

TERMS OF REFERENCE
HIRING OF AN EVENTS MANAGEMENT COMPANY
FOR THE VARIOUS PH EVENTS IN DUBAI FOR CY 2020
PHILIPPINES @ EXPO 2020 DUBAI

I. BACKGROUND

To promote the Philippine participation in Expo 2020 Dubai amongst the 700,000 Filipinos in the UAE, the Department of Trade and Industry (DTI) thru the Philippine Organizing Committee (POC) is organizing several major events in Dubai, UAE for the Calendar Year 2020.

To ensure the successful conduct of the aforesaid events, DTI is in need of an **Events Management Company (EMC)** who will undertake the following scope of work per event:

	EVENT	DATE/ VENUE	LEAD AGENCY BUDGET SOURCE/ EMC SCOPE OF WORK
A. Expo Official Events			
	1. Opening of Expo 2020	October 20, 2020	DTI-POC
	a. VIP Program		Planning, Coordination, & Execution
	b. Business Programs		
	c. Media Program (c/o BBDO)		
B. DTI- POC Organized Special Events			
*	1. Philippines Food Festival	October 2020-Dec. 2020 Dubai, UAE All Filipino restaurants based in Dubai/ UAE will be organized to help promote the Philippines participation in Expo in their premises through a special Bangkota menu and other promotional activities	Assists CITEM (as lead agency)/ Filfood and sponsors in the management and delivery of the project.
*	2. Bangkota Roadshow for the Filipino Community	June (TBD) Series of workshops will be conducted in the seven emirates (i.e. Dubai, Sharjah, Abu Dhabi) to spread information on the PH participation on Expo; aimed to explain and expound on theme and goals of the participation	Assist DTI-POC /FilSoc and sponsors in the management and delivery of the project.
C. Variety Shows			
	1. GMA's Variety Show	December 11, 2020 Starlight Arena/ Jubilee Park	GMA Assists GMA/FilSoc and sponsors in the delivery of the project.

II. TECHNICAL ELIGIBILITY

- Must be operated and legally registered Events Management Company in the UAE.
- Must have a track record of providing event organization services for the past **1** year to various important high level events held in the UAE.
- Team members must have a minimum of **1** year experience in organizing high level events in the UAE.
- Must have a wide network of Dubai contacts in the hotel, transportation, catering and logistics industries and should be able to negotiate preferential rates and terms
- Must have the ability to initiate partnerships with influential and relevant entities in the UAE.
- Should have an existing Data Base of influential entities in the UAE
- Must be willing to adhere to the Payment Terms of the Philippine Government.

III. SCOPE OF SERVICES (for the October 2020 Opening Events and Activities)

- a. Plan, manage, execute each of the indicated events and integrate/ coordinate these activities with the various DTI Agencies, other Government Offices and Private entities.
- b. Handle and provide all the necessary logistical requirements (venue, physical and technical equipment, transportation, catering etc) plus manpower and all other necessary arrangements for each of the identified events.
- c. Coordinate all the marketing and promotional requirements for the aforesaid events with the appointed DTI Multi Media Marketing Communications Agency—BBDO: latter of which is tasked to market and promote all events being organized by DTI for the Philippine participation in Expo 2020 Dubai.

IV. SPECIFICATIONS

Under the overall guidance and supervision of the Alternate Commissioner General, and in close coordination with the concerned Government and private sector entities, the EMC shall provide the following services and facilities for each event as identified and as applicable per scope of work:

A. Venue Set-up

- Oversee and provide all the necessary arrangements for the event venue:
 - a. Select/reserve /prepare/set-up venue for the event
 - b. Backdrop and photo branding walls
 - c. Stage, design, décor and dismantling
 - d. Materials for venue styling
 - e. Table/chairs
 - f. Sound equipment (microphones)
 - g. Lighting equipment
 - h. AV equipment

- i. Special effects (as needed)
- j. Registration table/ guest book/badges
- k. Booth system (as required)
- l. Signages
- m. Genset
- n. Other physical and technical requirements

B. Event Programme

- Oversee and supervise the Program Flow per event /activity:
 - a. Program & Technical scenarios/script
 - b. Master of ceremonies/emcee spiel
 - c. Entertainment

C. Hotel Arrangements

- Scout for two-three types of Hotel (3 star, 4 star, 5 star), make the necessary bookings and negotiate the best rates for:
 - a. Room Accommodations (with VIP upgrade)
 - b. Meeting Rooms for specified events
 - c. F&B arrangements
 - d. Physical layout and technical arrangements
 - e. Signage
-

D. Transportation Service

- Provide all vehicular requirements:
 - a. VIP cars
 - b. Staff Van
 - c. Coach
 - d. w/ tour guides or liaison officers and dispatchers

E. Catering Services

- Handle and Provide all F&B requirements to include:
 - a. Menu planning
 - b. Food service (plated or buffet service)
 - c. Table arrangement (with center piece, menu card with programme details and name cards)

F. Hospitality and VIP Services:

- Provide the following services:
 - a. Visiting visa Processing (for private sector participants)
 - b. Protocolar courtesies at the airport for arrival and departure
 - c. Tour Programs/Activity planning and execution
 - d. Liaison Officer services
 - e. VIP close protection (security Detail if needed)
 - f. Hotel courtesies

G. Manpower Requirements

- Select and hire the following personnel for the various events in Dubai as required:
 - a. Master of Ceremonies
 - b. Rapporteurs
 - c. Translators
 - d. Usherettes
 - e. Tour Guides
 - f. Drivers and dispatchers for vehicles
 - g. Liaison Officers for VIPs
- Provide appropriate uniform and badges and other needed paraphernalia

H. Marketing and Media Communications (coordinate with BBDO thru Fleishman Hillard Dubai)

- a. Targeted Digital Promotions (Media Announcements)
- b. DATA Base management
- c. Email Announcements (invitations, program/s (to include design and layout)

I. Invitation and Registration Management

- Recommend and invite participants per event:
 - a. Provision of a reliable and relevant database of invitees
 - b. Design, prepare and send out invitations (print, e-vites)
 - c. Undertake follow-ups and confirmation of attendees
 - d. Registration system, procedure, paraphernalia, personnel

J. Photography/ Video Production and Documentation Services

- Provide photography and video production services to capture all the events and submit to POC in the prescribed digital format:
 - a. Photographs (in JPEG, PNG file format)
 - b. Audio Visuals (in MP4 file format)
- Submission of a full report one week after each event with video/ photographs and corresponding descriptions/captions

K. Other Services

- Keep the Philippine Embassy, Consulate and the Philippine Trade Office in Dubai , UAE in the loop with event details, protocol and other aspects of the project/s
- Must be open to handle all other events outside of those indicated in the list which will be costed out using same rates as quoted

V. EVENT DETAILS:

1. EXPO OFFICIAL EVENTS:

- **Expected VIPs:** estimated 50 pax (TBC)
 - High ranking Philippine Government Officials
 - Filipino Business Leaders
 - Sponsors
- **Proposed Schedule** (5 days/4 nights)

DAY 1 October 18, 2020

➤ **Arrival of Delegates**

EMC Tasks:

- a. Arrange for courtesies at the port (1st batch/2nd batch/3rd batch)
- b. Arrange for 4-5 star hotel accommodations and negotiate for preferential rates
- c. Provide transportation to ferry delegates from Airport to Hotel
- e. Arrange for easy check-in in the Hotel

DAY 2 October 19, 2020

➤ **A.M. Opening of Expo:**

EMC Tasks:

- a. Secure program from the Expo Organizers
- b. Coordinate with the Expo Organizers on:
 - Protocolar activities
 - access to the Expo site
- c. Provide photography and Video production services

➤ **P.M. Program at the PH Pavilion with lunch and dinner receptions**

EMC Tasks:

- a. Coordinate with the Expo Secretariat and PTIC Dubai in terms of:
 - Program/ Welcome Scenario (ribbon cutting ceremonies at the PH Pavilion)
 - Invitees for the event
- b. Provide lunch at the Mangrove Café and Coordinate with PH Café Operator for a special menu
- c. Provide dinner at a Specialty restaurant within the Expo site
- d. Provide photography and Video production services

DAY 3 October 20, 2020

➤ **A.M. Business Program**

- **Expected Guests:** estimated 50 pax (TBC)
 - Philippine Delegation in the Business and Trade Sector
 - UAE Business Leaders/Heads of Corporations
 - DTI/Embassy Officials
- **Venue:** Hotel Meeting Room (Dubai)

▪ **EMC Tasks:**

- a. Organize in close coordination with the Philippine Trade and Investment Office (PTIC) a one day Trade & Investment Business event
- b. Provide data base of top Business Corporations in the UAE willing to do business and invest in the Philippines; invite and confirm their attendance to the event
- c. Coordinate together with PTIC the Business Matching process/ appointment scheduling for the B-B sessions of Dubai Buyers & Philippine Sellers
- d. Provide/manage and oversee all the necessary logistical support
 - d.1. Venue:
 - décor/backdrop
 - table/chairs (B-B set-up)
 - sound equipment (microphones, timer)
 - other technical requirements
 - d.2. Business Matching Chart (listing names/ appointment schedules of Buyers & Sellers)
 - d.3. Liaison Officers
 - d.4. Translators (Arabic to English & vice versa)
- e. Provide lunch for the delegates
 - e.1. menu selection/planning
 - e.2. food service (plated or buffet)
 - e.3. table arrangement (with center piece, menu card with programme details and name cards)

➤ **P.M. Media Programme (c/o BBDO)**

- **Expected Guests:** estimated 50 - 100 pax (TBC)
 - Philippine Media from Manila
 - Global and Filipino Media in the UAE
 - DTI/Embassy Officials
 - Philippine Delegation
- **Venue:** Hotel Meeting Room (Dubai)
- **EMC Tasks:**
 - Provide assistance to BBDO whenever necessary and as applicable to ensure the smooth implementation of the Media Program and to guarantee that it is aligned with the overall objective of the programs being organized by the Philippines for the opening of Expo 2020.
 - Assists BBDO in organizing the Dinner reception for the Media Delegates and Guests

DAY 4 October 21, 2020

➤ **Whole Day EXPO VIP Tours**

EMC Tasks:

- a. Select Country Pavilions to be visited and coordinate with the concerned country pavilion for VIP access and tour
- b. Provide for lunch receptions at the PH Mangrove Café or other Restaurants at the Expo site. (Note: Dinner is on their own)

DAY 5 October 22, 2020

➤ **Half Day City Tour of Dubai of Dubai**

EMC Tasks:

- a. Arrange a tour to special points of Interest/ tourists spots in Dubai
- b. Provide for lunch reception at Specialty Restaurant in Dubai (Note: Dinner on their own Expo site)

➤ **P.M. Departures**

EMC Tasks:

- a. Arrange for transportation service from Hotel/s to the Airport
- b. Facilitate check-in at the Airport

2. OTHER EVENTS:

- **PHILIPPINE FOOD FESTIVAL:** October 2020– December 2020
- **BANGKOTA ROADSHOW IN THE UAE:** June 2020
Half day Workshop to be conducted in three emirates:
 - Dubai
 - Sharjah
 - Abu Dhabi
- **GMA VARIETY SHOW:** 11 December 2020

EMC Tasks:

- a. Assists organizers in promoting and confirming partnerships
- b. Recommend promotional support and event extension if and when needed
- c. Serve as adviser to the Alternate Commissioner General in the conduct and delivery of the events

VI. OTHER DELIVERABLES

1. Must assign a dedicated person who shall oversee, manage and closely coordinate with the PH Alternate Commissioner General and the concerned Government agencies/ private sector entities on all arrangements required per event
2. Must submit a comprehensive plan on their proposed management of the aforesaid events enumerating all the necessary details.

3. Must submit a financial proposal to cover all expenditures to be incurred in the performance and delivery of said services, broken down per event (events for sponsorships are to be included in the financial proposal). It is understood that some events may be cancelled or may be added

VII. TERMS OF PAYMENT

The indicative payment scheme is as follows:


Deliverables	% of Payment
Upon presentation and approval of the comprehensive plan and financial proposal for the aforesaid events	15%
Upon booking of the required venues, hotels, for the aforesaid events and submission of the final venue set-up, stage design, menu selection etc.,	30%
Upon accomplishment and completion of the all the required Scope of Services as indicated herein	40%
Upon submission of the final report with photo and video documentation in the required format	15%
Total	100%

Note: The Evaluation Criteria for this Bid will be based on a 70% Technical eligibility and 30 % financial eligibility

VIII. APPROVED BUDGET FOR THE CONTRACT AND FUNDING

Approved budget for the contract is **Php 7,000,000 (Seven Million Pesos Only) / 500,000.00 AED** inclusive of all applicable taxes. Cost of items in the budget should be broken down. The winning bid shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the abovementioned contract price.

Prepared by:


TINA G. FLORES
Expo 2020 Dubai
Philippine Secretariat

Approved by:


ASEC. ROSVI C. GAETOS
Alternate Commissioner General
Philippines @ Expo 2020 Dubai
Department of Trade and Industry