

TECHNICAL SPECIFICATIONS/ TERMS OF REFERENCE

PROCUREMENT OF EVENTS MANAGEMENT SERVICES FOR THE LAUNCHING OF THE PHILIPPINE SOFT POWER ROADMAP

1.	<p>Background</p> <p>The Department of Foreign Affairs (DFA) has spearheaded the crafting of the Philippine Soft Power Roadmap to mark a pivotal step in our nation's strategic efforts to enhance our global image and influence. This is in recognition of how crucial the use of soft power is in advancing our national interests and projecting our values globally.</p> <p>The Philippine Soft Power Roadmap has been endorsed by President Ferdinand Marcos, Jr. and is expected to be used by all sectors of society led by the national government agencies. Thus, the Department sees it fit that such a landmark document be launched officially with the participation of all relevant stakeholders.</p> <p>The launch of the Roadmap will also be an opportunity for the DFA to present two other publications related to Philippine soft power. These are <i>"The Frontiers of Foreign Policy: Essays on Philippine Soft Power"</i> and <i>"Colors of Diplomacy: Register of Artworks of the Department of Foreign Affairs."</i></p> <p>Copy of the Concept Paper for the event is attached.</p>	
2.	<p>OBJECTIVE</p> <ol style="list-style-type: none">1. Raise awareness on Philippine Soft Power as well as the relevant efforts of the DFA including its various publications on the topic;2. Provide an avenue for discussions on the Philippine Soft Power Roadmap;3. Emphasize the need for a whole-of-nation approach on the implementation of the Philippine Soft Power Roadmap;4. Encourage relevant government agencies and sectors of society to take part in the process of realizing the country's soft power potentials:	
3.	<p>BUDGET</p> <p>Budget allocation amounting to 1,000,000.00 for the procurement of</p>	

	<p>events management services charged to OUMAIER-CDU FY 2024 MOOE – Representation Expenses—Launching of the Philippine Soft Power Roadmap. This includes taxes, delivery, installation, and other fees.</p>	
<p>4.</p>	<p>SCOPE OF WORK/DELIVERABLES</p> <p>The Contractor shall provide the following:</p> <ol style="list-style-type: none"> 1. Necessary audiovisual, light and sound equipment in the venue and the stage; 2. Sending out of invitations to the invitees (as specified by the Department) as well as in the confirmation of their attendance; 3. Assistance in the physical arrangement of the venue including the setting up of the stage and backdrop as well as other logistical arrangements necessary for the event; 4. Assistance to the Department in the conceptualization and implementation of the program of activities in the launching including the production of the video on the three (3) publications to be launched; 5. Procurement of the services of a host/master of ceremonies, guests including experts (for the discussions) and renowned personalities as well as performers including settlement of the payment of their honoraria/talent fees; 6. Work in tandem with the Department in creating publicity for the event including the PR materials to be issued before the event; 7. Overall floor direction of the event. <p>All of the above shall be coordinated with and would need the approval of the End-User before they are implemented.</p> <p>Please see the Annex for the Tentative/Proposed Program</p>	<p>State if Comply</p>
<p>5.</p>	<p>DESIRED QUALIFICATIONS OF SERVICE PROVIDER</p> <p>The Contractor shall have the following qualifications:</p> <ol style="list-style-type: none"> 1. Type: Production/Events Management Company 2. The company has a proven track record of managing events with government agencies and is therefore involved with 	

	<p>public affairs and government/public relations as part of its core services;</p> <ol style="list-style-type: none"> 3. The company has won awards and accolades over the past five (5) years from any of the following bodies: <ol style="list-style-type: none"> 1. Cannes Lions Awards (Cannes) 2. APAC Effie Awards (Effie) 3. Asia-Pacific Stevie Awards 4. Campaign Asia-Pacific's Agency of the Year (AOY) 5. PR Awards Asia 6. Asia Pacific Tambuli Awards (Tambuli) 7. Anvil Awards 8. Quill Awards 9. PANAta Awards 10. D&AD Awards 4. 4As Philippines' Agency of the Year (AOY); 5. 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); 6. 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; 7. Must 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; 8. Must be a Filipino company that actively participates in nation-building and country branding efforts; and 9. Must be able to provide proof of initiatives that promote the Philippines' cultural and economic interests on both local and global stage. 	
<p>6.</p>	<p>Terms of Payment / Delivery</p> <ol style="list-style-type: none"> 1. The Contractor shall deliver the events management service within the approved number of days from the receipt of the Job Order. 2. Payments shall be made within thirty (30) working days in accordance with agreed contract and upon receipt of required documents and audited by the OFMS-FRMD. Payments shall be made through List of Due and Demandable Accounts Payable (LDDAP). 	

	3. All payments shall be inclusive of all applicable taxes and other lawful charges.	
7.	<p>Supplier's Documentary Requirements</p> <p>The supplier should submit the following requirements:</p> <p>(1) Company Profile (2) Valid PhilGeps Registration Number (3) Copy of current and valid Mayor's Permit (4) Latest ITR (5) Valid BIR Registration (6) Duly accomplished and notarized Secretary's Certificate (7) Duly accomplished and notarized Omnibus Sworn Statement (kindly request format of the document)</p>	

Contact Person/Details: Mr. Alexis Jerahmeel Tecson / (0917) 329 3118 / opd.div1@dfa.gov.ph and copy furnish opd@dfa.gov.ph

NOTE:

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**.

The Statement of Compliance must be signed by an authorized representative of the Provider.

Quotations with incomplete documentary requirements will be tagged as **FAILED**.

CONFORME

[Signature/s]:

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

[Position]:

[Date]:

ANNEX

Duration/Program (Tentative)

The event will be conducted at the DFA's Bulwagang Apolinario Mabini (BAM) and is tentatively set for 11 December 2024* from 3:00 pm until 5:00 pm.

2:30 PM	Arrival and Registration of Participants
3:00 PM	National Anthem
3:05 PM	Introduction to the Soft Power Roadmap and the Other Publications by Way of a Video – Presentation
3:15 PM	Presentation of the Publications to SFA
3:20 PM	Keynote Speech
3:35 PM	Photo Opportunity
3:45 PM	Cultural Performance (2-3 songs preferably by a P-POP group)
4:00 PM	Discussions on Soft Power (with experts and renowned personalities, preferably from different fields—arts, sports, among others)
4:30 PM	End of Discussions, Question and Answer
4:50 PM	Cultural Performance (1-2 songs preferably from a modern Filipino/contemporary performer/artist)
5:00 PM	End of Program/Cocktails

*subject to availability of the Secretary for Foreign Affairs and other participating Heads of Agencies. Postponement of the event to 2025 is possible.

CONCEPT PAPER LAUNCHING OF THE SOFT POWER ROADMAP

Background

The Department of Foreign Affairs (DFA) has spearheaded the crafting of the Philippine Soft Power Roadmap to mark a pivotal step in our nation's strategic efforts to enhance our global image and influence. This is in recognition of how crucial the use of soft power is in advancing our national interests and projecting our values globally.

The Philippine Soft Power Roadmap has been endorsed by President Ferdinand Marcos, Jr. and is expected to be used by all sectors of society led by the national government agencies. Thus, the Department sees it fit that such a landmark document be launched officially with the participation of all relevant stakeholders.

The launch of the Roadmap will also be an opportunity for the DFA to present two other publications related to Philippine soft power. These are *"The Frontiers of Foreign Policy: Essays on Philippine Soft Power"* and *"Colors of Diplomacy: Register of Artworks of the Department of Foreign Affairs."*

Objectives

1. Raise awareness on Philippine Soft Power as well as the relevant efforts of the DFA;
2. Provide an avenue for discussions on the Philippine Soft Power Roadmap;
3. Emphasize the need for a whole-of-nation approach to the implementation of the Philippine Soft Power Roadmap;
4. Encourage relevant government agencies and sectors of society to take part in the process of realizing the country's soft power potentials:

Participants

Members of the diplomatic corps and representatives of International Organizations, as well as participants from government agencies in the crafting of the Roadmap, will be invited to the event. Also to be invited are experts who contributed to realizing the publications to be launched as well as personalities who can project Philippine soft power in the field of music, art, sports, etc.

Duration/Program (Tentative)

The event will be conducted at the DFA's Bulwagang Apolinario Mabini (BAM) tentatively set for 11 December 2024* from 3:00 pm until 5:00 pm.

2:30 PM	Arrival and Registration of Participants
---------	------------------------------------------

3:00 PM	National Anthem
3:05 PM	Introduction to the Soft Power Roadmap and the Other Publications by Way of a Video – Presentation
3:15 PM	Presentation of the Publications to SFA
3:20 PM	Keynote Speech
3:35 PM	Photo Opportunity
3:45 PM	Cultural Performance (2-3 songs preferably by a P-POP group)
4:00 PM	Discussions on Soft Power (with experts and renowned personalities, preferably from different fields–arts, sports, among others)
4:30 PM	End of Discussions, Question and Answer
4:55 PM	Cultural Performance (1-2 songs preferably from a modern Filipino/contemporary performer/artist)
5:00 PM	End of Program/Cocktails

*subject to availability of the Secretary for Foreign Affairs and other participating Heads of Agencies. Postponement of the event to 2025 is possible.

Timeline

November 2024	Identify possible suppliers of services needed for the launching Initiation of the BAC procedures
	Awarding of the contracts to the winning bidders Discussions on the program as well as sending out of invites to guests and participants
1 st half of December 2024	Final coordination meeting Event Implementation
2 nd half of December 2024	Report; Post Evaluation

Budget

This project has a maximum allotted budget of **1,500,000 Philippine pesos (PhP)**. This budget covers the following:

- Php1 million for the Events Management Services, including the provision of the necessary lights and sounds equipment, the physical arrangement of the venue, the conceptualization and implementation of the program of activities in the launching, the procurement of services of the guests including experts and renowned personalities as well as performers (if any), the setting up of the stage and backdrop as well as other logistical arrangements necessary for the event;
- PhP500,000 for the Catering Services

There will be separate procurement for the two services to be provided.