



BID DOCUMENT

This bid document outlines the minimum requirements and responsibilities of the Host Destination for the Philippine M.I.C.E. Conference (MICECON).

**PLEASE CONTACT THE MICECON SECRETARIAT FOR
DETAILS ON THE CALL FOR BIDS FOR THE NEXT MICECON**

Philippine M.I.C.E. Conference (MICECON) Secretariat

TOURISM PROMOTIONS BOARD
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INTRODUCTION and **BACKGROUND INFORMATION**

M.I.C.E. stands for Meetings, Incentive Travel, Conventions and Exhibitions. It represents specialized sectors of business and industry, which require higher standards of tourism services and facilities.

First held in 2010, the Philippine M.I.C.E. Conference (MICECON) is the integration of two major Philippine M.I.C.E. Programs : the long-running Philippine Incentive Marketing Conference (Phil-Incentive) organized by the Philippine Convention and Visitors Corporation / Tourism Promotions Board, and Meetings, Incentive Travel, Events / Exhibitions Philippines, Inc. (MITE Philippines); and the Philippine Asian MICE Forum organized by the Philippine Association of Convention / Exhibition Organizers and Suppliers (PACEOS).

PAST M.I.C.E. CONFERENCES AND THEMES

- MICECON 2010, Subic (4 – 7 Feb) : “Life is M.I.C.E.”
- MICECON 2011, Cebu (10 -13 Aug) : “I share. You connect. We change”
- MICECON 2013, Davao (6 - 9 Mar) : “iMICE. ignite. innovate. inspire. infuse”
- MICECON 2014, Clark (4-7 June) : “MICE in 4D - **Driving** passions, **Developing** minds, **Defying** limits, **Designing** the future”
- MICECON 2015, Manila (1-3 Sep) : MICECON was co-located with the Philippine Travel Exchange (PHITEX)
- MICECON 2018, Bacolod (27-29 Nov): #MICEroadmapPH: Toward a Connected and Sustainable Community

OBJECTIVES OF MICECON

MICECON consolidates and strengthens all sectors involved in the M.I.C.E. industry by providing an ideal platform for a comprehensive educational program and trade opportunity for Philippine M.I.C.E. and tourism practitioners.

MICECON, likewise, aims to showcase new developments, establishments and products in the Host Destination; increase the levels of creativity and professionalism, and further upgrade capabilities of Host Destination in targeting and handling the M.I.C.E Market.

POSITIONING

MICECON focuses on high level issues on travel and tourism, as well as industry specific workshops on Meetings, Conventions, Incentive Travel, Exhibitions, Special Events and M.I.C.E. Marketing.

COMPONENTS

Conference Program

- **Pre-Conference Activity (half day)**
A special activity prepared by the Host Destination that best presents their destination. It is recommended that this activity be one of the following:
 - a. Corporate Social Responsibility Project
 - b. Community Immersion
 - c. Cultural Experience
- **M.I.C.E. Conference (Two Days)**
Features plenary sessions on major topics affecting the MICE industry; as well as industry specific workshops on convention and association management, incentive travel, exhibition and events management, and events marketing.
- **Host and Sponsors Area (for the duration of the conference)**
Any area where the Host destination and sponsors can have a permanent exhibit for display (optional)

Post-Conference Programs

- **Advisory Council Assessment/ Evaluation**

The MICE Customer Advisory Council which is composed of a mix of corporate, association and third-party MICE stakeholders, TPB MICE representatives and other concerned MICE industry players will be evaluating the Host destination in terms of its MICE facilities/ capabilities, and give expert assessment and feedback on its hosting of the MICECON.

The evaluation aims to determine the required educational framework for the host destination's post-conference Focused Educational Seminars that will equip their industry practitioners to handle international MICE groups and encourage improvements to the destination to make it MICE-ready.

- **Focused Educational Seminars**

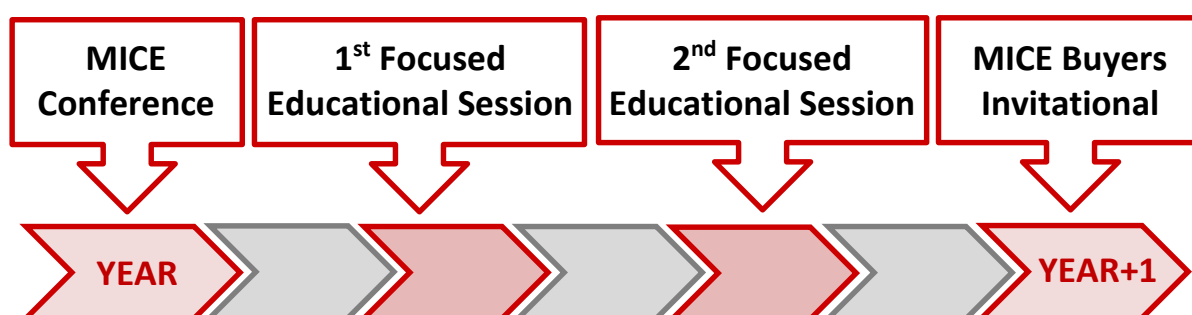
The above-mentioned post-conference Focused Educational Seminars will be organized by the TPB MICE Department in partnership with the Host destination to directly address the observed areas of improvement identified in the Assessment and Evaluation of the MICE Customer Advisory Council.

Host Destination will have educational sessions after the MICECON (and before the MICE Buyers Invitational the following year) that lasts for 2-days (schedule for discussion with the host destination, depending on the results of the Advisory Council's evaluation)

Timing

MICECON was previously held annually; but a more comprehensive development program was developed in 2018 for the succeeding Host destinations. With the program having post-conference evaluation, focused educational sessions, and the MICE Buyers Invitational Program, MICECON will be conducted biennially.

The date of MICECON (actual conference) is recommended to be held within the months of June – August, with the actual dates subject to the agreement with the hosting city and taking into consideration the schedule of international M.I.C.E. fairs and other national events.



▪ **MICECONnect (MICE Buyers Invitational Program)**

After the successful hosting of the MICE Conference, rigorous evaluation and Focused Educational Sessions of the Host Destination, the destination will be deemed ready to present its MICE facilities, products and services to the global MICE market.

A Buyers Invitational program, entitled **MICECONnect**, for international MICE Buyers and Media will be organized by TPB in the succeeding year of the staging of MICECON. The said program will have a Business to Business (B2B) Appointments and Familiarization Tour component.

The Host Destination will be featured in the Buyers Invitational Program through the following:

- Familiarization Tour

The Host Destination will be part of the select destinations that will be visited/inspected by a mix of hosted international MICE Buyers and Media. the Host Destination will have the opportunity to showcase its MICE capabilities and provide a unique and memorable experience to the said foreign invitees.

The Host Destination will be tasked to create a specialized itinerary for at least ten (10) MICE Buyers/ Media. The aim of the tour is mainly provide awareness about the destination to MICE practitioners and put into practice the training that the City had undergone from MICECON and the Focused Educational Sessions.

- Business to Business (B2B) Appointments

The Host Destination and its stakeholders will be given several slots (maximum of ten appointment diaries) during the B2B session where they will meet pre-selected international & local MICE Buyers. The B2B serves as a platform for the Host Destination to have a more focused presentation that caters to the MICE Buyers' possible needs/ requirements. It is a perfect opportunity to gain international and local MICE contacts and generate leads for possible MICE events/ activities that they can host/ assist.

CONFERENCE TARGET AUDIENCE

- Airlines
- Association/Corporate Executives
- Convention and Exhibition Venues
- Convention/Exhibition/Event Organizers
- Convention and Visitors Bureaus
- Destination Management Companies,
- Hotels and Resorts
- Incentive Tour Operators and Suppliers
- Meeting/Event Planners
- M.I.C.E. Students and the Academe
- Provincial, Municipal and City Tourism Offices
- Sea and Land Transport Operators
- Travel Agencies/Tour Operators
- Media

CONFERENCE DURATION

Day	MICECONference (Year 1)	MICECONnect (Year 2)
Day 1	Arrival of Delegates Pre-conference Activity Welcome Reception	Arrival of Delegates
Day 2	Conference / Breakout Sessions	Site Inspection Trip / Business Meetings
Day 3	Conference / Breakout Sessions	Business Meetings
*Day 4	Tour for Conference Speakers / CAC Members	Post FAM Trip
*Day 5		Post FAM Trip
*Day 6		Post FAM Trip
*Day 7		Post FAM Trip

PHILIPPINE M.I.C.E. CONFERENCE **BIDDING PROCEDURE**

I. Who can Bid?

The bid to host the Philippine MICECON is open to Local Government Units and/or its Tourism Councils and Private Tourism Organizations/ Establishments.

II. What are the Bidding Procedures?

The procedures for submitting the bid are stated below:

1. Once the MICECON Secretariat announces a Call for Bids for MICECON, the bid proponent must submit the following documents:

- a. Letter of Intent signed by the Authorized Representative of the Bid proponent
- b. Letters of Endorsement and/or Support
 - If the bid proponent is a private entity, Letters of Endorsement and/or Support from other MICE-related private sector entities and Local Government Executives. The endorsement must preferably be signed by the Governor, Mayor or Head of the Provincial, Municipal or City Tourism Council.
 - If the bid proponent is a government agency, Letters of Endorsement and/or Support from other government entities, private tourism-related associations, organizations and councils. The letters must be signed by the President of the association.

Note: All letters should be addressed to the Chief Operating Officer (COO) of the Tourism Promotions Board coursed through the Acting Deputy Chief Operating Officer (DCOO) for Marketing & Promotions and Acting Head of the M.I.C.E. Department.

c. Bid Proposal

The Bid Proposal is a formal offer made by a city/ destination to host the MICECON. It should contain the following:

- A brief write-up on the city/ destination (fast facts)
- Reasons why you should host the MICECON and what it will contribute to the development of your city/ destination
- Details of the specific commitments that the host destination can extend based on the Hosting Requirements enumerated herein
- Legal Documents

Below is the summary of information and documents to be submitted by interested bidders:

INFORMATION / DOCUMENTS	REQUIREMENT
Letter of Intent from Host Destination	Mandatory
Official Letters of Support / Endorsement	Mandatory
Body of the Bid Proposal <ul style="list-style-type: none"> • Brief Profile of the Host Destination • Reasons why you should be chosen as the Host Destination for MICECON and what it will contribute to the development of your city/ destination • Proposed Organizational Chart / Structure of the Host Organizing Committee • Information on the Accessibility of the Destination as well as Airport Information • Recommended conference venue options with matrix of meeting facilities to be utilized during the Conference • Proposed technical meeting venue/s • Recommended Official Hotels and Accommodation Facilities with Rates • Recommended Transportation Services • Recommended Venues and Themes of Social Functions to be hosted by the city / destination • Recommended Tour Programs • Recommended Gifts / Tokens to Conference Speakers and Delegates • Staff Support Plan • Proposed Action Plan for the Pre Conference and Conference Proper (media coverage, security, medical team, ushers) • Proposed List of Sponsors & letters of commitment of sponsorship (if any) • Fast Facts of the Destination 	Mandatory
Added Value from Proponents <i>*The proponent may include additional commitments beyond what is required to further ensure the success of MICECON</i>	Optional
Commitment Letter signed by Head of Agency / President of the Association <i>*Written commitment for all the Bid Requirements mentioned herein</i>	Mandatory
Point of contact (name and contact details) for all further communications	Mandatory
MICE Destination Highlights Form	Mandatory
Sustainability Commitment Form	Mandatory
Other documents / information that the candidate may consider relevant	Optional

The Bid Proposal should be submitted no later than **the date specified in the Call for Bids for the next MICECON** to the TPB-MICECON Secretariat:

TPB CHIEF OPERATING OFFICER

Attention: Acting DCOO for Marketing & Promotions
Acting Head, M.I.C.E. Department

Tourism Promotions Board

4th Floor Legaspi Towers 300 Roxas Boulevard, Manila, Philippines
Telephone no.: (+63 2) 8525-9318 loc. 228 / 230
Fax no.: (+63 2) 85216165
Email: mice@tpb.gov.ph

III. What is the Bid Process Timeline?

Call for Bids	tba
Bid Proposal Deadline (email)	tba
3 Hard Copies Received at the TPB Office	tba
Bid Presentation to the Bid Evaluation Committee	tba
Evaluation and Final Decision	tba
Host Destination Announcement	tba

PHILIPPINE M.I.C.E. CONFERENCE **HOSTING REQUIREMENTS**

The M.I.C.E. Conference organizing Committee will consider the following hosting requirements when selecting the *MICECON* Host Destination:

1. MICE Destination Highlights

The Host Destination should be able to describe their capacity and capabilities in hosting MICE events by accomplishing *Annex A - MICE Destination Highlights Form*.

2. Organizing Committee

Host Destination should propose a counterpart Host Organizing Committee (composed of **government** and **private sector** industry partners) with whom the MICECON Organizing Committee and Secretariat can coordinate with. Attached as *Annex B* is the MICECON Organizing Committee Chart.

3. Secretariat Support

3.1. Host Destination Secretariat Team

Create and identify a counterpart Host Destination Secretariat Team with whom the MICECON Secretariat can coordinate with regarding technical and logistical preparations for the event. The functions, duties and responsibilities of each committee is highlighted on *Annex C*.

3.2. Technical Meetings

Host at least six (6) inter-committee technical meetings (venue and meals for approximately 30 pax)

4. Meeting Facilities

Host Destination should provide the following meeting facilities and equipment at no cost to the MICECON Organizing Committee:

4.1. Plenary Hall

One (1) plenary room capable of seating a minimum of 500 pax for classroom set-up with the following physical and technical requirements:

- **Stage Size**

Estimated stage size 24' x 64' (for adjustment, depending on the size of the conference venue)

- Platforms
 - To be used for the control booth and media area
 - Platform size will be determined by the Production House (hired by TPB)
 - Basic Lighting System
 - Provision for LED / Projection System (back up)
 - 2 sets LED Backdrop
 - LCD Projector of at least 6,500 ANSI lumens
 - 2 large white screens

Note: Size to be determined by Production House hired by TPB
 - Electrical Requirements:
 - Power supply (with back-up Genset);
 - Charging stations for delegates
 - Furniture and Fixture Requirements of the Conference
 - Classroom set-up of the Plenary Hall (IBM Tables, Chairs, etc.)
 - Lounge Set up for the Stage (for Panel Sessions / Town Hall)
 - Sectioned-off Control / Technical Booth (IBM Tables covered in black linen)
 - Strong Wi-Fi connection inside the conference venues (with a minimum speed of 10Mbps that can support at least 1,000 users/ gadgets)
- DSL wired internet connection for speakers (capable of viewing videos/ online streaming)
- Directional signages within and around the venue

4.2. Function Rooms for Breakout Sessions

Minimum four (4) and maximum six (6) meeting rooms capable of seating up to a maximum of 100 pax for banquet set-up with the following physical and technical requirements:

- Basic Lighting System
- Basic Sound System
 - audio system capable of multiple connections
- Projection System
 - 1 LCD projection system (projector and screen) in each room
- Control booth/ Technical booth
 - IBM table covered in black linen and chairs; an in-house technician per breakout session
- Chairs and tables (TBC, depends on the Speaker's requirement)
- Wi-Fi connection (that can support at least 100 users/ gadgets)

- DSL wired internet connection for speakers (capable of viewing videos/ online streaming)
- Directional signages within and around the venue. Meeting signage in front of the function room.

4.3. Area for the Host / Sponsors

- At least a 500sqm bare space near the Plenary Hall
- Provision for power/ electricity

4.4. Speakers Holding Room (preferably near the Plenary Hall)

One (1) room exclusively for conference speakers and should have sufficient space and furniture, with:

- Comfortable lounge chairs
- Computer/s with internet connection (or area should be Wi-Fi ready) and printers
- Coffee/tea/water and pastry service with stand-by waiter

4.5. VIP Holding Room (preferably near the Plenary Hall)

One (1) room exclusively for VIPs only and should have sufficient space and furniture, with:

- Comfortable lounge chairs
- Computer/s with internet connection (or area should be Wi-Fi ready)
- Coffee/tea/water and pastry service with stand-by waiter

4.6. Media Room

One (1) room exclusively for invited journalists/media and should have sufficient space and furniture with:

- Comfortable lounge chairs
- Computer/s with internet connection (or area should be Wi-Fi ready) and printers
- Coffee/tea/water and pastry service with stand-by waiter

4.7. Performers/Entertainers' Dressing Room/Holding Area

Two (2) rooms that can accommodate 50-60 entertainers per room which may be used as dressing room and holding area and should have sufficient space and furniture with:

- Tables and chairs
- Mirrors
- Clothes rack with hangers
- *with a nearby rest room

4.6. Secretariat Room

One (1) work room/office for the MICECON/TPB Secretariat only, which should have the following equipment:

- Wi-fi connection that can support at least 30 gadgets/ laptops
- One (1) IDD telephone
- One (1) local phone
- LAN internet connections for 3 desktop computers
- Tables and chairs and
- Equipment service support

The room and all its equipment must be in operation two days prior to the commencement of the conference. All installation and communication (telephone, fax and internet) costs incurred at this office should be fully covered by the Host Destination.

4.7. Registration Area

This area and facilities to be provided at no cost to the MICECON Organizing Committee and to be functional one (1) day prior to the conference and throughout the conference proper. A registration counter must be set up (with chairs) to accommodate at least 10 people for the processing of the following:

- Registration of delegates/payments
- Distribution of conference materials
- Tour and airline bookings
- Local transportation and transfers
- General local information

At least two (2) in-house phones must be installed at the Registration Counter. Area should have adequate power supply to run laptops and should be Wi-Fi ready.

The Host Destination is also expected to provide manpower support at the registration area including ushers and usherettes onsite.

5. **Logistics and Ground Arrangements**

5.1. Discounted Hotel Rates

The ability to provide best industry hotel rates for MICECON registered delegates and guests.

A block of 300 rooms (or approximately 900 room nights) is required for the delegates. The actual number of rooms will vary depending on delegate registration. The rooming list and updates will be provided to the hotel by the MICECON Secretariat. All delegates are responsible for their own accounts and all payments will be made directly to the hotel upon the delegates' departure.

Note: The accommodation facilities can be a single hotel/resort or several accommodation facilities (5-star, 4-star and 3-star hotel categories), the distance of which must be within the 5 kilometer radius of the main venue to easily facilitate movement of delegates. There should be a maximum of five (5) official hotels.

5.2. Complimentary Accommodation

- MICECON/TPB Secretariat Staff:
 - Up to fifteen (15) hotel rooms (mix of twin and triple-sharing) per night, for the maximum period of one (1) week.
- Foreign and Local Speakers and VIPs:
 - Up to a maximum of twenty (20) single rooms per night, for four (4) nights on 5-star hotels.

5.3. Meet and Greet Service

The Host Destination shall set up a hospitality or information desk/s at the airport arrival terminal/s or gateway/s where delegates will be arriving. Staff shall be on hand to assist the delegates through customs and guide them to the transport (provided by the host destination) for transfer to the hotel.

Welcome courtesies at the port may include: welcome leis and cultural performers to greet delegates.

5.4. Ground Transportation

Ground transportation (air-conditioned buses, coaches and vans) should be provided by the Host Destination on a complimentary basis for:

- Airport transfers for all participants (speakers, buyers, delegates)
- Shuttle service to functions held outside the conference venue and hotel where delegates are billeted
- Speaker and Buyer vehicle/s
- Secretariat vehicles

5.5. Socials/Hospitality Events

The Host Destination commits to host the following social functions in cooperation with their local industry partners. The Host Destination is requested to hire an F&B Consultant who shall develop the themes and F&B arrangements for all social functions.

Minimum functions to be hosted by the Destination are as follows:

- Welcome Dinner Reception (Day 1) of the MICECON

The Host Destination shall secure local sponsors for the following social events:

- 5 networking coffee breaks
- 2 themed luncheons
- 1 dinner reception (Day 2)

These gatherings shall all be themed and incentivized and shall be open to all delegates, accompanying guests, members and guests from the host destination. These will provide an opportunity for the Host Destination to showcase its cuisine, culture and handicrafts.

*MICECON Organizing Committee will oversee the themed functions to guide the Destination and its stakeholders in creating a globally-competitive “incentivized” event to a large audience. All the themes are for approval of TPB/ MICECON Organizing Committee.

5.6. Tour Programs

The Host Destination shall also arrange and provide:

- a pre-conference activity for all MICECON delegates on Day 1
- a series of pre and post MICECON paid/ optional tours for delegates at rates lower than the published rates. These tours will be promoted electronically to all delegates.
- complimentary special tours (for VIPs, MICE CAC members and speakers)

5.7. Gifts/Tokens

The Host Destination is encouraged to provide the following gifts/tokens (preferably Philippine-made products) to all VIPs, foreign speakers and delegates:

- Nightly Pillow Gifts (Minimum 3 – only at the official hotels)
- Welcome Gift during the Welcome Reception
- Appreciation gift on all hosted functions

5.8. Staff Support

Staff and volunteer support are required of the Host Destination in order to assist in the numerous activities during the MICE Conference, specifically in the areas of:

- Airport Reception
- Registration
- Social Functions
- Transportation guides
- Ushers / Usherettes

Note: Abovementioned staff support will be supervised by the TPB during the event.

6. Proposed Action Plan by the Host Destination

In preparation for the event, the Host Destination for MICECON shall implement/ organize the following:

6.1. Pre Conference

- Attendance promotions campaign
 - ensure attendance of relevant local and regional establishments for the MICECON,
 - media exposure
- Site enhancements (if necessary), clean-up of arrival ports, and other beautification measures

6.2. Conference Proper

- Media coverage
- Special security provisions (such as traffic escorts) for all MICECON activities/ functions within and outside the Conference venue
- Standby medical team and ambulance and fire trucks for all MICECON activities/ functions within and outside the Conference venue
- Ushers and usherettes (as required)

6.3. Post Conference Focused Educational Seminars

- Venue rental with applicable AV and Technical Requirements
- Food & Beverage Service for the 2-3 Days Seminars
- Hotel Accommodation of Speakers and TPB Representatives

7. Solicitation of Sponsors

Other than the items/ requirements mentioned previously, the Host Destination shall assist the MICECON/TPB Secretariat in securing local sponsors for the following:

- Delegates' kits
- Outdoor Announcements

8. Green Initiatives

The Philippine MICE Conference encourages meetings and events planners to be environment friendly. In consideration of the "green initiative" and as a good social responsibility of every MICE practitioner, the MICECON encourages the Host Destination / Proponent to incorporate sound environmental practices, sustainability and ecological preservation in their Bid Proposal.



A Sustainability Commitment Form is attached at Annex D.

COMMITMENT OF THE TOURISM PROMOTIONS BOARD

TPB obligates itself to undertake the following:

1. Conceptualize, manage and implement the MICE Conference Program
2. Invite the foreign and local speakers and shoulder the following expenses:
 - Professional fees
 - International (and domestic, if applicable) roundtrip air tickets
3. Ensure the attendance of at least 250 local delegates
4. Print and produce the conference materials for the event (souvenir program, handouts, etc.)
5. Tri-Media and web (social media) exposure of the Host Destination
6. Host the Farewell Dinner for the MICECON Delegates
7. Waiver of the registration fees of the Host Destination Organizing Committee for the conference (limited to committee chairpersons)
8. Full staff complement from the MICECON Manila Secretariat at the Host Destination during the conference proper
9. TPB will be hiring a production house that will take care of the following conference requirements:
 - Conference stage and backdrop design, construction and set-up
 - Special lighting and sounds equipment/ system
 - Stage props, special effects equipment and other conference requirements
 - Program director, scriptwriter and technical personnel/ crew
 - Artist/s, AVP and music for the opening and closing ceremony
 - Documentation (in video) of the event
10. Organize the MICE Advisory Council who will provide expert assistance in the development of the City into a premier MICE destination
11. Invite local speakers for the Post-Conference Focused Educational Seminars
12. Provide the Host Destination with at least ten (10) B2B slots during MICECONnect 2021 (MICE Buyers Invitational Program) and include the City in the program/ itinerary of the MICE Buyers/ Media.

ANNEX A

M.I.C.E DESTINATION HIGHLIGHTS FORM

Destination Name:		Region:	
Brief Description of the destination as a M.I.C.E. destination			
Total No. of Hotel Rooms:		Name of Airport/s:	
Total No. of Convention Centers:		Total No. of Convention Hotels:	
		<i>Qualification: Accredited 3-5* Hotels with at least 100 pax minimum capacity for meetings (Banquet Set – up)</i>	
Total Area for Exhibition (all venues combined):		Total Capacity for Meetings (all venues combined):	Banquet – Theater – Cocktail – Classroom –
Maximum Area for Exhibition (largest venue):		Maximum Capacity for Meetings (largest venue):	Banquet – Theater – Cocktail – Classroom –

How to get there: (From Manila)	
<i>Note: Kindly include the travel time per mode of travel</i>	
By Air	
Airlines Servicing the Province	
By Land	
Transport Companies Servicing the Province	
By Sea	
Transport Companies Servicing the Province	
Fun Things to Do	
Fun attractions to see and short description (fun attractions to visit for events' post tours / day trips):	Special Interest (fun activities to do in the region):

Unique M.I.C.E. Venues

Unique M.I.C.E. Venues are event facilities that are appropriate and ideal for thematic events, welcome and dinner receptions, cocktail parties, and the like. They present “unusual” and “out of ordinary” ambiance, style and interiors, that may offer an unforgettable experience to convention, meeting or conference attendees as well as incentive groups. (e.g. Museum, Tourist Attractions, Theme Parks, Heritage and Historical Sites, Sports Venues, etc.)

Name of Establishment	Contact Details
1.	
2.	
3.	
4.	

MICE Suppliers

MICE Suppliers includes PCO/PEOs, DMCs, production houses, event stylists, conference integrators, technical providers, sound system providers, freight forwarders, etc.

Name of Company	Contact Person / Position / Contact Details
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

Use separate sheets if necessary

Association Headquarters in the Destination

Identify international and local associations with headquarters / main office / secretariat are based in the destination.

Name of Association	Contact Person / Position / Contact Details
1.	
2.	
3.	
4.	
5.	

Use separate sheets if necessary

Upcoming M.I.C.E. Facilities

(Convention Centers, Convention Hotels, Unique Venues)

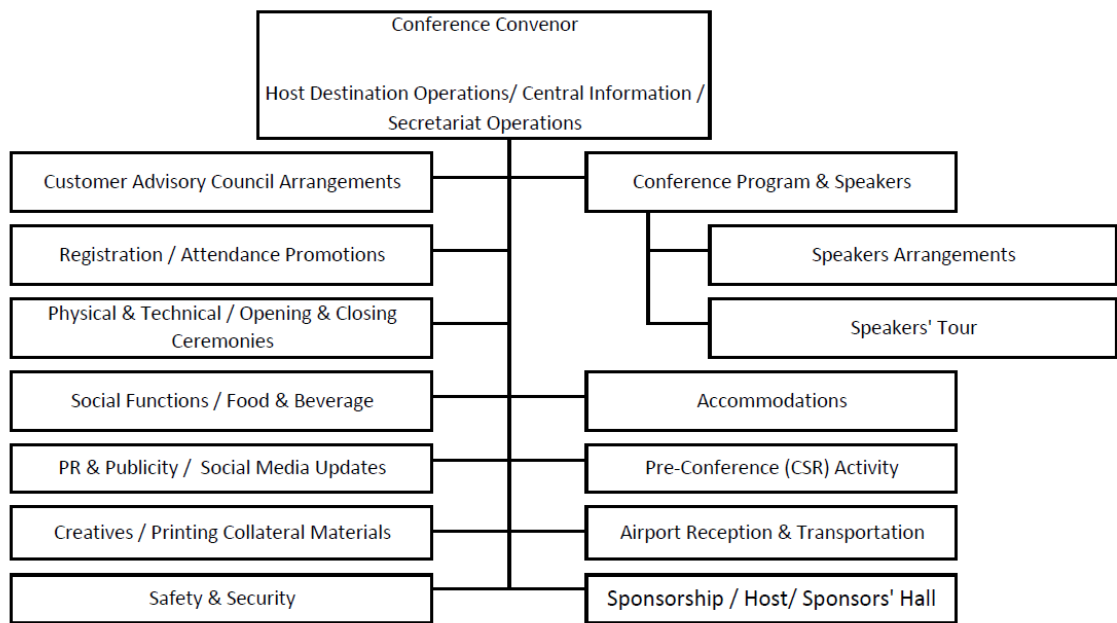
Name of Establishment	Opening Date (Year, Month, or Quarter)
1.	
2.	
3.	
4.	
5.	

Use separate sheets if necessary

ANNEX B

PROPOSED ORGANIZATIONAL CHART FOR THE HOST DESTINATION

PROPOSED ORGANIZATIONAL CHART



ANNEX C

DUTIES & RESPONSIBILITIES OF HOST DESTINATION ORGANIZING COMMITTEES

I. HOST DESTINATION CENTRAL INFORMATION / SECRETARIAT OPERATIONS

- Prepare pertinent documents on MICECON to include, but not limited to, the following:
 - Project brief
 - Budget breakdown
 - Organizational structure
 - Office Orders / Travel Orders, if necessary
 - Official letters / memoranda
 - Agenda and highlights of Organizing Committee coordination meetings
 - Terminal Report (incorporate individual reports from each of the Committees)
- Ensure the approval of the Memorandum of Agreement between TPB and the Destination
- Coordinate and liaise with the TPB / Manila Organizing Committee on initial preparations for the conference
- Coordinate and organize planning meetings / inspection trips between Manila and Host Destination Organizing Committees
- Assist the Project Manager in overseeing and implementing the various functions per committee
- Disseminate accordingly all pertinent information on the conference to concerned entities
- Work closely with the Customer Advisory Council (CAC) and TPB with regard to the developmental program that will be conducted on the Host Destination
- Coordinate participation of DOT-TPB Officials during the conference activities (e.g. opening ceremony/ social functions) with the Manila Organizing Committee
- Serve as repository of files pertaining to the conference
- Coordinate with the Manila Organizing Committee the provision of staff meals and uniforms onsite
- Perform other duties that may be necessary for the smooth operation of the Project

II. CUSTOMER ADVISORY COUNCIL (CAC) ARRANGEMENTS

- Assist the Manila Organizing Committee on CAC Arrangements in facilitating the travel arrangements of the CAC members during the Conference proper (in coordination with the Airline Booking Committee and the Accommodation Committee)

III. CONFERENCE PROGRAM & SPEAKERS

Conference Program & Speakers

- Coordinate with the Manila Operations Committee on the following:
 - Conference themes and sub-themes
 - Conference Program
 - Topics and Invited Speakers / Facilitators / Moderators

- Assignment of the MICE Customer Advisory Council
- Speaker's Requirements with Physical / Technical Committee
- Provided updates on the contents of the Conference Souvenir Program relative to the host destination commitments (sponsors, VIPs, Official Messages, etc.)

Speakers' Arrangements

- Assist in the implementation of the Speakers' Arrangements
 - Hotel Accommodation Bookings
 - Arrivals and Departures of Speakers
 - Transfers to and from the venues
 - Post Tours of Speakers
 - Technical Rehearsals
- Act as liaison officers for the duration of the stay of the speakers

Speakers' Tours

- Prepare a proposed incentivized tour itinerary that features the Host Destination in the city tour and another separate selected destination (Boracay/Cebu for approval by the Organizing Committee)
- Coordinate with the concerned properties/ entities to facilitate arrangements for the speakers' tours (reservation of rooms, air tickets, etc.)
- Procure the tour operator/ ground handler for the Speakers' Tours

IV. REGISTRATION / ATTENDANCE PROMOTIONS

- Consolidate mailing list which includes the following:
 - Local Tourism associations and establishments (MICE-related)
 - Local Government Units (Governor / Mayor and Tourism Offices)
 - Tourism Schools (limited slots available for tourism students; must be enrolled at the time of registration)
 - Media (in coordination with PR and Publicity Committee)
 - Invitation and allotment for sponsors (in coordination with Sponsors Committee)
- Conduct an aggressive attendance promo campaign
 - Sending out of the save-the-date mailer
 - Sending out of the succeeding flyers to include registration fees, confirmed speakers, pre-conference activity, themed social functions, etc. (in coordination with the Manila Central Information, Conference Program and Creatives Committees)
 - Weekly posting on MICECON registration in the official social media accounts of the Destination and regular press releases (in coordination with PR and Publicity Committee)
- Oversee and monitor registration of delegates* and coordinate with TPB Finance Committee for payment monitoring
- Coordinate with the Manila and Host Destination Pre-Conference Activity and Speakers Arrangements Committees the list of confirmed delegates and speakers for the Pre-Conference Activity
- Assist in the Preparation and distribution of the delegates kits (to include conference program, invites, sponsors' brochures, pens, delegate's evaluation form, etc.) and conference badges
- Coordinate printing of conference badges with the Manila Creatives / Printing / Collateral Materials Committee
- Assist in the collection of accomplished evaluation forms after the conference and prepare / distribute Certificates of Attendance to MICECON delegates

V. PRE-CONFERENCE ACTIVITY

- Conceptualize the pre-conference (*preferably CSR*) activity and identify the schedule, venue, proposed program / delegates' activities, transportation, activity guides, dietary restrictions of delegates, recommended attire, risk management and security plan, etc.
- Coordinate with the counterpart committee in Manila to facilitate its preparations for the Pre-Conference Activity
- Provide assistance to the delegates during the Pre-conference Activity - ensure that the delegates are complete at any time and the schedule will be strictly followed, provide accurate instructions to delegates, coordinate accidents/untoward incidents immediately with the Safety and Security Committee, etc.

VI. LAND TRANSPORTATION AND AIRPORT RECEPTION

Airport Reception

- Arrange courtesies of the port and lei reception in the Airport for all arriving foreign and local speakers and facilitators/moderators, DOT/TPB officials and other VIPs and all conference delegates (in coordination with Manila Organizing Committee and Speakers' Arrangements Committee)

Land Transportation

- Procure land transportation requirements during MICECON
- Coordinate all land transportation requirements of delegates in the host destination during the conference (shuttle service and airport transfers) in coordination with the Manila Organizing Committee, Conference Program Committee and Accommodation Committee
- Coordinate with the Manila Transportation Committee and Central Info/Secretariat Operations, the transportation requirements of DOT-TPB officials/VIPs, Speakers, and MICE CAC
- Coordinate with Pre-Conference Activity Committee for the delegates' pre-conference activity
- Ensure that shuttle schedule signages are available in the conference venue and official hotels and included in the Conference Program
- Coordinate transportation requirements of Secretariat in Manila and Host Destination
- Coordinate parking spaces of delegates' shuttles with the conference venue and official hotels
- Prepare and control MICECON vehicle passes

VII. ACCOMMODATIONS

- Oversee / monitor all accommodation requirements of the conference
- Identify a maximum of five (5) official hotels
- Secure discounted rates for MICECON Delegates
- Coordinate with official hotels (once identified) for welcome reception of speakers, delegates, DOT/TPB officials and guests (welcome drinks, special check in arrangements, i.e. no credit card guarantee, etc.) and set-up of information desks with local telephone line
- Coordinate with official hotels for items to be placed in the rooms of the delegates (reminders, transport schedule, room drop/pillow talk, etc.)
- Coordinate room requirements of Manila MICECON Secretariat with the Manila Accommodation Committee

- Brief Secretariat staff who will be manning the information desks in various hotels
- Coordinate closely with the Manila and Host Destination Speakers' Arrangements Committee for the arrivals/departures of speakers and the Land Transportation Committee for the shuttle schedule of the delegates, Central Info for the arrivals/departures of DOT-TPB officials/ VIPs
- Coordinate the distribution of room drop/pillow gifts to conference delegates in official hotels

VIII. PHYSICAL AND TECHNICAL REQUIREMENTS / OPENING & CLOSING CEREMONIES / ENTERTAINMENT FOR THE WELCOME DINNER RECEPTION AND FAREWELL DINNER

- Facilitate the procurement of the conference venue requirements to include rental of conference venue and technical equipment / office equipment rental, in coordination with the Manila Organizing Committee
- Closely coordinate with the Manila Organizing Committee the following: social function venues, installation and dismantling of directional and other signages and photo and video production, among others
- Coordinate with counterpart committee of the Manila Organizing Committee on the technical and physical set-up required for the conference, in particular the plenary sessions, panel discussions and breakout sessions
- Coordinate with the Manila Organizing Committee the installation of drop banners and billboards (if available) in major thoroughfares in Bacolod leading to the conference venue

IX. SOCIAL FUNCTIONS / FOOD AND BEVERAGES

- Conceptualize and suggest themes for social events in coordination with the counterpart committee of the Manila Organizing Committee
- Closely coordinate with the Manila Organizing Committee the themes, physical and technical requirements, food and beverage requirements (to include dietary restrictions and number of VIP tables needed for speakers, DOT/TPB officials and sponsors) and venue décor for each social event/s (lunch, dinner and coffee breaks)
- Procure a Production House that will conceptualize the entertainment plan for the Day 1 Welcome Dinner Reception, Day 2 Dinner and Day 3 Farewell Dinner
- Coordinate the Manila-based talents (c/o Production House) and Destination-based talents (c/o Host Destination Organizing Committee) to be tapped for the dinner entertainment
- Monitor the preparation and distribution of hosted social function invites in coordination with the Creatives / Printing / Collaterals Committee and Registration Committee
- Prepare the giveaways for all hosted functions of the Host Destination
- Coordinate the giveaways for the delegates with the counterpart committee of the Manila Organizing Committee
- Coordinate with the Procurement Committee and the counterpart committee of the Manila Organizing Committee the themed uniforms for the MICECON Secretariat

X. SPONSORSHIP / HOST AND SPONSORS' AREA

Sponsorship

- Create a sponsorship package criteria to properly determine sponsors' benefits
- Draft and send out sponsorship letters
- Identify possible sponsors for, but not limited to, the following:
 - Speakers' tokens
 - Speakers' accommodation in Manila, Boracay or Cebu (for post tour)
 - Pillow gifts
 - Giveaways
 - Conference bag
 - Financial sponsorship
 - Dinner Functions (Welcome Dinner, Day 1 Dinner, Farewell Dinner)
- Follow-up delivery of commitments by confirmed sponsors
- Secure high resolution logos (colored, layered files) and AVPs / presentations from sponsors for the MICECON Souvenir program, event website, event panels / banners and during the conference proper and endorse to Manila Organizing Committee
- Ensure all entitlements to sponsors are delivered by the Host Destination
- Facilitate the confirmed sponsors' requirements / concerns in coordination with various committees (invites, badges, sponsors' tables during lunch / dinner receptions, etc.)

Host and Sponsors' Hall

- Ensure the availability of space for all sponsors in the Host and Sponsors' Hall
- Prepare the guidelines required in operating the Host and Sponsors' Hall; monitor and ensure said guidelines are followed in coordination with the Manila Organizing Committee

XI. PR AND PUBLICITY / SOCIAL MEDIA UPDATES

PR and Publicity

- Procure/ hire a local PR outfit (draft the Terms of Reference), if necessary
- Coordinate with the PR outfit and the Manila Organizing Committee for maximum exposure of the conference in tri-media (print, TV & broadcast) and online
- Assist the Manila PR & Publicity Committee in the conduct of a Press Conference
- Assist in the preparation the MICECON press kits for distribution to media / travel bloggers
- Assist in the set-up a media center at the conference venue

Social Media Updates

- Post "Save the Date flyer on destination social media accounts
- Share the weekly updates (more frequent updates/ features as the event grows near) posted in the official social media accounts of MICECON and TPB
- Relay messages from Social Networking Sites to concerned Committees for appropriate action

XII. CREATIVES / PRINTING / COLLATERAL MATERIALS

- Coordinate the production and printing of all collateral and other materials required for the project; ensure production / delivery in MICECON venue in coordination with Manila and Host Destination Central Information Committee and Secretariat and Administrative Requirements / Procurement Committee:
 - Pillow talk
 - Destination-hosted dinner invite, menu card, compliments tag
 - Welcome banners (design only)
 - Vehicle pass

XIII. SECURITY

- Coordinate with the counterpart committee of the Manila Organizing Committee, the Local Philippine National Police (PNP) and Department of Health (DOH) regarding the security and safety plan for the entire duration of the conference
- Ensure the presence of security personnel/escorts in the airport, within and around the conference venues, off-site dinner venues, inside delegates' shuttles during tours, pre-conference activity venue and tour stops
- Ensure the availability of first aid kits, well-equipped ambulance, well-trained nurses/medical practitioners among others within the venue

ANNEX D

SUSTAINABILITY COMMITMENT FORM

Destination Name:	
Region:	
Proposed Conference Venue/s:	

To ensure that MICECON will be a sustainable / green conference, the host destination commits to consider and adhere to the following:

A. Venue Selection		
CRITERIA	YES	NO
• Venues and suppliers with environmental practices.		
• Proximity of venue/s to official hotels		
• Accessibility of venue/s to each other and/or to transit.		
• Energy and water conservation programs adopted by the host city, venues and suppliers.		

B. Accommodations Selection		
CRITERIA	YES	NO
• Energy conservation practices.		
• Recycling and reuse programs.		
• Linen and towel reuse programs.		
• Water conserving plumbing, such as low-flow toilets and showers		

C. Food & Beverage		
CRITERIA	YES	NO
• Use of locally grown produce, food and drinks. If applicable, menus should reflect the seasonal produce of the region.		
• Offer vegetarian/vegan meal options.		

D. Communications & Marketing		
CRITERIA	YES	NO
• Paper use minimization strategies.		
• Purchasing of environmentally responsible papers		
Communicate greening messages through the following:		
• Pre-conference materials		
• Onsite information.		
• Pillow Gifts		

E. Onsite Office Procedures		
CRITERIA	YES	NO
• Paper use minimization strategies.		
• Purchasing of environmentally responsible office supplies.		
• Use of energy efficient equipment.		
• Training of event staff to comply with environmental		