

## TERMS OF REFERENCE

**I. PROJECT TITLE:** Concept, Design and Production of a Two-Day Philippine Country Showcase Event at the Potters Fields Park, London, United Kingdom

**II. DATE:** August 12-15, 2016 (exclusive of ingress and egress)

### **III. BACKGROUND:**

To sustain the positive impact brought about by our 2015 tactical outdoor promotions using the London double-decker buses and taxis, and to capitalise on our efforts to upgrade our digital capabilities for the Philippines to be more accessible and bookable for the UK market, the Philippines Department of Tourism, through its London Office, is implementing an Integrated Consumer Campaign for the UK market for 2016.

The campaign, which will be directed to potential travellers to the Philippines, will utilise different platforms and will involve online and offline activities that are aligned as well with PDOT-London's projects for our UK travel trade partners throughout the year. The campaign is envisioned to position the Philippines as the "new exotic" destination by mounting various activations geared towards the UK market as well as London's global audience. It will highlight our "Visit the Philippines Again" 2016 campaign.

### **IV. PURPOSE/OBJECTIVES:**

The Integrated Consumer Campaign is hinged on the following objectives:

- Create widespread awareness and generate actual travel interest as part of our tactical objective to increase the UK arrivals to the Philippines (target growth of 20% -25%).
- Embark on out of home activations that will directly engage consumers
- Capitalize on platforms and venues with maximum potential for exposure, visibility and engagement
- Present the Philippines to consumers through visually appealing, repetitive and experiential placements/set-up
- Provide platforms/activations/placements which will:
  - provide consumers with information about the Philippines
  - provide inspiration to consider the Philippines as their next holiday destination
  - direct them to specific information and booking platforms where they can actually make bookings
- Engage the participation of travel trade partners in terms of offering special Philippine packages for the duration of the domination and providing counterpart promotions activities on their own marketing platforms and placements
- Gather content and consumer data to be used for direct marketing activities such as e-mailers.

For the Philippine Event at Potters Fields Park, the specific objectives are the following:

1. Deliver a two day Philippine Event (with an official opening program on August 12) that complies to the following:
  - Be a world –class and major city event
  - Be organised to the highest standard

- Reach out to Londoners, communities and visitors to London
  - Be open and free to all, despite the purpose of the event, encouraging social cohesion and raising awareness of London's diverse communities
  - Be open to the public and un-ticketed, with any Guest/VIP area
  - Have a strong quality cultural offering
2. Create a massive destination experiential showcase that reflects the Philippines as a world class destination in Asia, the dream destination for ultimate outdoor adventure enthusiasts, beach and island lovers, GAP year seekers and other strategic target market categories.
  3. Attract and encourage consumer, press and travel trade guests to visit the Philippines, via information dissemination from tour operators and partners who will be at the event.
  4. Collect data for strategic planning and marketing communication purposes.

## **V. PROJECT CONCEPT:**

### **A. Description**

The event is one of the projects under the Integrated Consumer Campaign for the UK tourist market for 2016. It will be held at the Potters Fields Park from August 12 to 15 (including ingress and egress).

Potters Fields Park lies at the very heart of London, on the southern side of the Thames. The park is the capital's most popular riverside public open space and has sweeping views of the River Thames, and iconic sights of Tower Bridge, the Tower of London, the 'Gherkin', the glass dome of City Hall and HMS Belfast. Hundreds to thousands of locals and tourists pass by this area especially during the weekend. Potters Fields Park hosted events including art festivals, country showcases (e.g. Vietnam and Poland) and various brand PR stunts.

The park's grassy mounds and riverside walks are also one of the few remaining green open spaces along the riverside. Hence, it is very popular among British locals who are looking for a place to relax during weekends and most especially during the summer – a perfect match to the kind of audience that the PDOT is targeting for an outdoor experiential activation. The event will be held in August, a time when Londoners are out and are in a relaxed mindset, enjoying the summer weather and atmosphere.

### **B. General Concept**

- The Philippines to use one of the most popular riverside public open space in the heart of London as a stage to showcase the country to London's local and global audience
- The general idea is to bring the Philippines into the consciousness of British and international travelers, to position our country as the "new exotic"
- There will be branding visible throughout the park and from the River Thames. One particular branding set up will be done by the river to be seen alongside the Tower Bridge and other iconic landmarks of London. Some ideas for the branding setups include free standing 3D letters of the word 'Philippines', Philippine jeepney or mock-up, banners, flags and pennants and Gobo lights.
- The event is envisioned to be an experiential activation where we will feature our country's music, dances, food, furniture, indigenous sports and games, arts and crafts and holiday destination through performances, film showing, displays, showcases, interactive set-ups, sampling, merchandise distribution, etc. This will be done through setting up of themed experiential/interactive stations strategically located in the park.
- The park will be divided into different sections which may include the following.

- 'Philippine Beach Party' with sand, tropical trees and beach chairs, glamping, beach concert, bar service, fire/poy dancers, patikeros/drum beaters, etc.
- 'Taste of the Philippines' where Philippine food and drinks will be creatively showcased through cooking demonstrations, free tastings as well as pop-up outlets to be done in cooperation with selected Filipino restaurants and pop-up/supper club organisers and local suppliers such as Don Papa, Barako Coffee and Manning Impex. Food and beverage stations (Filipino theme/design) will be informative and interactive as well.
- 'Discover the Philippines' will be a section which will have interactive stations for where guests can experience the Philippines' destinations, local games and sports, arts and crafts, music and dance, wellness, selfie stations, virtual tours, fiestas, etc. Travel counters and souvenir shops will also be set up.
- Hospitality Area will also be set up to include press area, first aid, portable lavatories, among others
- All individual set ups will have captions relating each activity/experiential area/set-up to particular tourism destination products/destinations.
- Visitors can enter for free and will be issued a Philippine Fun Passport to be able to participate in any of the interactive stations. The passport will also be a data capture tool to increase the consumer data base. Winner of a holiday to the Philippines will be chosen among those who completed the Fun Passport.
- Performances featuring Philippine dances and music both traditional and contemporary will be done on regular schedules within the day. Selected Philippine traditional events/fiestas such as Santacruzán, Pista as Nasyon may also be showcased
- The travel trade partners in the UK will be invited to participate in order to have ready Philippine packages/products on site for interested guests. They will be located within the themed areas/stations.
- There is a possibility to share implementation cost with potential partners
- Participation of other global brands in the form of sponsorship (travel trade, banks, FMCG, global organizations and others that are not necessary directly travel products) will be encouraged

## **VI. SCOPE OF WORK / DELIVERABLES / GUIDELINES**

**To be able to achieve the above-mentioned objectives, The Philippine Department of Tourism-London requires a package of services for the following:**

- A. Overall event concept and flow of the Philippine event
- B. Full Event Management Plan according to the event concept (Section V) and Potters Fields Park guidelines.
- C. Implementation design and strategy concept with details and conformity to the overall client directives and specifications.
- D. Facilitation of all necessary documents being required by the Potters Fields Park Management Trust as per their Guide to Running Events 2015 Issue
- E. Overall event management, production and services which includes processing of the venue permits, licenses (venue, suppliers, etc.), hiring workers/manpower/talents, logistical sub-contractors, supplying/sourcing of branded merchandise, and other pertinent pre and post event documentation required to facilitate the event. Exact specifications of event requirements are to be determined based on the approved event management plan and implementation design and strategy.

Below is an initial list of requirements as guide and may be subject to change according to approved event concept and plan. **The budget indicated in this Terms of Reference will cover all fees and expenses relative to the delivery of all event requirements.**

- E.1. Facilitation, Issuance and Submission of Documentary Requirements, including but not limited to the following, as may be required by the Park Trust:
- a. Event Safety Plan
  - b. Insurance
  - c. Health and Safety
  - d. Premises Licence
  - e. Alcohol Licence
  - f. Structure Building Permits
  - g. Security
  - h. Filming and Photography Permit
- E.2. All showcase venue connections and permits, quantity of which will be based on the approved event plan and design
- a. Electricity
  - b. Water
  - c. Suspensions
  - d. Internet
- E.3. Physical and structural requirements.  
Sourcing, supervision, management, materials, equipment, manpower, set-up and set-down and other requirements for the following, subject to approved event plan and design:
- a. Performances stage including lighting, sound, production, props and other technical requirements
  - b. Branding features – highly visible, unique, attractive branding elements, e.g 3D letters, lifesize frames/selfie areas, pennants, flags, banners, digital screens, free standing tourism elements. These should be strategically placed so that they are visible from the different areas in the park's vicinity. They should also adhere to PDOT's branding and the park's guidelines on the same.
  - c. Themed/Functional Areas
    - b.1. VIP Area - should have comfortable lounge style outdoor set up
    - b.2. Press Area - should have comfortable lounge style outdoor set and a large outdoor ready press-wall
    - b.3. Hospitality/Service Area - for secretariat, first aid, public service, portalets, etc.
    - b.4. Themed/ Areas
      - 'Philippine Beach Party' – performance stage, sand, beach chairs, glamping, water feature
      - 'Taste of the Philippines' – food carts, picnic tables, chairs and umbrellas, cooking demonstration area and equipment
      - 'Discover the Philippines' – experiential / interactive stations featuring destinations/activities/products including visuals, props, set-ups, literature, etc.
    - b.5. Travel counters – for travel companies where guests can get information, inquire about services and holiday packages to the Philippines
- E.4. Organization and management of various events within the Philippine showcase
- a. Opening event / program on August 12

- b. Performances on the main stage
  - c. Mini-festivals / street dance
  - d. On-site competitions
  - e. Cooking demonstrations
  - f. Indigenous sport demonstration
  - g. Arts and crafts demonstrations
  - h. Record-setting activities such as biggest rice cake, longest boodle fight, and the like.
- E.4. Provision of appropriate talents, artists, experts (food, sports, arts and crafts) and exhibitors to perform or deliver presentations during the event, including fees and other charges
- E.5. Provision and supervision of support services according to approved event plan and design
- a. Daily cleaning
  - b. Security
  - c. Brand ambassadors
  - d. Technicians and engineers
  - e. Photo and video documentation – output to be used for mainstream and digital media platforms
  - f. Event master/s of ceremonies and facilitators
  - g. Rubbish collection and disposal
- E.6. Handling of pertinent permits and plans relative to the serving of alcohol.
- Event planning must include a search and decant policy (as appropriate), to prevent visitors from bringing their own alcohol into the event. Signs should be positioned at entrances and exits in explanation of the relevant drinking regulations
  - Insurance premium for the entire event from set up to set down should be included in the costs according to the park's guidelines
  - Alcohol Management Plan with associated costs that apply;
    - Additional toilets and waste management
    - Suitable alcohol management provision
    - Additional security to operate a search and decant at all entrances to the event, as well as provision to deal proactively with any excessive drinking or anti-social behaviour in the immediate surrounding area
- E.7. Sourcing and production of branded merchandise – form and design to be approved by PDOT and should be according to PDOT's branding guidelines
- F. Sourcing of sponsors for the event in the form brand partnerships or providing thematic elements, physical set-ups, performances, etc., as may be agreed upon with the PDOT.
- G. Event marketing and PR services to maximize the exposure and reach of the event to different audiences on different platforms.

***The event management company should have the expertise and resources to deliver the above requirements. The company should also have experience in handling similar events for National Tourism Organizations / embassies at Potters Fields Park. It should also have a physical office based in the UK, preferably London.***

## VII. BUDGET

Total budget allocation for the event, inclusive of VAT, is **GBP230,000** or approximately **PHP16,100,000.00** (GBP1 = PHP70) which covers the following:

- Venue fees (event days and set-up and set-down days, to be paid by PDOT directly to Potters Fields Park Management Trust)
- All deliverables under Section VI of this Terms of Reference
- Event management fees

Some deliverables may be subject to change based on UK government and Potters Fields Park Management Trust guidelines and discussions with the winning event management company/team and potential project partners. All expenses for all project components shall be cleared with PDOT London to ensure compliance with internal guidelines and maximum benefit to the government.

**The winning bid however shall be determined by the Philippines Department of Tourism London based on the proposal with most acceptable design and advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.**

Submitted by:



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Tourism Attaché

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