



## **TERMS OF REFERENCE**

### **I. PROJECT**

World Travel Market – PR Handling and Head Meeting Arrangements for the Philippines

### **II. BACKGROUND**

The Philippines Department of Tourism (PDOT) London has been participating at the World Travel Market, one of the largest business-to-business annual events for the travel industry for over the past two decades. It is one of the industry's vital platforms where exhibiting companies seek to gain a competitive advantage through establishing business partnerships, promoting key campaign messages and staying up-to-date with the latest travel developments.

### **III. PARTICIPANTS**

The Philippine delegation this year will be composed of key officials from PDOT and the Tourism Promotions Board (TPB) and Philippine travel companies composed of tour operators, hotels and resorts specialising in the European market.

### **IV. EVENT DATE AND LOCATION**

World Travel Market – 7 to 9 November 2022

Excel, London

### **V. PURPOSE/OBJECTIVES:**

- To ensure maximum exposure for the key campaign messages for the “It’s More Fun in the Philippines” before, during and after the event
- To highlight new products and services including accommodation and local operator suppliers to the travel industry
- To foster new business arrangements and partnerships at the highest level of tourism echelons and bring new investments to the country
- To highlight new tourism updates and developments and strategic directions

### **VI. SCOPE/DELIVERABLES**

Press Releases and Media Awareness

- Organise a media briefing event at the WTM
- Manage media handling for the Philippines’ participation at all stages of the event

- Be in charge of press release composition according to key Philippines' participation and messages for WTM 2022
- Dissemination of official and approved press releases before, during and after the event participation
- Creation of press packs for distribution during WTM
- Generate maximum awareness for the Philippines' participation at WTM during key stages of the event on print and online platforms through key consumer and travel trade press
- Organisation and management of major events where the PDOT/TPB officials will be participating in within WTM days
- WTM daily front page featuring the PH Retreat Lounge
- BBC and Euronews interviews
- WTM in-house TV interview
- CNN & Travel Weekly coverage
- ABS-CBN/TFC and IBC 13 /Britanya Ngayon

#### Event Management

- Distribute invites to travel trade database attending the WTM to attend the Philippine Networking Cocktails on 08 November at 4:30 pm, The Retreat AS650

#### **The Philippines awaits you!**

**Join us for an afternoon of fun, food, and festivities on 08 November 2022 at 04:30 pm at the Retreat Wellness Zone AS650.**

**We will take you on a journey and enthrall your senses with flavorful local dishes, riveting music, and exciting cultural performances. Learn more about the country with our key European specialists and win exciting prizes including a free trip to the Philippines!**

- Implement overall event scenario based on the following sequence:
  - 4:30 – Registration
  - 4:40 – Networking with key British and European Specialists
  - 5:10 – Cultural Performance
  - 5:20 – Opening Remarks by COO Nograles
  - 5:30 – Cocktails and Canapes featuring Chef Rex creations
  - 5:45 – Raffle Draw
- Prepare the program scenario and script to include the spiel of the emcee/voice over per event component

#### Meeting Management

- Manage meeting schedules for key officials during WTM
- Arranging media interviews for both consumer and travel trade audience
- Arranging meetings with organisations looking to run large-scale events in the Philippines
- Arranging meetings with corporations interested in investing in tourism growth in and development of new market segments in the Philippines
- Invitation of travel trade appointments to meet with participating officials and private sector Philippine participants

#### Generate a Comprehensive Post-Event Report

- To include key meetings arranged including database collection and submission of personnel details
- To follow-up with contacts for resolutions to meetings held during the event
- To include realised media mileage coverage and copy publication for submitted press releases including collection and submission of media contacts utilised

## VII. MINIMUM QUALIFICATIONS/REQUIREMENTS FOR SUPPLIERS

Full service PR agency operating in the United Kingdom, preferably in London, with key industry contacts, relevant experience and accounts and able to facilitate PR requirements and deliverables

## VIII. TIME FRAME AND SCHEDULE OF WORK

October 26: Submission of bid proposals inclusive of deliverable requirements according to the program

October 27 Evaluation of proposals and selection of winning bidder

October 28: Preparation of a comprehensive plan of action based on the TOR  
Briefing / Meeting with PDOT London  
onwards Regular coordination with DOT and TPB  
Preparation and release of PRs  
Preparation for the media briefing  
Setting up of meetings

November 7 to 9: WTM days

November 9: Preparation of reports / post-event  
brief forwards

## IX. BUDGET

Total Budget allocation for the project is: **GBP5,000** inclusive of taxes.

The winning bid however shall be determined by the Tourism Promotions Board 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.

#### X. DOCUMENTARY REQUIREMENTS

1. Signed Terms of Reference (all pages should be signed)
2. Company Registration Documents and appropriate licenses
3. Latest Tax Clearance / VAT Registration
4. Company portfolio containing previous projects that are relevant to this project
5. Other documents deemed needed

#### XI. PAYMENT PROCEDURE

100% upon satisfactory delivery of services specified in Section V of this Terms of Reference.

#### XII. PROJECT OFFICERS/CONTACT

PERSONS Mr. Gerard Panga

Tourism Attaché, PDOT London

Email: gerry@itsmorefuninthephilippines.co.uk

Telephone: +44 0207 3210668

Copying:

Gina Marie Liberty Esmana

Senior Tourism Operations Officer

Email: jing@itsmorefuninthephilippines.co.uk