



September 10, 2022

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies to send quotations for the **Market/Projects Handling /Events Management Company for the Philippine participation to Terra Madre 2022.**

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before September 14, 2022 to proposals@itsmorefuninthephilippines.co.uk or jing@itsmorefuninthephilippines.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title	:	Market/Projects Handling /Events Management Company for the Philippine participation to Terra Madre 2022
Job Specification	:	Destination Marketing and PR Agency
Duration	:	September 15 to October 15, 2022

I. BACKGROUND:

The Philippine Department of Tourism (DOT) will be participating in Terra Madre 2022 in Turin, Italy from September 20-27, 2022. After 2 years, Slow Food Philippines will again be joining this year's Terra Madre Salone del Gusto in Turin, Italy. The 5-day Festival is filled with activities that focus on GOOD, CLEAN and FAIR practices from around the globe. The Philippines will be showcasing different ingredients from the Ark of Taste which is a collection of different entries that belong to the rich cultures, history and traditions of the entire planet. From the Visayas Islands local coffee, criollo cacao, batuan, kadios, pili, muscovado sugar, and adlai. The Cordilleras heirloom rice and coffee will also be highlighted.

Traditional culinary recipes will also be served, highlighting different ways of cooking adobo from around the country like adobong tumandok, Adobong Batangan, Adobong Pitaw and Adobo sa Puti with Batuan. Travelling the islands through your taste buds continues with Pyanggang Chicken which is a Tausog Dish, Carcar Chicharon from Cebu, Mangrove Clams from Negros, Sadlay with sinamak and Dayok from Capiz, and baboy sa asin of the Cordilleras.

This project will maintain the Philippines' position not only as a top-of-mind holiday destination for the Italian market but also as a growing slow food champion in Asia.

II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a Destination Marketing and PR company based in the Italy specializing in handling tourism-related programs to ensure the smooth implementation of the above event and other tourism marketing and promotions-related activities for the Italian market during the above period.

Objectives :

- To maintain presence in key media platforms, provide consumers with reasons to include the Philippines in their travel bucket list as a Slow Food destination;
- To assist the PH delegation to the above event;
- To create and implement a multi-media programs/ activities that allow for the successful Philippine presence in the above event;
- To organize events/venues for PDOT and 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 generate marketing and promotions leads that the Department can support to further meet its goals in the marketplace; and
- To create awareness and position the Philippines as the newest Slow Food destination in Asia and the world.

III. CAPABILITY REQUIREMENTS

- Must be a full-service Destination Marketing and PR agency operating and holding an office in Italy with relevant contacts in the region'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 tourism marketing and promotions projects/activities
- Must not be a travel agency or similar line of business
- Must be willing to provide services on a send-bill arrangement

IV. SCOPE OF WORK / DELIVERABLES

1. Project planning and implementation of tourism marketing and promotions projects in Italy, including, but not limited to the following projects/activities:

- a. Participation in Terra Madre-Salone ~Del Gusto 2022;
- b. Full event management and handling, including submission of accomplishment report after the project
- c. Coordination with the organiser for the access badge, booth set-up and requirements, and other necessary equipment rental and booth provisions
- d. Provision of van transfers and transport pass for the DOT Team and Market Rep
- e. Conduct of briefing & debriefing
- f. Assistance in the travel and trade fair requirements of the delegates
- g. Run the daily program at the Ph booth; handle trade and media queries and meetings; provide media release to help promote the Ph offers and country participation; submit an accomplishment report including business leads and media reports
- h. Provision of giveaways and tour info materials
- i. Cover all expenses (logistical, etc.) expenses of the market/project handler/event management company and its staff

The Market/Projects Handler /Events Management Company is expected to handle all phases of the project implementation to include, but not limited to the following:

- Project planning and preparation of the PDOT participation to Terra Madre-Salone Del Gusto 2022
- Coordination with suppliers, and other project partners before, during, and after the events/projects for all logistical and material requirements

- Booking of venues, transportation service, accommodation facilities, and other needs of the PDOT
- Preparation of Country Presentation material and delivery, as necessary
- Provision of airport and shipment facilitation as needed
- Preparation of Directory of Sellers and Directory/Profile of Buyers, as needed
- Management of PR requirements, activities, and interviews
- Management and documentation of meetings with travel trade and media during meetings, events, as appropriate
- Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables
- Professional photo and video documentation of the projects/events, as needed
- Preparation of comprehensive post-event/project reports - document results, engagement, media mileage, details of contacts, and event photos and videos – and follow up leads
- Coordination with concerned Philippine Embassies/Consulates as may be necessary
- Other tasks as the project/activities may require

V. BUDGET ALLOCATION, PAYMENT PROCEDURE AND TIMEFRAME

- A. Budget Estimate: Euro7,000 for the above period (date covered)
Said amount is inclusive of all applicable taxes and fees and will cover handling fees. Implementation costs of the projects will be provided separately.
- B. Payment Procedure: Charges shall be paid upon submission of Terminal Report with complete supporting documents

Project funds release/payment for projects will be based on the terms agreed according to normal business practice in Italy accompanied supporting documents
- C. Contract Timeframe: September 15, 2022 to October 15, 2022 as specified in the Notice to Proceed.

The winning quotation shall be determined by PDOT based on the compliance with and responsiveness to the Terms of Reference and most advantageous financial package cost, provided that the bid amount does not exceed the approved budget for the contract (ABC).

VI. CRITERIA FOR EVALUATION

PDOT shall determine the Highest Rated and Responsive Proposal based on the following criteria:

- Compliance with TOR Deliverables / Completeness of the proposal: 50 points
- Level of expertise and experience in the field: 25 points
- KPIs: 25 points
- Experience in handling the Philippines: additional 1 point per project, maximum of 3 points

Financial proposal will also be part of the evaluation process.

VII. DOCUMENTARY REQUIREMENTS

- 1. Proposal (please indicate all the deliverables as stated in the Terms of Reference)
- 2. Company Brief with Required Qualifications
- 3. Business Registration
- 4. Latest Tax Clearance
- 5. Signed Terms of Reference

All documents should be in English or have English translations/equivalent.

Prepared by:

CONFORME:

Gerard Panga

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

Signature
Printed Name
Title
Company Name