



PASUGUAN NG PILIPINAS

EMBASSY OF THE PHILIPPINES

SEOUL

28 January 2021

INVITATION FOR PROPOSALS

The Philippine Department of Tourism-Korea is in need of the services of a well-experienced professional company based in Korea engaged in the business of professional events production and management to produce high-quality and professionally-done video material for the virtual "Philippine Product Presentation" scheduled on 22 - 26 February 2021.

Interested companies may submit video production plan and quotation plus complete documentary requirements following the attached **Terms of Reference** on or before **03 February 2021 at 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: jun@philippinetourism.co.kr and lily@philippinetourism.co.kr

MARIA CORAZON JORDA-APO
Tourism Director and Attache

TERMS OF REFERENCE

I. PROJECT TITLE: VIDEO PRODUCTION FOR THE PHILIPPINE DEPARTMENT OF TOURISM-KOREA "PHILIPPINE PRODUCT PRESENTATION"

II. PROPOSED DATE: FEBRUARY 22 – 26, 2021

III. BACKGROUND

Throughout the COVID-19 pandemic worldwide, there have been a significant impact on the tourism industry such as travel restrictions and a slump in demand among travelers due to severe global socio-economic disruption. Fortunately, COVID-19 vaccines and cures have been developed recently, but vaccination will vary by country depending on mass production and distribution capacity. Travel trade partners in Korea have been fighting for survival since early 2020. In preparation for the resumption of international tourism, Philippine Department of Tourism (PDOT-Korea) is preparing an on-line virtual product presentation for the travel agents / tour operators of the B2B market to provide them with current updates on Philippine travel destinations and existing health / safety protocols in tourist destinations before the initial joint promotion with the travel trade partners scheduled in March 2021 onwards. Since most of travel agents / tour operators are currently non-operating (most of them not working in the travel-related field but temporarily venturing in whatever available sideline / part time opportunities), this product presentation is designed to be accessible online for 24 hours on 22-26 February, 2021 to accommodate more participants among the travel trade partners in Korea, so that it can eventually contribute to the recovery of Philippine tourism thru the upcoming joint promotional activities being planned by PDOT-Korea.

IV. PURPOSES / OBJECTIVES

The objectives of the virtual Philippine Product Presentation are: 1) to share to tour operators and travel agents updates on Philippine travel destinations as well as on the existing health / safety protocols in the destinations amid the COVID-19 pandemic, 2) to raise awareness on the Philippine tourism products, and 3) ultimately to encourage them to gear up in selling the Philippine travel products post-pandemic and , in effect, contribute to the recovery of Philippine tourism.

As an important requirement for this activity, the DOT is in need of the services of a well-experienced professional company based in South Korea engaged in events production and management to produce high-quality and professionally-done video material for the virtual "Philippine Product Presentation" event.

V. SCOPE OF WORK/ DELIVERABLES

Following are the services required by the Philippine Department of Tourism for "Philippine Product Presentation" event.

- Conceptualize, develop, and produce the video contents of the Philippine Product Presentation.
- Provide one final video file at least 5 days before the event.
- Direct and manage production of the final video file of the Philippine Product Presentation.
- Responsible for producing / editing (unlimited until the last day of virtual event) the video file of the Philippine Product Presentation.
- Translate to Korean language all contents and materials to be provided by PDOT-Korea
- Provide overall voice-over of the video contents of the Philippine product presentation.

Technical Requirements To Be Discussed (if necessary)

Note: PDOT-Korea will provide all materials/contents (powerpoint presentation files, promotional AVPs, etc.)

VI. SCHEDULE

Production of video file	- February 8 - 14, 2021
Final editing	- February 15 - 18, 2021
Event period	- February 22 - 26, 2021

VII. BUDGET

Total budget allocation is **KRW 1,000,000**.

Deadline for submission of Proposal/Quotation: 03 February 2020