



TERMS OF REFERENCE

Project Title	:	Philippine Sales Mission to the United Kingdom 2019
Job Specification	:	Events Management Agency
Date	:	September 23 to 27, 2019
Venue	:	Manchester, Edinburgh and Belfast

A. BACKGROUND:

Part of the marketing efforts to promote the Philippines and spread awareness about the country to several areas in the UK is to hold a Sales Mission. The project is an opportunity to reach cities with the most number of outbound passenger traffic.

To further increase destination awareness and create buzz about the country throughout UK, a sales mission in three key cities in United Kingdom is recommended to be implemented. These cities were identified based on the number of outbound tourist from the area and the port of embarkation to the Philippines.

The sales mission also aims to strengthen the relationship made between the Philippine stakeholders and travel trade fostered in the previous years.

The target invitees for the event are:

- Primarily all Leading and Potential Travel agents/ Tour Operators/MICE Agents who are already selling Philippines and those who propose to sell Philippines;
- Top UK Tour operators, 828 agents, travel agents and also the online portals who are now a big time players in the market; and,
- Philippine hotels, resorts, and airlines who want to expand their clientele to include UK tourists.

The programme will include presentations from partner airlines, 828 meetings with the Philippine stakeholders and networking events (cocktail and dinner). Per city, it is suggested to feature a partner airline who flies from the area going to the Philippines. This is to promote accessibility as well as save on the cost through cost sharing with them.

B. PURPOSE / OBJECTIVES

The Philippine Tourism Promotions Board (TPB) / Department of Tourism (PDOT) needs the services of an events management company based in the UK 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 /TPB to meet, establish and renew linkages with travel industry partners;
- To build long term business relations with travel trade partners and professionals in UK;
- 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 British travellers.

C. CAPABILITY REQUIREMENTS

- Must be a full-service management agency / tourism publication operating in the UK 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 sales mission
2. Coordination with 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 in Manchester, Belfast and Edinburgh, 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 UK Tourism Market Briefing for the members of the Philippine Delegation;
8. Arrange scheduled meetings between DOT delegation and top UK 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. Professional photo and video documentation of the project;
13. Recommend follow-thru projects and partnerships as a result of the mission; and
14. 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 September 2	–	Pre-Event Preparation
September 23 to 27	–	Event Dates
September 28 to October 5	–	Preparation and submission of Post-Event Report (together with the photo and video coverage) and Recommended Projects
September 28 onwards	–	Follow-thru with potential leads and submission of recommended projects

I. BUDGET

The Philippine Tourism Promotions Board has allocated GBP5,000 (inclusive of VAT) per city for event management fees. Actual event budget will be shared to the winning proponent.

The winning quotation shall be determined by the PDOT / TPB 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 Attaché, PDOT London
 Email: gerry@itsmorefuninthephilippines.co.uk
 Telephone: +44 0207 3210668

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

Prepared by:



GERARD O. PANGA
 Tourism Attaché
 Philippine Department of Tourism-London

CONFORME:

Signature
Printed Name
Title
Company Name