



5 March 2019

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a 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 Feel the Phil exhibition on April 24 – May 6, 2019, at Insa Art Center, Insa-dong, Seoul.

Interested companies may submit quotation following the attached Terms of Reference on or before March 15, 2019, 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) 3180520
Email: pdot@philippinetourism.co.kr and lily@philippinetourism.co.kr


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

TERMS OF REFERENCE

I. PROJECT TITLE: PHILIPPINE DEPARTMENT OF TOURISM – KOREA OVERALL EVENT PRODUCTION MANAGEMENT FOR THE “FEEL THE PHIL” EVENT

II. PROPOSED DATE: APRIL 24 – MAY 6, 2019

III. BACKGROUND

The recent trend in the exhibition has shifted from simply viewing the exhibits to creating a space with various concepts and creating a photo-taking experience for visitors. A photo exhibit that looks like a photographic studio is gaining popularity among couples aged the 20s–40s for their dating course. With this, PDOT-Korea would like to take advantage of the trend by designing a photographic exhibition concept that will showcase and promote the Philippine destinations and its culture and arts. The proposed venue is the Insa Art Center located in Insa-Dong, the heart of Korea’s culture and arts. The event will be promoted heavily via online platforms.

IV. PURPOSES / OBJECTIVES

Specifically, the marketing objective is to gain maximum online and offline exposure to influence the specific target Korean travel market segment to make the Philippines as their preferred tourist destination.

The DOT is in need of the services of a well-experienced professional company based in South Korea engaged in overall event production management for the “Feel the Phil” event.

V. SCOPE OF WORK/ DELIVERABLES

Following are the services required by the Philippine Department of Tourism for “Feel the Phil” event.

- Develop, manage and execute pre-event and master event logistical plan and timeline; assign/delegate tasks to teams; evaluate, analyze and report results for the event.
- Develop and design the photo exhibition concept.
- 3D designer
- Photo booth construction and Installation
- Create and develop an online check-in facility for event participants and guests.
- Oversee the implementation of the pre-event and master event.
- Provide 1 project manager and 4 staff for the whole duration of the event
- Responsible for leading/managing various teams in the planning and implementation process for all aspects of the pre-event and master event.
- Direct and manage production staff, both pre-event and master event.
- Uniform for the operation team
- Catering for the opening of the event
- Provide emcee / host for the event opening
- Giveaways / Prizes
- Online promotion

Technical requirements / Sound System

1. Stand table setting
2. Lightning and Sound System
3. Stage set up
4. Decorations
5. LED Screen Projector

VI. SCHEDULE

Ingress	- April 23 – 24, 2019
Management of event proper	- April 24 – May 6, 2019
Dismantling	- May 7, 2019

VII. BUDGET

Total budget allocation is **KRW 69,000,000.**