



April 27, 2022

INVITATION FOR PROPOSAL

PDOT-Korea is in need of the services of a well-experienced professional overall event production and management company based in Korea for the implementation of the consumer activation project "PH-Friendly Hybrid Campaign with Hyundai Department Store" on June 14-20, 2022.

Interested companies may submit their quotations following the attached Terms of Reference on or before May 4, 2022, 5:00 pm to:

Philippine Department of Tourism-Korea
Suite 801, President Hotel, Euljiro1-ga
Jung-gu, Seoul 04533 Korea
Tel no: (02) 598-2290 Fax: (02) 318-0520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director



TERMS OF REFERENCE

I. PROJECT TITLE	:	“PH-FRIENDLY HYBRID CAMPAIGN HYUNDAI SEOUL”
DATE	:	June 14-20, 2022
VENUE	:	THE HYUNDAI SEOUL, YEOUIDO, SEOUL

II. BACKGROUND

In line with the reopening of the Philippine borders to foreign tourists for the recovery of the country's tourism, the Philippine Department of Tourism - Korea will undertake a consumer activation project, **“PH-Friendly Hybrid Campaign at the Hyundai Seoul”** from **June 14 to 20, 2022**.

This event aims to position the Philippines as top-of-mind destination for the general leisure tourists especially the MZ generation. As the Philippines has been known to Koreans as an attractive beach holiday destination and place for English language studies, the event will be a good opportunity for Koreans to experience the Philippine culture.

This activation project will also promote the Philippines as a fun and safe destination to travel in the new normal and stimulate demand to travel to the Philippines thru this campaign using both offline and online promotion channels.

III. PURPOSES / OBJECTIVES

The DOT-Korea is in need of the services of a well-experienced professional event production and management company based in Korea for the implementation of this consumer activation project. A company with previous experience working with the Philippine Department of Tourism on similar projects in Korea will be an advantage.

IV. PROJECT DESCRIPTION

A consumer event to be staged at The Hyundai Seoul in Yeouido, a strategic area in Seoul with high foot traffic and frequented by the MZ generation. The event aims to make the Korean consumers feel the Philippines and be encouraged to visit the Philippines, through the following components:

1. **Food** – Philippine food and non-food products will be promoted to the visiting consumers
2. **Culture** – Consumers to experience (hear, see, taste and touch) first-hand the Philippine culture thru music, performances, cultural videos, souvenirs, etc.
3. **Destinations** – Promotion of 'clean and safe destinations', e.g. Bohol, Palawan, Boracay, and Cebu
4. **Online Promotion** – To be conducted before and during the consumer event using popular apps among Koreans.
5. **On-site Travel Promotion** – Travel trade companies will promote as well as sell tour packages to the public. They will also disseminate travel-related information on the Philippines on-site and online.

The event production and management company may introduce other components that will lead the event concept to engage more consumers and create more exposure for and interest to visit the Philippines.

V. SCOPE OF WORK / DELIVERABLES

Following are the services to be provided by the event production and management company:

- Develop and finalize the concept and execution plan based on the basic ideas/components mentioned above leveraging on the latest technology on events execution
- Reservation and payment of event venue rental based on the best negotiated rate and terms
- Manage, execute and supervise pre-event and master event logistical plan and timeline thru a dedicated and competent team, evaluate, analyze and report event results to DOT
- Responsible for leading/managing various teams in the planning and implementation of all components of the event (pre-event and master event).
- Venue layout/concept design, set up/construction and dismantling
- Provision of all required technical requirements/equipment, physical structures, and logistical requirements, supplies/materials, and services for all event components based on proposed concept (e.g. lighting and sound system, stage set-up, decorations, utilities (electricity outlets, water supply, internet connection and others), metaverse application and/or VR/AR booth, giveaways/prizes, events emcee/host, catering for opening ceremony, performers, etc.)
- Coordination with and invitation of participating companies with manpower complement to the event (e.g. travel trade exhibitors, food and merchandise exhibitors, etc.)
- Create/develop and execute online and offline activities for the event participants and guests and report results
- Provide, direct, and manage production and operations staff, both pre-event and master event.
- Uniform for the production and operations team
- Provision of ingredients and manpower for conduct of food tasting and securing of necessary food insurance (if allowed in the venue)
- Production of giveaways / prizes
- Online/Offline events promotions and PR support including translation services (pre-event and master event)
- Coordination with the Hyundai Department Store regarding permits, security provision, and event promotion thru its own channels, etc.
- Coordination with local government regarding permits, etc. if necessary
- Production of appropriate promotional materials (e.g. Backdrops, banners, posters, flyers, or others.)
- Photo and video documentation services and outputs
- Submit a post-event report (including but not limited to a full documentation of over-all event execution, analysis and events results to include online/offline media exposures and reach and media mileage/PR values, consumer engagements and feedback, including photo and video documentation and others.)

The event production and management company may include other deliverables that may be necessary to execute their proposed concept, subject to approval of the PDOT-Korea.

VI. TIME FRAME AND DOCUMENTARY REQUIREMENTS

All interested parties to submit the following documents on or before **May 4, 2022**.

1. Comprehensive Event Execution Plan
2. Quotation
3. Company Registration
4. Company Profile

Time Frame:

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| - May 4, 2022 | Deadline for Submission of project plan with quotation |
| - May 9-10, 2022 | Evaluation of Proposal and Selection of the contractor / Issuance of Notice of Award |
| - May 11, 2022 | Issuance of Notice to Proceed |
| - May 11-June 13, 2022 | Project preparations |
| - June 14-20, 2022 | Implementation of the project including ingress and egress |
| - June 21-July 15, 2022 | Post-project evaluation and report submission |

VII. BUDGET

Total budget allocation for the consumer activation project, is **\$135,000 or its equivalent in Korean Won.**

VIII. MODE OF PAYMENT

Payment of services will be based on agreed payment terms between PDOT-Korea and the event production and management company. Payment to be released after the company's submission of invoice with the corresponding deliverables and PDOT-Korea's issuance of certification that deliverables are complete and acceptable