

		<p>(5) Program flow and script, one (1) Emcee/host and one (1) moderator, voice over and entertainment;</p> <p>(6) At least five (5) food catering attendant and table distributor</p> <p>(7) At least two (2) Ushers and usherettes;</p> <p>(8) At least three (3) Technical Staff and Production Staff;</p> <p>(9) 120 set of stationeries for event guests, among other logistics.</p> <p>All the logistical requirements will be subject to review and approval of the CITEM Management.</p>
Media Preview	Co-organize a media preview to promote Manila FAME with the CITEM Management and its hired Digital PR Agency	<p>The media preview shall be held on the same day after the Export Promotion Briefing and must be able to accommodate 120 guests. The event concept and program flow will be provided by the Digital PR Agency hired by CITEM.</p> <p>The events management and production outfit must be responsible for the handling and payment of the overall logistics of the event, such as, but not limited to:</p> <ol style="list-style-type: none"> <li>(1) Venue with design props and overall physical arrangement. The venue must be at a conference hall in a five-star hotel or an international convention area facility;</li> <li>(2) Audio-visual equipment which includes lights and sounds with stage and 9x12ft LED Wall with live feed and recording;</li> <li>(3) Dinner Buffet (selection of at least 6 different meals with complimentary water and soda) and Cocktails (at least 4 different types of cocktail drinks) for the Media Preview;</li> <li>(4) At least one (1) staff for photo and video documentation;</li> <li>(5) One (1) Emcee/host and one (1) moderator;</li> <li>(6) At least five (5) food catering attendant and table distributor</li> <li>(7) At least two (2) Ushers and usherettes;</li> <li>(8) At least three (3) Technical Staff and Production Staff;</li> </ol> <p>All the logistical requirements will be subject to review and approval of the CITEM Management.</p>
Updating and Coordination		<p>As part of administrative support, the events management and production outfit shall (1) develop a work program with corresponding timeline in procuring necessary logistics and provide regular (at least once a week) and timely feedback/status of preparations to CITEM; (2) coordinate with CITEM on the overall execution of the event, promotion, as well as budget allocation; (3) and the event management and production outfit shall handle documentation of all events/activities and maintain an efficient filing and referencing system of all documents.</p>
Post-Event Report	Submission of Event Documentation and Feedback	<p>The events management and production outfit shall submit to CITEM a post-event documentation of the Export Promotion Briefing and Media Preview within fifteen (15) working days after the Export Promotion Briefing and Media Preview. The events management and production outfit shall also prepare, distribute and document survey forms in the Export Promotion Briefing to gather the feedback of</p>

		participants. The contents of the survey form shall be crafted in coordination with CITEM.
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## VI. RESPONSIBILITIES OF CITEM AND EVENTS MANAGEMENT AND PRODUCTION OUTFIT

### EVENTS MANAGEMENT AND PRODUCTION OUTFIT

1. Designate two (2) project coordinators to ensure the timely delivery of outputs and coordination with CITEM, through the Communications Management Division (CMD), during the contract period.
2. Submit an action plan five (5) working days after the issuance of job order (JO). The action plan must include the necessary logistical requirements and timeline for execution for the Export Promotion Briefing and the Media Preview. The action plan shall also be in line with CITEM's concept of the Export Promotion Briefing and is subject for review and approval of CITEM Management.
3. Ensure consistency with the overall objective and concept of the Export Promotion Briefing based on CITEM's concept and mandate; and Media Preview based on Manila FAME's branding and messaging.
4. Provide and shoulder all costs of necessary personnel, facilities, accommodation, production equipment and setup, and conduct all necessary preparatory and other activities to accomplish the agreed scope of work and deliverables, i.e., venue and caterer, event planning and coordination and multimedia and audio-visual production. Any additional costs incurred relative to any aspect of the event shall solely be charged to the Events Management and Production Outfit;
5. Regularly coordinate with CITEM and contracted Digital Public Relations (PR) Agency for Manila FAME during project duration to discuss activities, issues and other concerns related to the event;
6. Submit reports detailing work progress, issues and concerns, and recommended next steps in relation with the project at no additional cost to CITEM;
7. Provide meals and accommodation for their onsite staff for the whole duration of the conference, including ingress and egress period;
8. All event preparations and proceedings should be treated with full confidentiality and may not be shared by any other party aside from CITEM;
9. An initial draft of the post-event report should be submitted to CITEM within 10 days after the event, full and final post-event report with full event documentation should be submitted to CITEM within 30 days after then event. Final post-event report should be submitted in a printout with a printable document file in a USB drive.

## CITEM

1. Provide all information and materials needed to accomplish the scope of work, including event concept for Export Promotion Briefing and Manila FAME's Marketing and Communications (MarComm) brief for Manila FAME Media Preview.
2. Review and approve all materials and deliverables produced by the Events Management and Production Outfit;
3. Provide at least two (2) support staff to coordinate with the Events Management and Production Outfit;
4. Provide necessary pre-work and post-work files, materials, information and necessary resources to the team leader of documenters;
5. Provide final copies of the speeches, messages and presentation materials for the speakers and resource person/s to the team leader of documenters;
6. Provide inputs and direction on the desired documentation output after the initial report has been submitted;
7. Issue a Certificate of Partial submission within five (5) working days upon receiving the initial draft of the post-event report, conference documentation, photo/video files;
8. Issue a Certificate of Completion within five (5) working days upon approval of the full post-event report, full text of the documentation report for the full payment of the services.

## VII. REQUIREMENTS AND TECHNICAL EVALUATION

CITEM will conduct a procurement process per Republic Act (RA) 9184. To fully satisfy and so as not to compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

Submission of documentary requirements. Below is the eligibility qualitative rating:

QUALIFICATIONS (90% passing score)	Documentary Requirements	POINTS
<b>i. Proof of Events Management Experience (50 points)</b>		
Proof of years of experience in media launch/event planning, implementation and management.  More than 5 years: 50 points 3 years to 5 years: 25 points 1 to 3 years: 10 points Less than a year: 0	Company portfolio	50 points

<b>ii. Event Management Experience and Credentials (50 points)</b>		
<ul style="list-style-type: none"> <li>International or local lifestyle- and fashion-related media event the company has launched within 5 years:</li> </ul> <p>At least 3: 20 points At least 2: 10 points At least 1: 5 points None: 0</p>	Company portfolio, particularly the list of media and influencer partners or photos with media and online influencers	20 points
<ul style="list-style-type: none"> <li>International or local institutional or government-related event the company has launched within 5 years:</li> </ul> <p>At least 3: 20 points At least 2: 10 points At least 1: 5 points None: 0</p>		20 points
<ul style="list-style-type: none"> <li>International or local award by an award-giving body in existence for at least 5 years</li> </ul> <p>At least 2: 10 points At least 1: 5 points None: 0 points</p>	Award List or Photo Documentation	10 points
<b>Total</b>		<b>100</b>

Only the bidder/s with a passing score of 90 points shall proceed with the opening of the Financial Bid. The contract shall be awarded to the lowest calculated and responsive bidder.

## VII. PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Date of Payment	Payment %
Approval of action plans for CITEM Export Promotion Briefing and Manila FAME Media Preview (Third week of September).	Thirty (30) working days after approval of action plan.	20%
Co-organizing and facilitation of CITEM Export Promotion Briefing and Media Preview (First or second week of October)	Thirty (30) working days after event and	30%

<b>ii. Event Management Experience and Credentials (50 points)</b>		
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<b>Total</b>		<b>100</b>

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Co-organizing and facilitation of CITEM Export Promotion Briefing and Media Preview (First or second week of October 2019)	Thirty (30) working days after event and	30%

	after submission of procurement proof.	
Submission of post-event report and documentation of CITEM Trade Promotion Briefing and Manila FAME Media Preview. (Fourth week of October 2019)	Thirty (30) working days after submission of post-event and documentation.	50%
<b>Total</b>		<b>100%</b>

### VIII. ESTIMATED BUDGET

The above expense shall be charged to the Events Management and Production Services under IP-Corporate Communications 2019 budget with a total maximum budget allotment of Nine Hundred Eighty Thousand Pesos (Php 980,000.00).

### IX. Other Terms and Conditions

1. The Approved Budget of Contract (ABC) for the project is Nine Hundred Eighty Thousand Pesos (Php 980,000.00) inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process.
2. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this event management contract shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to CITEM in a portable hard drive/s provided by the winning bidder.
4. All material/s produced by the winning bidder should be original and aligned to CITEM's mandate.
5. The winning Events Management and Production Outfit shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

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