

TERMS OF REFERENCE

Project Title	:	FITUR 2021
Job Specification	:	PR and Events Management Agency
Event Dates	:	May 19 to 23, 2021 (Live event) May 5 to June 4, 2021 (FITUR LIVECONNECT Virtual Event)
Venue	:	Madrid, Spain

A. BACKGROUND

FITUR is the global travel trade fair in Madrid, Spain for tourism business professionals and for inbound and outbound markets held at the Institucion Feria De Madrid (IFEMA) Exhibition Centre. It is considered one of the largest travel trade and consumer fair in the world.

The Philippines has been an active participant in this annual event with the support of some of the biggest partners as co-exhibitors. Aside from the B2B meetings, our participation showcased Philippine destinations through various activities at the stand including live performances and daily happy hour.

This year, FITUR will be a hybrid event with the Philippines participating with a physical stand at the event venue and via the show's virtual meeting platform, FITUR LIVECONNECT.

B. PURPOSE / OBJECTIVES

The Department of Tourism is in need of the services of a PR and/or events management company based in Madrid, Spain specialising in handling tourism-related programs for the Spanish market to ensure the smooth implementation of the Department's participation in FITUR 2021.

C. CAPABILITY REQUIREMENTS

- Must be a full-service management agency operating in Spain with relevant contacts in the Spanish 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 trade and consumer events
- Must have experience in handling events/activities/projects for the Philippines
- Must have a team-member who has been to the Philippines, has hands-on knowledge on the various destinations and travel trade partners from both Spain and the Philippines and who can be assigned to manage our participation in FITUR 2021
- Must be willing to provide services on a send-bill arrangement

D. SCOPE OF WORK / DELIVERABLES

1. Project planning and implementation of the Philippine Department of Tourism's (PDOT) participation in FITUR 2021 in coordination with the PDOT;
2. Coordination with suppliers, exhibition organizer, and other project partners before, during, and after the events for all logistical and material requirements;
3. Arrange scheduled meetings between DOT delegation and top travel trade and media partners at the Philippine stand and on the virtual platform;
4. Manage PR requirements, activities, and interviews;
5. Manage and document meetings with travel trade and media as appropriate;
6. Translation, re-lay outing, and printing brochures (soft copy available upon request and printing costs to be shouldered by PDOT);
7. Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables;
8. Hire services of Filipino-Spanish brand ambassadors/staff (with experience in providing service at the Philippine stand at FITUR) to service co-exhibitors and visitors;
9. Hire services of an animator / performer (with experience in providing service at the Philippine stand at FITUR) at the stand and ensure compliance with the rules of the organisers with regards to activities at the stand;
10. Organise experiential activities at the stand such as PH Happy Hour with performances and food sampling and ensure compliance with the rules of the organisers with regards to activities at the stand;
11. Ensure compliance with all health and safety protocols of the organisers;
12. Submission of the following documents for project expenses in coordination with PDOT:
 - Abstract of Canvass from Quotations from at least three (3) companies
 - Contract/Order Confirmation signed by the service provider
 - Invoice
 - Official Receipts / Paid Invoice
 - Samples of materials produced (2 pieces each)
 - Passenger List and Trip Ticket for hired transportation service
 - Distribution List for promotional materials
 - Photo Documentation of distribution of materials and PH Happy Hour Cocktail / Food
 - Guest List for co-exhibitor/staff meals
 - Certificate of Delivery and Acceptance for goods/services delivered
 - Other documents as may be required
13. Preparation of comprehensive post-event reports, follow up on contacts, document results and media mileage, collate contacts, and photos and videos.

E. DOCUMENTARY REQUIREMENTS

Proponents are required to submit the following together documents together with their proposal:

- Business Registration Document
- Latest Tax Certificate

- Company Portfolio including company background and relevant previous sample of work

F. TIME FRAME OF ACTIVITIES

April 29, 2021 : Deadline for submission of proposals
Up to May 5 / 19 : Pre Event Coordination
May 19 to 23 : In-person Event Dates
May 5 to June 4 : FITUR LIVECONNECT Live Dates
June 5 to 10 : Preparation and submission of Post-Event Report
and Supporting Documents

G. BUDGET

PDOT has allocated EUR 4,800.00 (inclusive of VAT) for the handling fee and Euro12,850 for project expenses as specified in the attached Budget Estimate. PDOT is handling the cost for the space, stand build, other participation fees/charges and travel expenses of PDOT representative, if any.

The winning proposal 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.

H. 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.

Prepared by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism-London

CONFORME:

Signature: _____
Name: _____
Title: _____
Company Name: _____

FITUR 2021 BUDGET ESTIMATE

PARTICULARS	BUDGET
EVENT HANDLING FEE:	4,800.00
PROJECT EXPENSES:	12,850.00
<i>Promotional Materials and Activities:</i>	<i>9,550.00</i>
Bags: 1,250 pcs	2,100.00
Maps: 2,000 pcs	450.00
Brochures: 10,000 pcs	3,200.00
Delegate Directory: 300 pcs	250.00
Notes: 300 pcs	550.00
Performer and supplies: Fees Euro1,250 + Supplies Euro 700 (budget is estimated for a flair bartender)	1,950.00
Daily cocktail: Euro400/day x 2 days; Delivery: Euro50/day x 5 days	1,050.00
<i>Other Requirements:</i>	<i>3,300.00</i>
Staff Support: Euro600/person x 2 persons for all FITUR days	1,200.00
Transportation: for PDOT representative for 7 days (including arrival/ingress and departure)	1,400.00
Car Passes (Ref: IFEMA actual invoice)	150.00
Lunch for co-exhibitors and staff Euro11/pax x 10 pax x 5 days	550.00
<hr/> TOTAL	<hr/> 17,650.00

NOTE: The budget for project expenses may be subject to change but must be within the allocated budget.

Approved by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism-London