



TERMS OF REFERENCE

Project Title	:	Philippine Tourism Selling Mission to the Nordics 2019
Job Specification	:	Events Management Agency
Date	:	November 7, 8, 12 and 14 2019
Venue	:	Oslo, Norway and Stockholm, Sweden Helsinki, Finland and Copenhagen, Denmark

A. BACKGROUND:

The Nordics continue to be a potential market for the Philippines. For 2019, the Philippine Department of Tourism (PDOT) hopes to re-engage the market through various projects dedicated to the travel trade and consumers. One activity lined up for the year is the Selling Mission to the Nordics which would maximize the presence of the Philippine sellers attending WTM 2019.

B. PURPOSE / OBJECTIVES

The Department of Tourism needs the services of an events management company based in the Nordics specializing in handling tourism-related programs for the Nordic market to ensure the smooth implementation of the Tourism Selling Mission.

C. CAPABILITY REQUIREMENTS

- Must be a full-service management agency operating in the Nordics 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 sales missions / roadshows
- Must be willing to provide services on a send-bill arrangement

D. SCOPE OF WORK / DELIVERABLES

1. Project planning and implementation of the PDOT's Nordics Selling 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 Oslo and Stockholm, 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 Nordics Market Briefing for the members of the Philippine Delegation;
8. Arrange scheduled meetings between DOT delegation and top Nordics 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 services of interpreters, if needed, to provide technical translation services for Philippine sellers;
13. Assist in PDOT's participation in the Aviareps Roadshow (Helsinki and Copenhagen) as needed;
14. Professional photo and video documentation of the project;
15. Recommend follow-thru projects and partnerships as a result of the mission; and
16. 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 November 6	–	Pre-Event Preparation
November 7,8, 12 and 15	–	Event Dates
November 16 to 23	–	Preparation and submission of Post-Event Report (together with the photo and video coverage) and Recommended Projects
November 16 onwards	–	Follow-thru with potential leads and submission of recommended projects

I. BUDGET

PDOT has allocated EUR 7,000.00 (inclusive of VAT) for the project.

The winning quotation 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

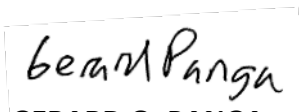
One hundred percent (100%) payment upon satisfactory delivery of services specified in Section D of this Terms of Reference and submission of required supporting documents for payment.

K. PROJECT OFFICER / CONTACT PERSON

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Prepared by:



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Tourism Attaché
Philippine Department of Tourism-London

CONFORME:

Signature
Printed Name
Title
Company Name