

**TERMS OF REFERENCE  
HIRING OF UAE-BASED EVENTS MANAGEMENT COMPANY FOR  
PHILIPPINES @ EXPO 2020 DUBAI**

**I. BACKGROUND AND RATIONALE**

The last three (3) months of the Philippines' participation at the Expo 2020 Dubai in 2022 are anticipated to be the most eventful months at the Bangkok Philippines Pavilion.

To create memorable experiential campaigns from January 01 to March 31, 2022, the Philippines Expo 2020 Dubai, through the Department of Trade and Industry (DTI) is in need of an events management company that will be responsible for the end-to-end management of events and activations at the pavilion – from the creation, planning, and coordination to execution of brand experience strategies for Pavilion visitors.

**II. OBJECTIVE:**

1. To procure the services of an event management company that will:
  - a. Undertake the overall management and implementation of brand activations, provision of logistical and technical support to all events and activities undertaken for and by the Philippines Expo team to ensure the professional and efficient hosting and execution of events in the Philippines Pavilion at the Expo 2020 Dubai.
  - b. Create, plan, manage and execute memorable pocket and immersive brand activations from January to March 2022 to promote positive experiences at the Bangkok Philippines Pavilion that facilitate deeper connections, inspire target audiences, and ultimately bring people together.
  - c. Provide necessary technical, logistical and manpower support to brand activations planned and organized by Filipino communities and partners of the Philippines Expo team.
  - d. Provide all logistical, technical and administrative requirements for a successful Philippine National Week Celebration from February 09 – 12, 2022.
  - d. Provide administrative and other support services required to ensure the efficient and smooth flow of the Philippine Pavilion operations for the last three (3) months of operations thereby giving the visitors an inspiring and invigorating Philippine experience.

**III. EVENT GENERAL GUIDELINES:**

1. All brand activations, events, activities and support services must be coordinated closely with the office of the Alternate Commissioner General of the POC and relevant parties.
2. Assign a liaison officer on site with a dedicated team of more than four (4) as coordinators who shall regularly, oversee, manage and closely coordinate with the PH Alternate Commissioner General on all arrangements required per activity/event.
3. The EMC will provide technical and logistical support to all other activities and events held at the Philippines Pavilion for and by the Philippines Expo team and partner communities
4. The EMC will secure relevant and applicable government permits and certifications from the UAE and Expo 2020 Dubai relative to the implementation of the project. Including but not

limited to Food Certifications, Event Permits, Alcohol Permits, Raffle prizes and COVID-19 Safety Certifications

5. The EMC must submit a financial proposal to cover all expenditures to be incurred in the performance and delivery of all the said services, broken down per event
6. Coordinate all the marketing and promotional requirements for the aforesaid activities with the Ph Expo Marketing Communications for the placement and distribution of materials and articles in multimedia channels
7. Should any of the approved events, activities and support services are cancelled, DTI and EMC will renegotiate terms of payment or undertake replacement tasks or projects.
8. Keep the Philippine Embassy, Consulate and the Philippine Trade and Investment Office in Dubai, UAE in the loop with event details, protocol and other aspects of the project

**IMPORTANT NOTE:**

The EMC acknowledges that, other than those services specified in the contract, the EMC may be required to perform a range of other functions and duties including work which is incidental or peripheral to those services set out in the contract, and which may required by the DTI from time to time. Costs of such work shall be deducted from the EMC contract price.

**IV. SCOPE OF WORK AND DELIVERABLES:**

**A. EXPERIENTIAL AND IMMERSIVE BRAND ACTIVATIONS**

- Highly-themed, immersive pocket activations **at a maximum of two (2) events/month** or **a total of six (6) pocket activations** from January 2022 to March 2022;
- Cover all end-to-end essential elements of brand activations such as manpower, transport services (if applicable), F&B for guests, speakers' honorarium, performers' meals, sound and lighting systems, physical arrangements with props, permits, invitations and guaranteed attendance, monitoring and evaluation, and tokens (if applicable).
- Creative briefs for social media per brand experience/activation with defined period and impact, target market and purpose.

**B. EVENT MANAGEMENT SUPPORT SERVICES for THE PHILIPPINE NATIONAL WEEK on FEBRUARY 9-12, 2022**

**1. Liaison Officers on site from the EMC**

- Assign a senior officer onsite who shall oversee, manage and closely coordinate with the office of the PH Alternate Commissioner General on all arrangements required for this event including the following:
  - ✓ Closely work with the POC, and Expo 2020 Dubai Committee/s to ensure a professional and seamless execution of event plans
  - ✓ Submit a comprehensive and full report one week after the Philippine National Week Celebration

- ✓ Provision of Liaison Officers (1 LO per group of 10/pax)

## **2. Logistical and Technical Support (intangible and tangible aspects)**

- Transport Services for VIPs and delegates
  - ✓ Transport services from hotels to event venues
  - ✓ Booking and Provision of Expo buggy
- Accommodation Arrangements:
  - ✓ Airport and Hotel transfers
  - ✓ Hotel bookings/Easy check in
  - ✓ Bookings/provision of meeting/secretariat rooms in selected hotels
- Food & Beverage
  - ✓ Lunch & Dinner hosting
- Physical and technical requirements/arrangements at event venues
- Invitations, confirmations and guaranteed attendance
- Program including Master of Ceremonies, program flow, and program script
- VIP Expo Tour (fast-track entry to selected country pavilions)

## **3. VIP Visitor Protocol Services**

- End-to-end arrangements for a welcome party at the airport - VIP meet & greet (Airport arrival & departure)
- Development of a seating plan for VIPs in meetings and functions
- Development of the event program for the Ph National Day, arrangement of speakers (who and when to speak), master of ceremonies, hosts and hostesses, and other essential elements
- Arrangements for the VIPs at the end of an event
- Services on matters related to order, security and crisis management
- Coordinate facilitation of Expo tours and activities.

## **4. All other necessary arrangements for each of the identified PH National Day Activity**

## **5. PHILIPPINE NATIONAL DAY CELEBRATION ITINERARY and PROGRAM** *(please see next page/s)*

DATE/ TIME (DXB)	ACTIVITY	LOCATION	c/o EVENTS MANAGEMENT COMPANY
9 February 2022 (Wednesday)	Travel from Manila to Dubai Arrival at the DXB Terminal		Meet & Greet Provide VIP Visitor Protocol Services Provide one Liaison Officer per group of 10 pax Provide Airport to Hotel transfers
	Hotel Check -in	Sofitel Dubai JBR Hotel	-Arrange for easy Hotel Check-in
10 February 2022 (Thursday)	Whole Day open for Business Appointments (on your own)		
13:00	Briefing & brunch with the DTI Philippine Delegation	Meeting Room @ Sofitel	-Reservations & payment of one(1) meeting room at Sofitel for 50 pax -Provide brunch for 50 pax
	Dinner on your own		
11 February 2022 (Friday) 08:45	Assembly @ the lobby of Sofitel Departure for the Expo site	Sofitel Dubai JBR Hotel	-Provide Sprinter for VVIPs and One Coaster for the rest of the PH delegates with coordinator Route: hotel to expo & back to hotel
09:35 09:45 09:50	<b>Philippine National Day Celebration</b> -arrival of participant head of delegation -transfer to Leadership Pavilion -arrival & welcome to the Leadership Pavilion & photo opportunity -Transfer from Leadership Pavilion to the Al Wasl	Hayakum Leadership Pavilion	-Coordinate closely with Expo for VIP protocular procedures (ie transfer via buggy.)
09:35 09:45 09:50	-arrival of the other delegates at the Expo site -transfer to the Rove Hotel VIP holding area -walk from Rove Hotel to the Al Wasl	Rove Hotel. Expo site	-Book & reserve a holding room @ the Rove Hotel -Provide Coffee service
10:15	<b>Official Ceremony</b> -flag raising & national anthems -official speech UAE representative -official speech PH representative	Al Wasl Plaza. Expo 2020 site	-Coordinate closely with Expo for VIP protocular procedures (ie seating arrangement) -Provide LOs
10:35	-15 minute Cultural Performance		
11:00	-Transfer of the UAE & PH delegation to the Philippines Pavilion -Guided tour of the PH Pavilion and photo	Philippines Pavilion	-Assign Liaison Officers to accompany the delegates to the PH pavilion & UAE Pavilion

	opportunity		
11:35	-Transfer of the UAE & PH delegation to the UAE Pavilion -Guided tour of the UAE Pavilion and photo opportunity	UAE Pavilion	
12:40	-Bilateral Meeting between the Philippine Head of Delegation & UAE	Leadership Pavilion	-Coordinate closely with Expo for VIP protocol procedures (ie seating arrangement et al..)
13:15	-Official luncheon in honor of the PH Head of Delegation hosted by UAE Representatives		
	-Lunch for the other PH delegates	Mangrove Café, PH Pavilion	-Provide lunch for 100 pax @ the Mangrove Cafe
14:00	-Media briefing (optional)		-c/o NPM
14:15	-Signing of the book of honour, gift exchange & photo opportunity		-Provide the appropriate gift for the gift exchange ceremony
14:20	-Formal conclusion of the National Day Agenda & delegation departure		
14:25	-Transfer to the Expo Media Center		
14:40 15:15	-Media Conference (optional) -Departure for those partaking in the Media Conference	Expo Media Center	-c/o NPM
16:00-17:30	-Country Business Briefing	Business Connect Center	-Provide additional snacks for the Business Briefing for 100 pax
18:00-19:30	<b>1:30 minutes Cultural Extravaganza</b>	Jubilee Stage	-Coordinate with the Expo Jubilee Park Manager for VIP seating arrangement and Crowd control
20:00-22:00	<b>Philippines Gala Dinner Reception</b> (hosted by the Department of Tourism and the Tourism Promotions Board)	Level 9 Club 2020	-Provide for buggy services from Jubilee park to Club 2020 & back to the PH Pavilion in coordination with Expo -Provide a Sprinter for VVIPs and 1 coaster to take delegates from Expo site back to their hotels
<b>12 February 2022 (Saturday)</b>	<b>Whole day Tour of Selected Country Pavilions (optional on your own)</b>		-Planning , coordination & execution
<b>13 February (Sunday)</b>	<b>Depart Dubai for Manila</b>		Provide port courtesies -Provide hotel to airport transfers

## C. EVENT MANAGEMENT SUPPORT SERVICES FOR EVENTS ORGANIZED FOR AND BY THE PHILIPPINES EXPO 2020 DUBAI

### TERMS

- For a minimum of ten (10) pax and maximum of thirty (30) pax:
- For a maximum of four (4) events

#### 1. Liaison Officers/coordinators on site from the EMC

At least two coordinators for each event/activity to assist Ph Expo team, Filipino communities and Ph Expo partners during an activity such as:

- Set up of physical arrangements during ingress and egress
- At least two 7-seater van on standby for each activity (only when needed and for a maximum of 3 days use only at 10 hours a day). **IMPORTANT: Transport costs not used will be renegotiated by DTI with the EMC**
- Light meals for 50 pax per event at AED50.00/pax for a maximum of three (3) events
- Basic set up of physical arrangements including props per activity
- Printing of posters for the Announcement Board
  - Size: A3 (Landscape or Portrait)
- Printing of Souvenir Programs and Posters
  - Size:
  - No. of copies:
  - No. of pages:
  - Paper Stock:
  - Binding:

## D. ADMINISTRATIVE AND OTHER SUPPORT SERVICES

### 1. Catering Services

Handle all requirements for catering services to include;

- Selection/ reservation and preparation/ set-up of venue for the gathering
- Food preparation/ menu planning
- Food service (plated or buffet service)

Notes:

- The catering services for VIP Visitors of the Philippines Pavilion i.e. Dignitaries, VVIPs, PH Government Officials, Business Partners, Media; either for lunch or dinner for 3 groups of 10 pax each per month

### 2. Visitor Traffic Management Services

- Assist in queue management/ crowd control whenever there are events onsite
- Arrange special reception arrangements for VIP visitors
- Provide health and sanitation devices and supplies for visitors, whenever needed
- Produce necessary onsite collaterals for the promotion of events/activities/activations

### 3. Hospitality/ VIP Services (on need basis)

Provide high quality and efficient services for un-programmed VVIP visitors to the Pavilion (for a max of 90 pax or 3 groups of 10 pax each per month)

- Visa facilitation
- Dubai hotel booking
- VIP transport
- VIP meet and greet
- Provision of Liaison Officers
- Arrangement of Business Meetings
- VIP Expo Tour

#### 4. Transportation Services for the Pavilion

Provide the following transportation service for visitors and guests of the PH pavilion with English speaking driver/s, inclusive of daily maintenance, gasoline and ant supplies and repairs needed:

- Regular Services- to start 1 January 2022 and end on 15 April 2022 – should be on stand-by for a maximum of 10 hours daily

### **V. SELECTION CRITERIA FOR WINNING BIDDER**

ITEM	CONDITIONS		
	<i>All documents submitted must be in English, and must comply with all required documents or their counterpart/equivalent in the United Arab Emirates</i>		
<b>1</b>	<b>Legal Documents</b>	<b>PASS</b>	<b>FAIL</b>
	<i>A copy of required documents with validity date/s and signatures</i>		
a	VAT Registration		
b	Business License to operate in the UAE		
c	Tax Clearance (or its equivalent in the UAE)		
d	Company's Authorized Signatory		
e	Notarized Letter of Intent/ Agreement signed by the Company's Authorized Signatory		
<b>2</b>	<b>Technical Documents</b>		
<b>a.</b>	<b>Company Profile / Information</b>		
	<ul style="list-style-type: none"> <li>➤ <i>Must have previous experience in planning, organizing and implementing multiple packet activations for public entertainment</i></li> </ul> <b>Required Document: Company portfolio with:</b> <ul style="list-style-type: none"> <li><b>a. Documented evidence of capability</b></li> <li><b>b. Logistics Capacity</b></li> </ul>		
i.	Company Profile		
ii.	Company Portfolio with documented evidence of: <ul style="list-style-type: none"> <li>- Documented evidence of capability</li> <li>- Logistics Capacity</li> </ul>		
<b>b.</b>	<b>Applicable Experience</b>		
	<b>1. Credentials and Track Record</b>		
	<ul style="list-style-type: none"> <li>➤ <i>More than one (1) project on experiential and immersive brand activations</i></li> </ul>		
i.	<b>Required: Lists of clients serviced for the past 2 years with corresponding links to the projects</b>		
	<b>2. Qualifications of Personnel</b>		

	Must assign a dedicated team of more than four (4) members whose sole function is to create, plan, manage and execute/implement brand activations and immersive activities		
i.	<p><b>Required Documents:</b> Comprehensive resume/CV of the team members aligned to the requested services:</p> <ul style="list-style-type: none"> <li>➤ Officer/s assigned must have a minimum of 3 years professional and practical experience</li> <li>➤ All other team members must have at least a minimum of 2 years experience in multimedia</li> </ul> <p><b>Requirement:</b> <i>The active involvement of planners and coordinators onsite during brand activations, whether planned by the agency, the PH Expo Team or partners</i></p>		
<b>c.</b>	<b>Current Workload Capacity</b>		
	Number of ongoing priority projects in the UAE:		
i.	<p><b>Required Document:</b> List of ongoing and completed contracts [Template]</p>		
ii.	Accomplished Technical Specifications [Template]		
iii.	Accomplished Schedule of Requirements [Template]		
<b>d.</b>	<b>Brand Experiential Plan</b>		
	<p><b>Required Document:</b> <b>Technical Proposal</b> <i>Strategic branding approach focused on creating and implementing highly-themed and immersive campaigns to promote positive experiences at the Bangkota Philippines Pavilion</i></p>		
<b>3.</b>	<b>Financial Bid</b>		
<b>a</b>	A formal financial quotation by the bidder covering scope of work and deliverables		
	<b>Required Document:</b>		
i.	Audited Financial Statements for 2019 and 2020		
ii.	Certificate of Net Financial Contracting Capacity		
iii.	Statement of Single Largest Completed Contract of similar nature within the last 2 years		
iv.	Workers Welfare and Assurance Action Plan		
v.	Notarized Bid Securing Declaration Form		
vi.	Financial Proposal to cover all Expenditures		
vii.	Financial Bid		



**The winning bid will be awarded to the lowest responsive and most compliant bidder.**

**VI. TERMS OF PAYMENT**

<b>PAYMENT IN %</b>	<b>DELIVERABLE/S</b>
20%	<i>After signing of the contract and submission of a brand activations plan</i>
30%	<i>After six (6) brand activations</i>
50%	<i>After completion of all requirements and activities</i>
<b>100%</b>	

Payment will be based on the percentage of completion and actual accomplishments

**VII. ENGAGEMENT PERIOD** : January 01 to March 31, 2022

**VIII. BUDGET** : AED 714,285.70  
*(Note: Inclusive of 5% tax in Dubai, UAE)*  
PHP 10,000,000.00 (@Php14.00)

**IX. SOURCE OF FUNDS** : EXPO BUDGET 2022

Prepared by:

  
**GILDA R. DELA CRUZ**  
Marketing Communications  
Philippines Expo 2020 Dubai

Approved by:

  
**ASSISTANT SECRETARY ROSVI C. GAETOS**  
Alternate Commissioner-General  
Philippines Expo 2020 Dubai