



31 August 2023

## INVITATION FOR PROPOSAL

The Philippine Department of Tourism-Korea is in need of a company based in Korea engaged in professional event management for the Year 2023-2024. Attached are the Terms of Reference.

Interested companies may submit proposals based on the attached Terms of Reference on or before 08 September 2023, 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: [jake@philippinetourism.co.kr](mailto:jake@philippinetourism.co.kr) and [jtnoveros@philippinetourism.co.kr](mailto:jtnoveros@philippinetourism.co.kr)

A handwritten signature in black ink, appearing to read "Maria Corazon Jorda-Apo".

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





## TERMS OF REFERENCE

<b>I. PROJECT TITLE</b>	:	<b>“MICE ROADSHOW 2023”</b>
<b>DATE</b>	:	<b>October 9-19, 2023</b>
<b>VENUE</b>	:	<b>Four Major Cities in South Korea (Busan, Yeosu, Suwon, and Seoul)</b>

### II. BACKGROUND

In recognition of the potential of the Korean incentive travel market for the Philippines, the Philippine Department of Tourism (PDOT)- Korea together with the Tourism Promotions Board (TPB) of the Philippines will undertake a roadshow project called “MICE ROADSHOW 2023” from October 9 to 19, 2023.

This event aims to position the Philippines as a top-of-mind destination for MICE tourists, especially incentive travelers. The MICE market, specifically the incentive (reward) travel, would be a major driver of growth for the Philippines in 2023. This is due to the huge ramped-up demand, especially for the industry which endorses reward trips for their best sales representatives despite all the economic risks and concerns.

### III. OBJECTIVES

The DOT-Korea needs the services of a well-experienced professional event management company based in Korea for the implementation of this roadshow project. A company with previous experience working on similar projects in Korea will be an advantage.

### IV. PROJECT DESCRIPTION

The MICE Roadshow 2023 will take place in four major cities in South Korea namely Busan, Seoul, Suwon, and Yeosu (or Gwangju) to promote Philippine destinations and the incentive offerings for corporate events, incentive programs for employees, and similar activities. Invitees to the roadshow events include Human Resource (HR) personnel and corporate decision makers for reward travel as well as travel agents from major Korean cities.

The roadshow involves a series of in-person meetings and presentations with corporations/companies for their reward travel for their employees or top producers as well as travel agencies, destination management companies, incentive travel planners, associations organizing regional/global meetings and congress/conference organizers specializing in MICE travel.

The event aims to influence the Korean incentive travel decision-makers to choose the Philippines as their incentive travel destination through the following components:

1. **Food** – Philippine food and non-food products will be promoted to the visiting consumers.
2. **Culture** – Consumers will experience first-hand the Philippine culture thru music, performances, cultural videos, souvenirs, etc.



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3. **Destinations** – Promotion of incentive travel destinations with direct flights from Korea to the Philippines through video presentations and marketing collaterals. These destinations are Bohol, Boracay, Cebu, Clark, and Manila
4. **B2B Networking**– Philippine travel trade companies and PDOT Regional Offices will promote and sell their tourism-related products to Korean travel agents during the allotted B2B time.

## V. SCOPE OF WORK / DELIVERABLES

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

### TRANSPORTATION

- Provision of two (2) 45-seater buses for the entire roadshow trip and one (1) 9-seater van for the TPB-Chief Operating Officer's stay participation in the Seoul and Suwon leg of the Roadshow and/or additional vehicle on need basis (e.g., vehicle solely for the delegation's luggage, promo materials, event supplies and the like)
- Arrange site inspection tours for tourism benchmarking (e.g., a Tongyeong trip after the Yeosu Roadshow/ before going to Seoul) for the Philippine delegation.

### ACCOMMODATION

- Reservation of hotel rooms located near the event venue for PDOT-Korea, DOT Regional Offices representatives and TPB personnel, TPB COO and DOT head office officials.
- Negotiate hotel rates near the event venue for the Philippine delegation/private sector.

### PR AND PUBLICITY

- Invite and coordinate with the Korean media, through a reputable PR agency, to participate and cover the MICE Roadshow 2023
- Arrange a press conference for the TPB-Chief Operating Officer and invite media to attend.
- Compile all the news coverage produced related to the MICE Roadshow
- 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 600 to 800 participants for the Roadshow (please see below breakdown)

Session	Participants	Busan (October 11)	Yeosu (October 13)	Suwon (October 17)	Seoul (October 18)	Total
Morning	KR Human Resource personnel, corporate decision-makers for reward travel	100-125	50-75	50-75	100-125	300-400
	Media	20	10	10	50-60	90-100
Afternoon	KR Incentive Travel Agents	100-125	50-75	50-75	100-125	300-400
<b>TOTAL</b>		<b>220-270</b>	<b>110-160</b>	<b>110-160</b>	<b>250-310</b>	<b>690-900</b>

- Registration/confirmation of participants' attendance
- Coordination with the participants for dissemination of relevant data/information and for post-event evaluation





## TRANSLATION AND INTERPRETATION

- Translate Philippine videos from English to Korean and edit the videos by adding Korean subtitles (a total of a 30-40-minute video)
- Online/Offline events promotion and translation services (pre-event and master events)
- Provision of one (1) Korean-English-speaking MC and simultaneous interpretation service with two (2) professional interpreters, booth, and in-ear translation devices or portable simultaneous interpretation receiver, transmitter and headphones/earphones/equipment/device (equivalent to the number of audience and Philippine delegation in every city)
- Hire at least ten (10-15) intermediate-level English-Korean (and vice-versa) translators/interpreters for the B2B event
- Assign at least three (3) English-speaking coordinators for the whole 11-day journey to facilitate and liaise the delegation's trip and movement from the different cities identified in the roadshow.

## EVENT VENUES

- Scout for venues 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:

Session	Participants	Busan (October 11)	Yeosu (October 13)	Suwon (October 17)	Seoul (October 18)
Morning	KR Human Resource personnel/corporate decision-makers for reward travel	100-125	50-75	50-75	100-125
	Media	20	10	10	50-60
Afternoon	KR Incentive Travel Agents	100-125	50-75	50-75	100-125
Both Sessions	Philippine Delegation	50	50	50	50
<b>TOTAL PER SESSION</b>		<b>150-195</b>	<b>100-135</b>	<b>100-135</b>	<b>150-235</b>

- Manage, execute, and supervise event and master event logistical plan and timeline thru a dedicated and competent team, evaluate, analyze, and report event results to PDOT-Korea
- Responsible for lead/managing various teams in the planning and implementation of all components of the event (pre-event and master events)
- Venue layout/concept design, set up/construction, and dismantling.
- Provide, direct, and manage production and operations staff, both pre-event and master-events
- Provision of staff IDs for the production and operations team, interpreters, Philippine delegation, and Korean participants (HR personnel, travel agents, media, etc.)
- Production of corporate giveaways/prizes as tokens for the participants
- 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.
- Production of "a thank you plaque" to give away to the top five selling incentive agents in the Seoul leg of the roadshow.
- Provision of professional photo and video documentation services and outputs



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- Participate in the pre-event briefing and debriefing meetings with DOT and TPB (before and after the events)
- Submit a post-event report (including but not limited to full documentation of overall event execution, analysis, 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)

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

## VI. TIME FRAME AND DOCUMENTARY REQUIREMENTS

All interested parties are to submit the following documents on or before **September 8, 2023**.

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

Time Frame:

- |                                |   |
|--------------------------------|---|
| - September 8, 2023            | Deadline for Submission of project plan with quotation  |
| - September 7, 2023            | Evaluation of Proposal and Selection of the Contractor/ |
| - TBA                          | Issuance of Notice of Award                             |
| - TBA                          | Issuance of Notice to Proceed                           |
| - September 12-October 8, 2023 | Project preparations                                    |
| - October 9-20, 2023           | Implementation of the project including ingress-egress  |
| - October 23-31, 2023          | Post-project evaluation and report submission           |

## VII. BUDGET

The total budget allocation for the consumer activation project is **\$135,000**.

## 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.



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