

TERMS OF REFERENCE FOR THE EVENT MANAGEMENT AND DESIGN, SETUP AND DISMANTLING OF THE PHILIPPINE BOOTH FOR THE PHILIPPINE FESTIVAL 2022

The Philippines has been known as the country with the longest Christmas celebration. The festive mood in the country starts as early as September each year. Because of this, the country has already created a mark amongst Christmas-observing countries as one of the merriest places to celebrate Christmas in.

Christmas is one of the Western holidays celebrated in Japan. However, it is not celebrated as a traditional religious occasion but more of a commercial event. Although it has no religious dimension for the Japanese, Christmas in modern Japan has become a celebrated event which can be explored and exploited for the benefit of Philippine tourism in Japan. This great awareness effect and interest in Christmas is an opportunity to promote the Philippines as the more fun Christmas capital of the world.

The Philippine Festival is the biggest Filipino event in Japan. Held since 2012, the Philippine Festival serves as a venue for expatriate Filipinos to get together and for the Japanese nationals to learn about Philippine music, dance, cuisine and products. This year, the Philippine Festival will be held at Yoyogi Park in Tokyo on 03 - 04 December 2022.

PDOT's participation in this year's Philippine Festival is the consumer activation part of the Philippine Business Mission. PDOT will be renting 14 booth spaces.

I. SCOPE OF WORK/DELIVERABLES

- Coordination/ negotiation with the Philippine Festival Secretariat regarding PDOT participation including the payment of the booth rental.
- Curated Philippine Experience that will provide a fun Christmas experience and will give Japanese the real Philippine experience through the following elements:
 - Philippine Massage and Essences - the Philippines as destination for healing to revitalize tired bodies and spirits. Featuring the traditional "hilot" massage to relax, reduce and eliminate body ailments.
 - Animators wearing Philippine traditional costumes
- Philippine food, coffee, Christmas delicacies and gourmet sampling
- The functional space of the booth should have the following elements:
 - Reception Counter / Desk
 - Brochure display stand /holder
 - Sufficient number of chairs
 - Electrical outlet
- Clean and artfully designed photo wall that will promote the Philippine tourism brand
- Storage area for materials and brochures
- Printing & signage and other materials
- Water dispenser
- Obento for the Philippine sellers for two days
- Booth assistants for two days
- Substantial number of heaters for the booth space.
- Transportation for the Philippine sellers for two days (from designated pick-up point to Yoyogi Park and vice versa)
- Landing page for the PDOT participation in the PDOT website
- Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth

II. PROJECT COST

The total project cost is **JPY 3, 900,000 (inclusive of all taxes)** which is to be paid after the submission of an English report.

III. 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);

IV. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL

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