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**TERMS OF REFERENCE**

Project Title : Philippines’ Participation in TTG Incontri 2019

Job Specification : Events Management / PR Company

Date : October 7 to 11, 2019

Venue : Rimini and San Marino, Italy

**A. BACKGROUND:**

To further increase destination awareness and continue to build relationships with the travel trade in Italy, the Philippines will once again participate in this year’s TTG Incontri.

The Philippine delegation will be composed of some of the European specialists from the tourism industry. On the other hand, our aim is to touch base with:

* Leading and potential travel agents/ tour operators/MICE Agents who are already selling Philippines and those who propose to sell Philippines;
* Top Italian tour operators, B2B agents, travel agents and also the online portals who are now a big time players in the market;
* Airlines
* Media companies

To maximize the presence in the area, a networking evening will be held in San Marino prior to the show.

**B. PURPOSE / OBJECTIVES**

The Philippine Department of Tourism (PDOT) needs the services of an events management / PR company based in Italy to handle the event requirements.

Event objectives:

To maintain the Philippines' presence in the international travel and tourism arena;

* To generate positive "name recall" of the Philippine brand as a preferred tourist destination;
* To provide a venue for Philippine private sector partners to conduct business to business meetings to establish and renew linkages with their industry counterparts and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines;
* To provide a venue for the DOT to meet, establish and renew linkages with travel industry partners;
* To build long term business relations with travel trade partners and professionals in Italy;
* To generate marketing and promotions leads that the Department can support to further meet its goals in the market place; and
* To create awareness about and position the Philippines the newest and "freshest" travel destination option for the Italian travellers.

**C. CAPABILITY REQUIREMENTS**

* Must be a full-service management agency / tourism publication operating in Italy with relevant contacts in the country’s 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 sales missions / roadshows / events
* Must be willing to provide services on a send-bill arrangement

**D. SCOPE OF WORK / DELIVERABLES**

1. Project planning and implementation of the event
2. Coordination with TTG Incontry event organizer, suppliers, and other project partners before, during, and after the events for all logistical and material requirements;
3. Book venues, transportation service, accommodation facilities, and other needs of the PDOT and the Philippine delegation;
4. Provide airport and shipment facilitation as needed;
5. Invite attendees to the events Rimini and San Marino, keep record of their contacts and follow thru potential leads after the activity;
6. Preparation of Directory of Sellers and Directory/Profile of Buyers;
7. Conduct of Italian Tourism Market Briefing for the members of the Philippine Delegation;
8. Arrange scheduled meetings between DOT delegation and top Italian travel trade and media outside the event proper or when these companies are unable to attend the actual event;
9. Manage PR requirements, activities, and interviews
10. Manage and document meetings with travel trade and media during the meetings, events, as appropriate;
11. Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables;
12. Hire the services of interpreters, if needed
13. Professional photo and video documentation of the project;
14. Recommend follow-thru projects and partnerships as a result of the events; and
15. Preparation of comprehensive post-event reports - document results and media mileage, details of contacts, and event photos and videos – and follow up leads

**H. TIME FRAME OF ACTIVITIES**

Until October 7 – Pre-Event Preparation

October 7 to 12 – Event Dates

October 12 to 17 – Preparation and submission of Post-Event

Report (together with the photo and video

coverage) and Recommended Projects

October 18 onwards – Follow-thru with potential leads and

submission of recommended projects

**I. BUDGET**

PDOT has allocated Euro4,000 (inclusive of VAT) for event management fees. Actual event budget will be shared to the winning proponent.

The winning quotation shall be determined by 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**

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