




24 April 2024

## INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea requires the services of a well-experienced company based in Korea specializing in professional Event Management & PR. These services are needed for protocol involving the Secretary of the Philippine Department of Tourism and the Philippines delegation from May 07 to 10, 2024. Additionally, services are required for a Media Conference and Listening Tour with Korean travel trade and media. The event will take place at Lotte Hotel in Seoul, Korea on May 8, 2024.

Interested companies may quotations following the attached Terms of Reference on or before **29 April 2024, 10:00 AM** to:

Philippine Department of Tourism-Korea  
Suite 801, President Hotel, Euljiro 16  
Jung-gu, Seoul 04533 Korea  
Tel no: (02) 598-2290 Fax: (02) 318-0520  
Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr)

  
**JOHN TREXY N. NOVEROS**  
Foreign Tourism Officer  
PDOT-Korea



## TERMS OF REFERENCE

<b>I. PROJECT TITLE</b>	: MEDIA AND TRAVEL TRADE EVENTS WITH SECRETARY OF THE PHILIPPINE DEPARTMENT OF TOURISM
<b>DATE</b>	: May 07~May 10, 2024
<b>ITEM</b>	: Event Management and PR Services

### II. BACKGROUND

The Secretary of the Department of Tourism is visiting Korea for ‘*The 3rd World Tourism Industry Conference (WTIC 2024)*’ and ‘*The 39th International Travel Fair (SITF 2024)*’. The Secretary has been invited as a panel speaker, and DOT-Korea is pleased to have a listening tour with the Korean travel trade, and a media briefing to maximize the impact of her visit to Korea.

### III. PURPOSES/OBJECTIVES

DOT-Korea is in need of the services of a well-experienced professional company engaged in the business of professional Event Management & PR. A company with previous experience with the Department on similar projects in Korea will be an advantage.

### IV. SCOPE OF WORK/DELIVERABLES

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

#### TRANSPORTATION

- Provision of transportation and logistics for four (4) days

#### PR AND PUBLICITY

- Invite and coordinate with the Korean media to participate in and cover the events
- Arrange a press interview for the Secretary and invite the media to attend
- Compile all the news coverage produced related to the events
- Prepare promotional/publicity materials for online posting (website and SNS), email blast, and other publicity tools or platforms as maybe necessary

#### INVITATION OF PARTICIPANTS

- Inviting a total of 30 Media and 25 Travel trade companies to the event
- Registration/confirmation of participants’ attendance
- Coordination with the participants for dissemination of relevant data/information and for post-event evaluation

#### EVENT VENUE

- Scout for venue/hotel banquet in Seoul City Center, including a holding/waiting room (wash-up room) and handle the coordination, reservation, and payment of venues based on the best-negotiated rate and terms. Venues should be able to accommodate the number of people based on below estimated number of participants:

Event	Media Briefing	Listening Tour
Date	May 8 / 11:00AM	May 8 / 12:00 PM
Number of participants	50 pax	70 pax

- Manage, execute, and supervise event and master event logistical plan and timeline thru a dedicated and competent team, evaluate, and report event results to PDOT-Korea

- Responsible for lead/managing various teams in the planning and implementation of all components of the event
- Venue layout/concept design, set up/construction, and dismantling
- Provide, direct, and manage production and operations staff, both pre-event and master-events
- Coordination with the event venues regarding permits, and security provisions (if any)
- Production of appropriate promotional materials (e.g., backdrops, banners, posters, flyers, or others) to be used in the venues
- Provision of professional photo and video documentation services and outputs
- Provision of audio visual equipment and sound systems
- Submit a post-event report (including but not limited to full documentation of overall event execution, and events results to include online/offline media exposures and reach and media mileage/PR values, and feedback, including photo and video documentation and others)
- Provision of one (2) professional hosts/MCs and interpretation service with one (1) professional interpreter for all the events and meetings.
- Production the giveaways for the events

## **VI. TIME FRAME AND DOCUMENTARY REQUIREMENTS**

All interested parties are to submit the following documents:

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

Time Frame:

- |                       |  |
|-----------------------|--|
| - April 29, 2024      | Deadline for Submission of project plan with quotation |
| - April 29, 2024      | Evaluation of Proposal and Selection of the Contractor |
| - April 30, 2024      | Issuance of Notice of Award / Notice to Proceed        |
| - April 30~May 6 2024 | Project preparations                                   |
| - May 7~10, 2024      | Implementation of the project including ingress-egress |
| - May 20, 2024        | Post-project evaluation and report submission          |

## **VI. BUDGET**

The budget allocation for the event is **US \$72,000**

## **VIII. MODE OF PAYMENT**

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