

**TERMS OF REFERENCE
FOR EVENTS AND PUBLIC RELATIONS MANAGEMENT
FOR THE PHILIPPINE BUSINESS MISSION (TOKYO LEG)**

One of the marketing initiatives of the Department of Tourism and Tourism Promotions Board which has been instrumental in the expansion and strengthening of Philippines-Japan relations in the area of travel and tourism for many years is the Philippine Business Mission (PBM).

Today, the Philippine Business Mission (PBM) is considered to be the Philippines' premier, biggest, and most vital source of business travel and tourism leads helping both Japanese and Philippine companies achieve their business objectives. PBM brings the Philippines closer to the Japanese travel and tourism market by providing a venue where key travel and tourism players in both countries will have the opportunity to meet in person and transact business with one another.

PBM is a multifaceted event that includes a Philippine Travel Seminar, Business-to-Business Meetings, Press Event, and the PBM Reception which caps the event and highlights Filipino talents and culinary traditions.

This year's PBM will have two legs including Osaka and Tokyo. The scope of work for this TOR is limited to the Philippine Business Mission in Tokyo which is to be held at Ritz Carlton Tokyo on December 1, 2022.

I. SCOPE OF WORK/DELIVERABLES

A. Events Management

1. Briefing for the Delegates

- Provide able manpower complement to include technical assistant to operate powerpoint and liaise with hotel technical staff.

2. Seminar

- Ensure bi-lingual staff (Japanese-English) to man the registration counter, distribute materials /giveaways
- Provide bilingual MC
- Prepare a shortlist of guests and participants
- Coordinate with, ensure availability of, and brief resource speakers
- Conduct technical rehearsals for speakers and MCs
- Prepare a step-by-step manual of the seminar proceedings to be distributed to all project personnel before the event proper for their guidance
- Conduct briefing with ushers/usherettes, marshalls, and other project personnel before the event proper
- Prepare and organize seminar programs as may be prescribed by the DOT
- Provide able manpower complement to include technical assistant to operate powerpoint and liaise with hotel technical staff, MC and registration staff to man the registration counter
- Prepare a script for the MC, subject to the approval of DOT

- Gather calling cards at the reception desk and organize a guest list complete with contact details for submissions to DOT Tokyo
- Signage requirements
- Prepare a team for the live streaming of the seminar

3. Business-to-Business (B2B) Sessions

- Invitation of at least 20 companies interested in doing MICE projects in the Philippines
- Ensure bi-lingual staff (Japanese-English) to man the registration counter
- Prepare one translator per seller
- Prepare a detailed manual to be distributed to all project personnel before the event proper for their guidance
- Manage the B2B area and devise a system to ensure that each Philippine seller will have an equitable chance of meeting Japanese buyers/agents.
- Manage the physical and technical requirements of the B2B to include signage, floor plan, guide map, décor (décor to be provided by DOT), directory of participants
- Placement of table signage corresponding to floor plan or location of Philippine seller
- Prepare and place signages to include highly visible floor map and guide map in different areas of the venue for easy reference of the buyers
- Placement of table signage corresponding to floor plan or location of Philippine seller
- Gather calling cards at the reception desk and organize a guest list complete with contact details for submissions to DOT Tokyo
- Provide highly visible signage requirements particularly floor layout/ floor plan (one at the entrance and two inside the B2B hall)
- Printing of floor maps, stamp rally cards, and a directory of the sellers
- Buying/ preparation of tokens to be given to travel agents who will do the stamp rally

4. Reception

- Ensure bi-lingual staff (Japanese-English) to man the registration counter and distribute giveaways.
- Prepare the technical script of the PBM Reception based on the approved program. The script is subject to the review and approval of DOT.
- Prepare a detailed manual to be distributed to all project personnel before the event proper for their guidance
- Coordinate the physical and technical requirements and oversee reception setup in coordination with the DOT Tokyo and TPB project officer and entertainment director such as:
 - Stage Design
 - Lights and sound direction (including spotlights for the performers)
 - Projectors and/or screens
 - Coordinate technical rehearsals of the entertainment
 - Stage and venue design, execution, and construction (subject to DOT's review and approval, maximum of 3 revisions)
 - Signage requirements

5. Experience Zones

- Set-up the physical and technical requirements of the “Philippine Experience Zone” as may be prescribed by the DOT Tokyo (proposed set-up is subject to DOT’s review and approval).
- Tarpaulins, posters, backdrops (to be provided by DOT)
- Photo walls, props, furniture and equipment as needed
- Hire “experience zone” animators, assistants, photographers (5 animators including hilot or massage therapists)

B. Online bilingual B2B matching system

C. Landing Page in DOT Japan website with link to B2B matching system

D. Photo and video documentation of the event

II. NEGOTIATION

The events management company must be able to demonstrate ability to negotiate with other suppliers better concessions or price for and in behalf of DOT / TPB.

III. PROJECT COST

The total project cost is **JPY 7,390,000 (inclusive of all taxes)** which is to be paid after the submission of an English report.

IV. ELIGIBILITY

- A. The events management company shall be a Japan based company and duly registered with the appropriate Japanese institutions;
- B. The events management company shall have at least five (5) years of experience in preparing and executing the communication strategies on various public relations projects, including tourism, in Japan and experience in National Tourism Organizations handling;
- C. The events management company needs to submit company profile and list of projects handled in the past in Japan (for the past 4 yrs);
- D. The events management company needs to identify the members of the team for the Philippines to include the experience and qualification for each member. At least one member of the team must be eloquent in English language (written and spoken);

V. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL

Please submit your Events Management and financial proposals on or before **November 4, 2022**