

TERMS OF REFERENCE

Services for a production house for the conduct of the VIRTUAL HALAL CONFERENCE 2020 24-25 November, 2020

I. PROJECT BACKGROUND

The Strategic Framework for the Philippine Halal Export Development and Promotion (PHEDP) 2018-2022 aims to increase Philippine exports of Halal certified products and establish the name of the Philippine Halal as a respectable player in the global Halal Ecosystem.

Following the success of the last year's 2nd Philippine National Halal Conference, the DTI and the members of the Halal Export Board, will conduct the Virtual 3rd Philippine National Halal Conference this year with the theme: *"Developing Competitive Halal Certifying Bodies and MSMEs for the Philippine Halal Export Industry."*

The Conference is in collaboration with the DTI-Regional Operations Groups, Philippine Accreditation Bureau (PAB), Philippine Trade and Training Center (PTTC), Bureau of Small and Medium Enterprises Development (BSMED), Center for International Trade Expositions and Missions (CITEM), Philippine Franchising Association (PFA) and Halal Certifying Bodies (HCBs). The Conference will be held in Makati City on 24-25 November 2020.

II. OBJECTIVES

The Conference aims to accomplish the following objectives:

- Synergizing the efforts of the Halal Stakeholders (Government and Non-government Sectors) on contributing to the program strategies of the Philippine government and on the Development and Promotion of Halal Industry;
- Increase awareness on the principles and fundamentals of Halal as a business strategy and maximize potentials of the Halal market;
- Cascade to the Regional Operations Group of the DTI through Negosyo Centers and other regional offices of other Halal Export Board member-agencies on the Philippine Strategies for the Halal Industry;
- Harness and maximize opportunities of the Global Halal market;
- Expand and provide linkages with the local and international network in the Halal communities;
- Explore and tap other categories and subsectors of the Halal Value Chain for the MSMEs;
- Expand market access in terms of Halal certification, accreditation and recognition;
- Promote cultural appreciation of the Halal both as a concept and as a way of life.

III. TARGET GROUP/BENEFICIARIES

- Philippine MSMEs, Exporters, and would-be-exporters with Halal Certified Products and Services
- Philippine Halal Certification Bodies
- Government
- Academe
- Business Support Organizations
- Other Halal Export Development and Promotion Stakeholders

IV. TIMETABLE AND TARGET DATE OF COMPLETION

- Start: November 24, 2020
- End: November 25, 2020

V. Scope and Deliverables of the Service Provider

1. PRE-EVENT

- a. Design and set up of permanent DTI Virtual Halal Conference Studio;
- b. Design Program Kit, Certificate and token for the speakers;
- c. Provide dedicated Event Manager and coordinator, to directly coordinate the event concerns to EMB-Halal Section;
- d. Program Kit and Certificate Printing;
- e. Facilitate the registration of participants in coordination with DTI-EMB.

2. PREPARATION OF MATERIALS

- a. The EMB and service provider shall meet to discuss the Visual/Thematic Design which must be aligned with the event theme;
- b. The service provider shall conceptualize or prepare at least two (2) Visual Concept/Thematic Designs required but the EMB within seven (7) days after the said meeting;
- c. After seven (7) days of said preparatory meeting, Visual Concept/Thematic Design shall be presented by the service provider to EMB for its deliberation and approval.

3. VENUE COORDINATION

- a. Coordinate with venue to use facilities, required utilities and technical requirements (electrical capacity requirements, floor weight, display good storage, others);
- b. Coordinate display of promo materials (virtual and venue);
- c. Assess safety and security of the venue of the conduct event such as fire exits, access of entry and exist points, appropriate safety equipment in compliance with the IATF health protocols (provision of facemasks, face shields and hand sanitizers), etc.

4. PRODUCTION AND TECHNICAL STAFF

a. **CRITICAL STAFF**

- 1 Stage/Program Director – will handle the program proper
- 1 Technical Director
- 1 Lights Designer
- 1 Graphic Designer
- 1 Zoom meeting specialist
- 1 Social Media Manager
- 1 Live Broadcast Technician
- 1 Sound Engineer
- 1 Lighting Technician
- 1 Visual Playback Technician
- 1 LED Wall Operator

b. **SUPPORT STAFF (as per need basis)**

- 1 Voice over Talent or Host/Moderator
- 1 Floor Director
- 2 Production / Technical Assistants (For setup Only)
- 1 Spinner
- 2 Camera Operators
- 1 Videographer 2 Line and Cable Assistants

5. EVENT PROPER

- a. Provide Manpower and manage ingress and set-up of studio.
- b. Monitor the joining participants in coordination with DTI-EMB;
- c. Provide manpower to set-up venue and backdrops during the ingress period
- d. Provide voice over talent or Host/Moderator for the program
- e. Manage the program flow through the following:
 - i. Director to manage the overall flow of the program
 - ii. Floor Director to manage the flow of speakers and guest on-stage
 - iii. Stage manager to manage through:
 1. Technical coordination of microphones (lapel/head worn/wireless)
 2. Cueing of the entrances and exist
 3. Technical coordination of laptop presentations and management of technical difficulties between switching or presentations
 - iv. Time keeper to alert speakers of their time left and when their time is up

6. POST-EVENT

- The service provider shall provide documentation of the event via zoom recordings
- Facilitate the sending and collection of Customer satisfactory rating form in coordination with DTI-EMB.

7. STUDIO SETUP

- a. Provide, Fabricate and Install permanent DTI Virtual Halal Conference Studio Backdrop
- b. Fabrication of stage backdrop structures
- c. Printing and installation of tarpaulin graphics
- d. *Studio setup backdrop and graphics are not to be dismantled for future use of DTI.*
- e. Rental of Furnitures

- i. 2 Accent Chairs
- ii. 2 Side Tables or Center Table

8. RENTAL OF TECHNICAL REQUIREMENTS (2-day event and Setup)

a. Audio

- ✓ 1 Unit Digital Audio Mixer
- ✓ 1 Unit Digital Stage Connection Box
- ✓ 2 Units Active Front of House Speakers
- ✓ 4 Pcs Active Stage Audio Monitors
- ✓ 4 Units Wireless Microphone
- ✓ 4 Units Wired Microphone
- ✓ 1 Lot Mic Stands
- ✓ 1 Lot Power Cables
- ✓ 1 Lot Signal Cables
- ✓ 1 Unit Power Distribution Box
- ✓ 1 Unit Laptop for Audio Playback

b. Lighting

- ✓ 1 Unit Avolites Pearl 2010 Lighting Console
- ✓ 24 Units Lumilites ParLED RGBW (Full Color) 53 x 3w
- ✓ 8 Units Lumilites ParLED RGBW (Full Color) 84 x 3w
- ✓ 8 Units Lumilites ParLED RGBW Amber White 64 x 3w
- ✓ 8 Units Lumilites ParLED RGBW Amber White 84 x 3w
- ✓ 8 Units LED Strip Backdrop Lighting
- ✓ 4 Units Heavy Duty Crank Stands
- ✓ 1 Lot Power Cable
- ✓ 1 Lot Signal Cable

c. LED Wall

- ✓ 1 Unit HD Video Switcher Roland V40HD
- ✓ 1 Set G-Top LED Wall P4 Approx 9' x 12'
- ✓ 2 Units Novastar Processor
- ✓ 2 Units Sending Box
- ✓ 1 Unit Digital HD Video Switcher
- ✓ 1 Lot Back Bracing Support
- ✓ 1 Lot Concrete Counterweights
- ✓ 1 Lot Signal Cables / Cat5 and Power Cables
- ✓ 2 Sets Power Distribution

d. Communication Set

- ✓ 7 Units Production Wireless Communication Set with Extra Batteries

e. Complete LED TV Set (Prompter/Timer/Monitor)

- ✓ 4 Units 42" LED TV with HDMI
- ✓ 2 Floor Monitor Stands, 2 Upright Stands
- ✓ 1 Lot signal cables and power cables

f. Complete Coverage System

- ✓ 2 Unit Digital Video Camcorder
- ✓ 1 Lot Tripods, Video Cables and Connectors
- ✓ 1 Lot live streaming setup (DTI Social Media Accounts)
- ✓ 1 Unit BMD Web Presenter and Video capture Device
- ✓ 1 Unit AV Matrix Live Streaming Switcher

8. VIDEO CONFERENCING SOFTWARE

- a. Subscription for the use of a video conferencing software. (i.e Zoom)
- b. Good for 300 participants
- c. Provide manpower and manage Business to Business (B2B) appointment setting and scheduling

9. TOKEN FOR SPEAKER

- a. 30 pcs of Anti COVID Kit e.g. Inabel Reusable Masks (to support local products)

VI. PROFILE OF THE SERVICE PROVIDER

- b. Must be a reputable Production House with an experience in holding at least (5) Large Scale International Events
- c. Must be in the business for not less than Three (5) years
- d. Must have completed at least three (3) production house project with business, economic or industry for the past 3 years
- e. Must have handled at least one (1) Halal Event for Cultural sensitivity Concerns.
- f. Must have handled at least three (3) large scale DTI event.
- g. Must have experience in handling a nationwide live broadcast setup
- h. Must have experience in handling Business to Business Meetings or conferences