



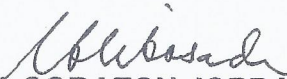
2 September 2019

## 2<sup>nd</sup> INVITATION FOR PROPOSALS

In view of failure of invited companies to comply with our deadline for submission of proposals last August 30, 2019, 12:00 noon, the Philippine Department of Tourism-Korea is once again inviting well-experienced company based in Korea engaged in the business of professional overall event design and production management in relation to the conduct of the "Philippine on Wheels: Feel the Phil" exhibition on October 25 – 27, 2019, at Hyundai U-Plex Square, Sinchon, Seoul.

Interested companies may submit proposals following the attached Terms of Reference on or before September 9, 2019, 6:00 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) 3180520  
Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr) and [lily@philippinetourism.co.kr](mailto:lily@philippinetourism.co.kr)

  
**MARIA CORAZON JORDA-APO**  
Tourism Director & Attaché  
PDOT-Korea



## TERMS OF REFERENCE

- I. PROJECT TITLE : CONSUMER ACTIVATION PROJECT  
"PHILIPPINE ON WHEELS: FEEL THE PHIL"
- DATE : OCTOBER 25 ~ 27, 2019
- VENUE : HYUNDAI U-PLEX SQUARE, SINCHON, SEOUL, KOREA

## II. BACKGROUND

In time for the 70th Anniversary of Philippine-Korea Bilateral Relations in 2019, the Philippine Department of Tourism - Korea in cooperation with the Tourism Promotions Board will undertake a Consumer Activation Project, "Philippine On Wheels: Feel the Phil" which will be held on October 25 ~ 27, 2019 for 3 days.

This event aims to help Korean youth and families understand the Philippines in deeper level through Filipino cuisine. As the Philippines has been known to Koreans as an attractive beach holiday destination and places for English language studies, we believe that the event will be another good opportunity for Koreans to feel the Philippine culture and its foods.

Through this activation project, we will promote the Philippines as culinary herb in Southeast Asia and combine culinary tourism with other travel activities, from beach holidays to more adventurous excursions.

## III. PURPOSES / OBJECTIVES

The DOT-Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional overall event production management for the "Philippine On Wheels: Feel the Phil" project scheduled on October 25 ~ 27, 2019. A company with previous experience with the Department on similar projects in Korea will be an advantage.

## IV. CONCEPT

A consumer event to be located in Hyundai U-Plex Square, Sinchon, a strategic area in Seoul with high foot traffic and frequented by the youth and families. The event aims to make the visitors feel the Philippines through the following components:

1. **Food** – Food trucks where Filipino chefs can prepare and distribute Philippine dishes, delicacies, and beverages.
2. **Culture** – Philippine contemporary music, folk dance performance, cuisine, delicacies, souvenirs, etc. should be provided for the target audience to hear, see, taste, touch, and experience firsthand.
3. **Destinations** – Representative images and videos of tourist destinations of the Philippines (sun beaches, luxury resorts, diving, golf course, etc.) through photo zone, VR room, etc.
4. **Online Promotion** – To ensure the success of the event, Online AD such as Naver banner, Facebook newsfeed, Instagram newsfeed, etc. will be conducted beforehand.
5. **Travel Fair** – 3m x 3m tents for travel trade companies where people can get travel information and/or book and buy Philippine travel packages.

## V. SCOPE OF WORK / DELIVERABLES

Following are the services required by the Philippine Department of Tourism - Korea:

- Develop, manage and execute pre-event and master event logistical plan and timeline; assign/delegate tasks to teams; evaluate, analyze and report event results to DOT
- Venue layout/design set up and dismantling
- Five (5) Food trucks with freezer/refrigerator, storage, water supply and electricity

- Budget for provision of ingredients for food tasting.
- Food insurance (for non-Korea based food companies)
- Twenty four (24) 3m x 3m outdoor tents with two (2) chairs and one (1) table with electricity supply
- 3D designer
- Photo booth and VR booth construction and Installation
- Create and develop an online activity for the event participants and guests.
- Responsible for leading/managing various teams in the planning and implementation process for all aspects of the pre-event and master event.
- Provide, direct, and manage production staff, both pre-event and master event.
- Uniform for the operation team
- Provide emcee/host for the event opening ceremony including translation service
- Giveaways / Prizes
- Online promotion
- Stage for Performers / events
- Provision of Philippine cultural performers
- Coordination with local government regarding permits, security provision etc.
- Production of promotional materials (eg. Backdrops, flyers, banners etc.)

#### **Technical requirements / Sound System**

1. Lighting and Sound System
2. Stage set up
3. Decorations
4. LED Screen Projector set
5. Electricity

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

All interested parties to submit the following documents on or before September 9, 2019.

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

#### **Time Frame**

- |                                         |                                                             |
|-----------------------------------------|-------------------------------------------------------------|
| - September 9, 2019                     | Deadline for Submission of project plan with quotation      |
| - September 10 - 11, 2019               | Evaluation and Selection of the contractor                  |
| - September 12, 2019 ~ October 24, 2019 | Project preparations                                        |
| - October 25, 2019 ~ October 27, 2019   | Implementations of the project including ingress and egress |
| - October 28, 2019 ~ November 30, 2019  | Post-project evaluation                                     |

## **VII. BUDGET**

**Total budget allocation for the Consumer Activation Project, "Philippine on Wheels: Feel the Phil" is KRW 170,000,000.**