



TERMS OF REFERENCE

Project Title	:	European Dive (EUDI) Show 2019
Job Specification	:	Events Management Agency
Date	:	March 1 to 3, 2019
Venue	:	Bologna Fiere Bologna, Italy

A. BACKGROUND:

The EUDI Show is an annual three-day exhibition considered to be one of the most important dive events in Europe, and the largest dive industry show in Italy dedicated to all segments of diving. Latest estimates peg the Italian dive population at 200,000, with 90,000 new certifications recorded in the last four (4) years, making Italy one of the most important markets for dive in Europe.

B. PURPOSE / OBJECTIVES

The Department of Tourism is in need of the services of an events management company based in Italy specializing in handling tourism-related programs for the Italian market to ensure the smooth implementation of the Department's participation in the European Dive Show in Bologna, Italy on March 1 to 3, 2019.

C. CAPABILITY REQUIREMENTS

- Must be a full-service management agency operating in Italy with relevant contacts in the Italian tourism industry
- Must have extensive work experience (minimum five years) in the travel and tourism industry, particularly in tourism and destination management and marketing
- Must have experience working with a diverse set of travel and tourism clients (including national tourism organizations/boards)
- Must have experience handling dive events
- Must be willing to provide services on a send-bill arrangement

D. SCOPE OF WORK / DELIVERABLES

1. Project planning and implementation of the Philippine Department of Tourism's (PDOT) participation in the European Dive Show
2. Coordination with suppliers, exhibition organizer, and other project partners before, during, and after the events for all logistical and material requirements
3. Arrange scheduled meetings between DOT delegation and top Italian dive travel trade and media
4. Manage PR requirements, activities, and interviews

5. Manage and document meetings with dive travel trade and media during the events, as appropriate
6. Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables
7. Hire services of an Italian interpreter to provide technical translation services for Philippine stand exhibitors
8. Preparation of comprehensive post-event reports, follow up on contacts, document results and media mileage, collate contacts, and photos and videos.

H. TIME FRAME OF ACTIVITIES

Until February 28	–	Pre-Event Preparation
March 1 to 3	–	Event Dates
March 4 to 31	–	Preparation and submission of Post-Event Report

I. BUDGET

PDOT has allocated EUR 4,000.00 (inclusive of VAT) for the project.

The winning bid shall be determined by the PDOT based on the most acceptable proposal and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

J. PAYMENT PROCEDURE

One hundred percent (100%) payment upon satisfactory delivery of services specified in Section D of this Terms of Reference and submission of required supporting documents for payment.

K. PROJECT OFFICER / CONTACT PERSON

Mr. Gerard O. Panga
Tourism Attache, PDOT London
Email: gerry@itsmorefuninthephilippines.com
Telephone: +44 0207 3210668

Copying:
Ms. Katherine A. Alcantara
Senior Tourism Operations Officer
Email: kat@itsmorefuninthephilippines.com

CONFORME:

Signature over Printed Name