

## TERMS OF REFERENCE

**OFFICE** : Office of Cultural Diplomacy  
**PROJECT** : ***Heritage Talks***  
 May-July 2024  
 Department of Foreign Affairs, Pasay, Philippines

<b>I</b>	<p><b>BACKGROUND</b></p> <p>The Department of Foreign Affairs – Office of Cultural Diplomacy (DFA-OCD) is mandated under Department Order 2024-002 to organize and undertake activities in Filipino culture, values, heritage, and creativity, and to organize cultural appreciation programs for DFA personnel.</p> <p>In consonance with its mandate and in celebration of National Heritage Month in May, Independence Day in June, National Culture Consciousness Week and Cultural Communities Week in July this year, and Apolinario Mabini’s birth anniversary on 23 July, the DFA-OCD will stage a set of activities entitled, <i>Heritage Talks</i>, to be held at the Bulwagang Apolinario Mabini (BAM), DFA Building. This will include the following activities:</p> <ol style="list-style-type: none"> <li>1. A <b>lecture series</b> on Philippine weaving traditions on 28 May, 26 June, and 24 July, in partnership with HABI: The Philippine Textile Council; and</li> <li>2. A <b>discourse</b> with Dr. Ambeth Ocampo on the legacy of Apolinario Mabini on 23 July;</li> </ol> <p>The threefold lecture series on Philippine weaving traditions will be accompanied by an exhibition of textiles and weaves of select vendors, which will be available to the attendees for sale or purchase.</p> <p>The BAM can accommodate about two hundred (200) persons. Guests from the DFA, other national government agencies/ offices, local government units, diplomatic corps, civil society organizations (NGOs, POs, academe), media (including vloggers and influencers), and other external stakeholders of the DFA will be invited.</p> <p>The DFA-OCD intends to contract with an production/events management company to prepare the necessary requirements, to ensure the successful conduct of these</p>
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	activities, and to deliver the required outputs before, during and after completion of these activities.	
<b>II</b>	<p><b>OBJECTIVES</b></p> <p>The HABI lecture series on Philippine weaving traditions aims to:</p> <ul style="list-style-type: none"> <li>● To foster greater understanding and appreciation of Philippine cultural heritage, particularly indigenous textiles and weaves</li> <li>● To promote Philippine textiles and weaves to a wide-ranging audience</li> <li>● To showcase the quality, uniqueness, and diversity of Philippine textiles and weaves</li> <li>● To educate the audience on the challenges confronting indigenous weavers</li> <li>● To educate the audience on HABI's efforts in preserving, promoting, and enhancing Philippine textiles and weaves</li> </ul> <p>The discourse with Dr. Ambeth Ocampo on the legacy of Apolinario Mabini titled, "Apolinario Mabini: Conscience of the First Republic" aims to:</p> <ul style="list-style-type: none"> <li>● To reintroduce Apolinario Mabini, his background, accomplishments, and contributions to nation-building, to a varied audience</li> <li>● To feature the events in colonial and post-colonial Philippines that provide context to the life and work of Mabini, and that are still relevant in present times</li> <li>● To put a spotlight on Mabini's enduring impact and legacy in Philippine diplomacy</li> </ul>	
<b>III</b>	<p><b>BUDGET</b></p> <p>The Approved Budget for the Contract (ABC) is <b>NINE HUNDRED NINETY THOUSAND PESOS</b> only (PhP 990,000.00), inclusive of the following expense items:</p> <p>1. HABI Lecture series</p> <ul style="list-style-type: none"> <li>● Service costs for the resource persons</li> <li>● Costs for coordination with Habi</li> </ul>	

	<ul style="list-style-type: none"> <li>● Costs for coordination with and setup of food vendors</li> </ul> <p>2. Discourse with Dr. Ambeth Ocampo entitled “<i>Apolinario Mabini: Conscience of the First Republic</i>”</p> <ul style="list-style-type: none"> <li>● Service cost for the resource person</li> <li>● Costs for coordination with and setup of food vendors</li> </ul> <p><b>Common requirements:</b></p> <ul style="list-style-type: none"> <li>● Events coordination and management services</li> <li>● Collateral materials, including designing and printing of the backdrop, posters, invitations, signages, etc.</li> <li>● Lighting and sound equipment set-up</li> <li>● Pre-event image and video teasers and post-event video highlights</li> <li>● Documentation (photo and video)</li> </ul>	
IV	<p><b>SCOPE OF WORK</b></p> <p>The Contractor shall provide the following services:</p> <p>1. Pre-event</p> <ul style="list-style-type: none"> <li>● Submit event plans</li> <li>● Attend and document preparatory meetings</li> <li>● Coordinate with relevant focal persons for administrative, logistical, and other requirements for the activities</li> <li>● Coordinate the hiring of additional human resource, if necessary</li> <li>● Design the event collateral materials</li> <li>● Conduct ocular inspection of the venue and technical dry run</li> <li>● Coordinate with various suppliers, service providers, and food vendors (street food) for the logistical, technical, and other requirements of the three Habi lecture series and discourse with Dr. Ambeth Ocampo</li> <li>● Coordinate with Habi credited textile vendors for the display of items during event proper</li> <li>● Prepare and submit the pre-event image and video teasers for the activities</li> </ul>	

	<p>2. Event Proper</p> <ul style="list-style-type: none"> <li>● Execute and oversee stage production, which will include events direction/management</li> <li>● Provide design and background design for the stage and other collaterals for the whole event</li> <li>● Provide printed materials and other documents needed for the event (e.g., narrative, description, background, and other substantive writeups, if any)</li> <li>● Design and print backdrop design for the walls in the event space</li> <li>● Coordinate set up of the stage lighting, sound system, and other stage requirements for the event</li> <li>● Provide documentation service, including photographer and videographer</li> <li>● Ensure the provision of logistical support for the resource speakers / performers, if necessary</li> <li>● Facilitate the participation of select street food vendors and Habi credited textile vendors during the three Habi lecture series and discourse with Dr. Ambeth Ocampo</li> </ul> <p>3. Post-event</p> <ul style="list-style-type: none"> <li>● Prepare and submit the post-event highlights videos of the Habi lecture series and discourse with Dr. Ambeth Ocampo and activities, immediately after each activity</li> <li>● Submit two copies of video and photo documentation in an external hard drive</li> </ul>	
<b>V</b>	<p><b>EXPECTED OUTPUTS / DELIVERABLES</b></p> <ol style="list-style-type: none"> <li>1. Event plan including program flow, venue set-up plan and food and beverage as well as exhibit arrangements</li> <li>2. Curated list of food vendors for the four activities and uniforms for food vendors</li> <li>3. Marketing materials including posters and video teaser</li> <li>4. Collateral materials including printed invitations and programs</li> <li>5. Venue and stage design, background, and backdrop</li> <li>6. Documentation package including professional photo and video coverage, to be delivered in digital formats</li> <li>7. Lighting and sound equipment appropriate for the activities</li> <li>8. Other equipment necessary for the activities</li> <li>9. Other necessary logistical requirements</li> </ol>	

	10. Final report summarizing the event, anecdotal feedback from guests and attendees, and financial accounting.	
<b>VI</b>	<p><b>DESIRED QUALIFICATIONS OF SERVICE PROVIDER</b></p> <ul style="list-style-type: none"> <li>● Type: Production/Events Management Company</li> <li>● Must possess at least ten (10) years of experience as a communication, marketing, creative, media, or public relations agency, and must be duly established in the Philippines;</li> <li>● Must have prior experience in government collaborations with a demonstrated track record of successful partnerships, highlighting experience with cultural projects to ensure familiarity with governmental protocols and expectations; prior work experience with the DFA is preferred;</li> <li>● Must be a member in good standing with either the Association of Accredited Advertising Agencies of the Philippines (4As) or the Internet and Mobile Marketing Association of the Philippines (IMMAP);</li> <li>● Must have have represented a minimum of three (3) corporations listed in the Top 100 of the Philippines' corporations in the past five years, as per the recent BusinessWorld's Top 1000 Corporations List;</li> <li>● Must have garnered at least five (5) awards over the past five (5) years from any of the following bodies: <ul style="list-style-type: none"> <li>○ Cannes Lions Awards (Cannes)</li> <li>○ APAC Effie Awards (Effie)</li> <li>○ Asia-Pacific Stevie Awards</li> <li>○ Campaign Asia-Pacific's Agency of the Year (AOY)</li> <li>○ PR Awards Asia</li> <li>○ Asia Pacific Tambuli Awards (Tambuli)</li> <li>○ Anvil Awards</li> <li>○ Quill Awards</li> <li>○ PANAta Awards</li> <li>○ D&amp;AD Awards</li> <li>○ 4As Philippines' Agency of the Year (AOY);</li> </ul> </li> <li>● Must be a Filipino company that actively participates in nation-building and country branding efforts; and</li> <li>● Must be able to provide proof of initiatives that promote the Philippines' cultural and economic interests on both a local and global stage.</li> </ul>	

<b>VII</b>	<b>TERMS OF PAYMENT / DELIVERY</b>  40% - Upon completion of the first lecture on 28 May 2024 and submission of following deliverables: <ol style="list-style-type: none"> <li>1. Event plan including program flow, venue set-up plan, as well as exhibit arrangements</li> <li>2. Curated list of food vendors for the four activities and uniform design for food vendors</li> <li>3. Marketing materials including posters and video teaser</li> <li>4. Collateral materials including printed invitations and programs</li> <li>5. Venue and stage design, background, and backdrop</li> <li>6. Proposal for venue and stage design, background, and backdrop</li> </ol> 60% - Upon completion of the last lecture on 24 July 2024 and submission of post-event deliverables including the following: <ol style="list-style-type: none"> <li>1. Accomplishment report</li> <li>2. Registration lists</li> <li>3. Post-event highlights videos</li> <li>4. Copies of video and photo documentation</li> </ol>	
<b>VIII</b>	<b>DOCUMENTARY REQUIREMENTS</b>  <ol style="list-style-type: none"> <li>1. Service Proposal/Quotation</li> <li>2. Contract between Service Provider and DFA</li> <li>3. Copy of Valid PhilGEPS Registration</li> <li>4. Copy of Valid BIR Registration</li> <li>5. Copy of 2023 Income Tax Return (ITR)</li> <li>6. Copy of Company Profile</li> <li>7. Copy of Valid Business/Mayor's Permit</li> </ol>	

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**NOTE:**

1. Providers must state compliance to each of the provisions in the Terms of Reference/Technical Specifications. Non-compliance of the interested service providers to above-stated technical specifications will automatically deem their submission **FAILED**.

2. The Statement of Compliance must be signed by an authorized representative of the Provider.
3. Quotations with incomplete documentary requirements will be tagged as **FAILED**.

**Conforme:**

\_\_\_\_\_  
[Signature/s]

[Name of the Bidder/Bidder's Authorized Representative/s]

[Position]

Date: \_\_\_\_\_