

## **TERMS OF REFERENCE FOR THE EVENT MANAGEMENT FOR BBMG ACTIVATION IN TOKYO**

The Philippine Department of Tourism Tokyo Office is in need of a reputable event management company/organizer for the activation of the “Bisita Be My Guest” program in Tokyo.

The “Bisita, Be My Guest” program launch aims to involve the active participation of Filipinos to promote the country. The program encourages OFWs and Filipinos living abroad to promote traveling to the country and benefit from the incentives designed by the program to help the government generate travel to the Philippines. The campaign started in January 2023 and will continue until April 2024.

In view of this, PDOT Tokyo requires the services of a project organizer/event management company for the following components:

### **I. SCOPE OF WORK/DELIVERABLES**

Activation activities from January 2024 to April 2024 which includes the following:

- A. Organization of an activation event that will gather Filipinos leaders in Japan and further intensify the promotion of BBMG.
  1. Secure a venue for the promotional event
  2. Invitation of Filipino leaders in Japan to attend the activation.
  3. Staff that will assist in the smooth organization of the event
  4. A BBMG table that will assist in the registration of those interested in the promotion.
  5. The event must have the following components:
    - a. Branding and experience zone
      - BBMG and cultural décor
      - Photowalls and interactive components
      - Photo booth
    - b. Registration zone
      - At least two staff to assist in the registration and in the dissemination of information for the campaign
  6. Production of signages, flyers, and other promotional materials to be distributed at the venue
  7. Production of giveaways and other souvenir items
- B. BBMG info table at the Consular Section of the Philippine Embassy or collaboration with facilities that many Filipinos visit such as remittance companies and restaurants
- C. Facilitation of at least two seminars outside Tokyo
- D. Monitoring of the actual number of people who registered during the activation activities
- E. Submission of completion report in English prior to final payment.

### **II. PROJECT COST**

The total project cost is **JPY 24,000,000 (inclusive of all taxes)**

### **III. ELIGIBILITY**

- A. The events management company shall be a Japan-based company and duly registered with the appropriate Japanese institutions;
- B. The events management company shall have at least five (5) years of experience in preparing and executing communication strategies on various public relations projects, including tourism, in Japan, and experience in handling National Tourism Organizations' projects.
- C. The events management company needs to submit a company profile and list of projects handled in the past in Japan (for the past 4 yrs);

### **IV. DEADLINE FOR THE ACCEPTANCE OF PROPOSAL**

Please submit proposals on or before January 12, 2023.