

## **ASEAN 2017**

### **TERMS OF REFERENCE**

For the Services of a Production House  
**Department of Foreign Affairs- Hosted Welcome Dinner Reception**

Tentative schedule and venue:  
04 OCTOBER 2017 / Manila

#### **I. BACKGROUND**

The Philippines will host the Association of Southeast Asian Nations (ASEAN) in 2017 and the Department of Tourism (DOT) has been assigned to Chair the Committee on Tourism Hospitality, Tours, Social Events, and Site Enhancement.

The Tourism Promotions Board (TPB), as the marketing arm of DOT, was designated to Chair the DOT ASEAN 2017 Working Group on Social Events tasked to plan, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions for the ASEAN Summits, Ministerial Meetings and Senior Officials Meetings which will take place in various parts of the country.

ASEAN aims to create a rules-based, people-centered and people-oriented community that has the following characteristics:

1. United, resilient and inclusive;
2. Highly integrated and cohesive; competitive, innovative and dynamic; with enhanced connectivity; and integrated with the global economy; and
3. One that engages and benefits the peoples.

Since the Philippine hosting will also coincide with the *50th Anniversary of ASEAN*, the Philippines can highlight ASEAN's success and achievements over the last 50 years and its instrumental role in the continuing evolution of ASEAN as one of its five founding members.

In view of the above, the DOT-TPB is in need of a Production House to conceptualize and manage the program, provide the necessary physical and technical equipment, talents/ manpower and all that is necessary for the successful conduct of the various ASEAN 2017 dinner show productions.

## II. SCOPE OF SERVICES

The Production Team shall:

1. Conceptualize and design the program for the event/events, with details as follows:

- Creative direction: *“To create a cumulative net impression that the Philippines is one of the most progressive, youngest and most inclusive societies in the 21st century showcasing contemporary Filipino culture, reflecting soft power, and our modern modes of thinking”*

*To ensure a holistic approach in presenting the Filipino culture, the show production should feature unique elements of the ASEAN meeting destination (e.g. incorporation of local fabrics/ fashion in the costumes, incorporation/ fusion of local dances in the dance presentations, etc.). There should also be a sense of involvement of the community through the feature of local talents/ performers or performers whose roots are from the featured locality; and participation of local youth/ indigenous groups (to welcome the guests).*

- Event details:

Meeting Title	PARTICULARS			ABC
	Tentative Date	Tentative Venue	Approximate Attendance	Total: PHP 995,000.00
3/2017 ASEAN Connectivity Coordinating Committee (ACCC) and Related Meetings	04 Oct 2017	Manila Ballroom Marriott Hotel	100	Php 995,000.00

*Note: Schedule and venue of meeting is subject to change*

- **Cocktails Live Ambient Entertainment** (*Length of performance – 2-3 sets / 20 mins.*)
  - \* Live Background Performer/s
  - Ex. String Quartet / Other Musical Ensemble
- **Dinner Entertainment** (*Length of performance – 20-30 mins.*)
  - \*With a program and with Live Ambient Entertainment during dinner and a show /entertainment program after dinner
  - Ex. Preferred performances are a mixture of / collaboration of vocal soloists, musical ensemble or ballet performance
  - \* **NO cultural dances or dance groups**

*\*\*Must include a possible after show entertainment (e.g. DJ or band for dancing / rock-e-oke) for a maximum of 1 hour. Production team to produce a song book containing the live band's playlist for the rock-e-oke for each of the tables (layout and design for approval of DOT/TPB)*

2. Show Concept
  - **Host Agency preferred concept: CONNECTIVITY**
  - For additional reference, the Philippines' ASEAN Chairmanship overall theme is "Partnering for change, engaging the world".
3. Create a Production Management Team to manage, coordinate, oversee the pre-, during and post-production operations, audiovisual requirements, stage set up, physical and technical requirements, program flow, artistic content and other elements and requirements of the show for pre-production activities, rehearsals and performances.
4. Submit an initial/complete manpower list that would include the names of ALL members of the production management team, artists and performers, and other suppliers/providers that will be assigned onsite during the reception.
5. The Production Management Team shall source and contract the services of the following:
  - Creative Director
  - Production Manager
  - Stage Manager and Stage Management team
  - Musical Director (as needed)
  - Technical Director
  - Stage Designer and Stylist
  - Choreographer (as needed)
  - Lighting Director (as needed)
  - Technical Suppliers
  - Sound Engineer (as needed)
  - Multi-Media Arts Designer/ Video Editor (as needed)
  - Script Writer
  - Production Crew
  - Voice Over Talent
  - Others as may be necessary
6. Source and contract the services of preferred artists and other performers (singer, dancer, musician, etc.) as approved by TPB and negotiate the most reasonable rates.
7. Arrange for and shoulder their team and their performing artists' traveling expenses (air fare [when applicable] / land transfers, accommodation, meals), logistical expenses (shipment, rentals, etc.) and all necessary permits (for DOLE, LGU) needed for the implementation of the program.

8. Provide the following for each performance (if applicable/necessary):
 

<ul style="list-style-type: none"> <li>▪ Venue set-up and dismantling</li> <li>▪ Materials for venue styling</li> <li>▪ Sound system</li> <li>▪ Lighting equipment</li> <li>▪ Haze/Smoke/Fog Machines (as needed)</li> <li>▪ AV equipment</li> <li>▪ Special effects (video mapping, etc-- as needed)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Closed circuit cameras (minimum of two units)</li> <li>▪ Musical equipment (as needed)</li> <li>▪ Wardrobe/ costumes and accessories of performers</li> <li>▪ Genset</li> <li>▪ Other technical requirements</li> </ul>
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9. Produce and execute necessary and appropriate video presentations, or graphical designs to complement the whole performance in consultation with the end-user.
  
10. Submit a list of the proposed items/materials to be purchased for the venue styling.  
*Note: DOT/TPB reserves the right to own any pre-selected items used to style the venue to be used for future events.*
  
11. Prepare the script and detailed program scenario based on the over-all concept as approved by DOT/TPB, in close coordination with the Host Agency and ASEAN 2017 National Organizing Council (NOC).
  
12. Oversee, coordinate and execute rehearsals of performers and present a final dry-run and technical dress rehearsal of the performances for final approval of TPB **at least 2 days before the show date.**
  
13. Printing and production of the program, invitations, menu cards, table place cards, and VIP place cards. Quantity of materials to be produced for printing to be advised by DOT/TPB. Schedule of the turnover of printed materials to the Host Agency at meeting destination to be advised.
  
14. Provision of themed dinner tokens/giveaways to the reception guests, in close coordination and approval with Host Agency and DOT/TPB.
  - At least two dinner token options with proposed gift tag and packaging preferably to be presented during the Opening of Bids.
  - Host Agency preferred token: Passport Case/ Passport Holder
  
15. Provision of uniformed ushers/usherettes, from drop-off point to the welcome dinner reception venue.
  
16. Document in photo (.jpeg/ .png) and video all event and show presentations for submission to TPB using the following formats (saved in an external hard drive):
  - HD copy in .MOV
  - HD copy in .MP4

*Note: Production team to provide a minimum of two (2) closed circuit cameras*

### III. TECHNICAL ELIGIBILITY REQUIREMENTS

1. Must be Filipino owned, operated and legally registered Production House under Philippine laws or a government agency mandated to promote Philippine arts and culture;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
3. Production House team members must have minimum of 5 years experience in organizing large-scale events and/or world-class entertainment productions featuring Filipino artists and talents; must submit a list of large-scale local events handled in the past and list of current ongoing/forthcoming projects;
4. Must have expertise in the conceptualization and in the direction of performances in all fields of performing arts to include theater, dance, music, etc.;
5. Must demonstrably have good reputation in organizing corporate launches/events utilizing both entertainment and arts management components;
6. Must have the necessary skills and manpower support to implement the project;
7. Must have competent research and subject expertise and resources to undertake necessary preparatory work that will be the substantive basis for creating concepts and thematic proposals for the event as demonstrated by units within the company that carries out this task;
8. Must be able to submit a highly creative proposal on how to best present the Philippines (and reflect the theme of the meeting and/ or the venue destination) in the form of a dinner entertainment/ show;
9. Must source out 70 percent of the supplies and services for the events as mentioned above from the local companies and suppliers of the host region (unless supplies and services are unavailable or of low quality that would be disadvantageous to the end user); and
10. Must have a wide network of talent contacts and should be able to negotiate preferential rates and terms;
11. To submit an itemized estimated budget breakdown for the execution of their proposed show/s and logistical requirements.

12. To ensure an above-average execution of the ASEAN 2017 welcome receptions, the DOT/TPB requires the presentation of the bidder's proposal to include the following:

- Proposed entertainment program concept (to include list of proposed performers and welcome scenario if applicable)
- Proposed overall venue set up and stage design
- Proposed token design
- Itemized estimated budget breakdown

#### IV. TECHNICAL ELIGIBILITY DOCUMENTS

1. Company Profile
2. PhilGEPS Certificate of Registration
3. List of large-scale local/international events organized in the past

#### V. TERMS OF PAYMENTS:

The indicative payment scheme is as follows:

<b>Output/Milestone</b>	<b>% of payment</b>
Upon presentation and approval of preliminary program concept	15%
Upon submission and approval of program script and venue/stage design	35%
Upon final submission of complete list of artist/s (to include their individual repertoire)	35%
Upon satisfactory performance of services	15%
<b>Total:</b>	<b>100%</b>

Approved Budget for the Contract (ABC) is **PHP 995,000.00** inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned ABC.

For particulars please contact Ms. Yvette Cruz, Ms. Sherdoll Bayona Mr. Edmon Loza at telephone numbers 5259318 loc. 228 (Yvette), loc. 230 (Sherdoll) loc. 232 (Edmon)