PHILIPPINE M.I.C.E. CONFERENCE

MEETINGS . INCENTIVE TRAVEL . CONVENTIONS . EXHIBITIONS

BID DOCUMENT
FOR CY 2027

This bid document outlines the minimum requirements
and responsibilities of the Host Destination for the
Philippine M.I.C.E. Conference (MICECON) in 2027.

Philippine M.I.C.E. Conference Secretariat

TOURISM PROMOTIONS BOARD
6/F Five E-Com Center, Harbor Drive, Mall of Asia (MOA) Complex, Pasay City

Email:
raquel_joya@tpb.gov.ph
jas_parra@tpb.gov.ph
mice@tpb.gov.ph

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

EVENT	DESTINATION	DATES	THEME
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 Jun	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
MICECON 2023	Davao	1 – 3 Mar	MICECOnverge: Blaze New Trails
MICECON 2024	Clark	10-12 July	MICE XD: Xperience Diversified

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 the capabilities of the Host Destination in targeting and handling the M.I.C.E Market

POSITIONING

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

COMPONENTS

Conference Program

A. **Pre-Conference Activities** (simultaneously happening one day before the conference proper):

1. **Corporate Social Responsibility (CSR) Activity** (half-day)

    A special activity prepared by the Host Destination that best presents the destination. It is recommended that this activity be one of the following:
    a. Corporate Social Responsibility Project
    b. Community Immersion
    c. Cultural Experience

2. **City Tour of International and Foreign Speakers, Moderators, Facilitators, Evaluators, and Coaches** (half-day)

    The half-day city tour of the international and foreign speakers, moderators, facilitators, evaluators, and coaches will provide the host destination with the opportunity to showcase its M.I.C.E. capabilities and provide a unique and memorable experience to the participants.

3. **First Time Attendees Introductory Session** (half-day)

    The session where people who are relatively new to the tourism industry get to meet key players of the MICE industry, who will ensure the participants have the most successful experience possible during their attendance at the Conference. Specially assigned MICE Mentors will guide the participants through the range of educational sessions and networking opportunities, giving them practical tips on how they can apply their MICECON experience to their line of work.

4. **Philippine MICE Youth Challenge** (half-day)

    A national competition where contestants conceptualize, business-test, and present a MICE component/event and become part of the elite group of Future Philippine MICE Leaders Circle.

B. 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 management, and events marketing.

C. Host and Sponsors' Hall (for the duration of the conference)

Any area where the Host destination and sponsors can have an exhibit for display (optional).

Post-Conference Programs

A. M.I.C.E. Advisory Council Assessment/ Evaluation

The M.I.C.E. 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.

B. Focused Educational Seminar

The above-mentioned post-conference Focused Educational Seminar 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.
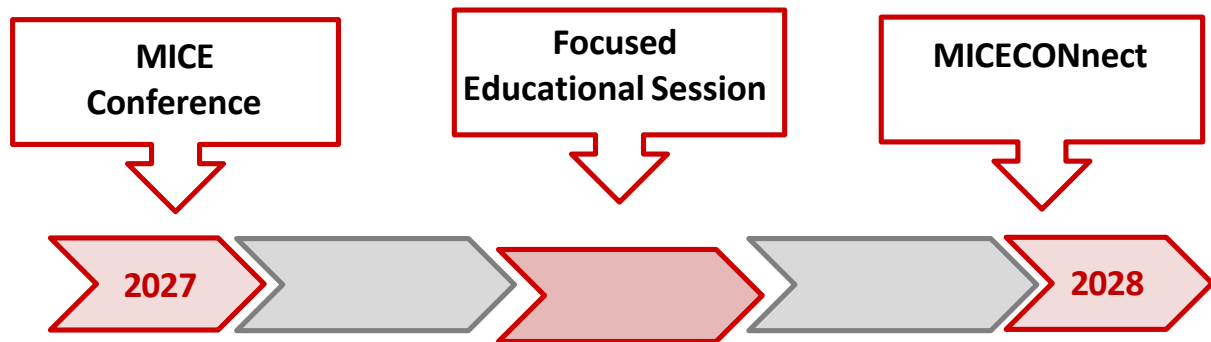
Host Destination will have educational sessions after the MICECON (and before the MICE Buyers Invitational the following year) that last for one to two days (schedule for discussion with the host destination, depending on the results of the Advisory Council's evaluation).

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 evaluations, focused educational sessions, and the

M.I.C.E. Buyers Invitational Program, or MICECONnect, MICECON will be conducted biennially.

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

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┌──────────────┐      ┌────────────────────┐      ┌──────────────┐
│     MICE     │      │      Focused       │      │  MICECONnect │
│  Conference  │      │ Educational Session│      │              │
└──────┬───────┘      └─────────┬──────────┘      └──────┬───────┘
       ▼                        ▼                         ▼
  [ 2027 ]  >  [        ]  >  [        ]  >  [        ]  >  [ 2028 ]
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C. **MICECONnect (MICE Buyers Invitational Program)**

After the successful hosting of the MICE Conference, rigorous evaluation, and the Focused Educational Session 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 the succeeding year of the staging of MICECON. The said program will have a Business to Business (B2B) Appointments component (held in Metro Manila) and the Familiarization Tour component in identified Philippine MICE Cities/Destinations.

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

1) **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 for 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 to provide awareness about the destination for MICE practitioners and put into practice the

training that the city had undergone from MICECON and the Focused Educational Session.

2) **Business-to-Business (B2B) Appointments**

The Host Destination and its stakeholders will be given several slots (a 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 the Host Destination 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	MICE CONference *(Year 1)*	MICE CONnect *(Year 2)*
Day 0	Arrival of Speakers and Delegates	
Day 1	• Continuation of Arrivals • Pre-conference Activities • Welcome Reception	Arrival of Delegates
Day 2	• Plenary / Breakout Sessions • Themed Lunches and Dinners	Site Inspection Trip / Business Meetings
Day 3	Plenary / Breakout Sessions	Business Meetings
*Day 4	• Tour for Conference Speakers • Optional Delegates' Tours	Post FAM Trip
*Day 5		Post FAM Trip
*Day 6		Post FAM Trip

2027 PHILIPPINE M.I.C.E. CONFERENCE BIDDING PROCEDURES

I.   Who can Bid?

The bid to host the 2027 Philippine MICECON is open to Local Government Units and/or their MICE Alliances, Tourism Councils and Private Tourism Organizations/Establishments.

II.   What are the Bidding Procedures?

A. The procedures for submitting the bid are stated below:

The Bid proponent **must** submit the following documents:

1. Letter of Intent signed by the Authorized Representative of the Bid Proponent

2. Letters of Endorsement and/or Support

    2.1 If the bid proponent is a government agency, Letters of Endorsement and/or Support from the Local Government Executives. The endorsement must preferably be signed by the Governor, Mayor, or Head of the Provincial, Municipal, or City Tourism Council.

    2.2 If the bid proponent is a private entity, Letters of Endorsement and/or Support from the 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 Deputy Chief Operating Officer (DCOO) for Marketing & Promotions, and Acting Head of the M.I.C.E. Department.

3. 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 the city/destination should host the MICECON and what it will contribute to the development of their city/ destination

- Details of the specific commitments that the host destination can extend based on the Hosting Requirements enumerated herein
- Legal Documents, such as but not limited to:
  - Seal of Good Local Governance from the Department of the Interior and Local Government (DILG);
  - Seal of Good Financial Housekeeping from the DILG

Below is the summary of information and eligibility 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 • Brief Profile of the Host Destination • Reasons why the city/destination should be chosen as the Host Destination for MICECON and what it will contribute to the development of their 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 a 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 • List of DOT-accredited tour operators that will conduct the pre-and post-tours • 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) • Green / Sustainable Practices of the Destination and its M.I.C.E. Properties	Mandatory

• Proposed Corporate Social Responsibility Activity, Cultural Immersion or Cultural Experience in the Destination • Proposed List of Sponsors & letters of commitment of sponsorship (if any) • Fast Facts of the Destination	
Added Value from Proponents *The proponent may include additional commitments beyond what is required to further ensure the success of MICECON 2027*	Optional
Commitment Letter signed by Head of Agency / President of the Association / Local Government Unit *Written commitment for all the Bid Requirements mentioned herein*	Mandatory
Point of contact (name and contact details) for all further communications	Mandatory
MICE Destination Highlights Form	Mandatory
Sustainability Commitment Form	Mandatory
UN Sustainable Development Goals Form	Mandatory
Seal of Good Local Governance from the Department of the Interior and Local Government (DILG)	Mandatory
Seal of Good Financial Housekeeping from the DILG	Mandatory
Other documents / information that the candidate may consider relevant	Optional

The Bid Proposal should be submitted in soft copy (pdf format) and three (3) printed copies no later than **20 March 2026** to the TPB MICECON Secretariat:

MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer

Attention: TERESITA DL. LANDAN
Acting Head, Office of the Deputy Chief Operating Officer for Marketing & Promotions

RAQUEL RUTH A. TRIA-JOYA
Acting Head, M.I.C.E. Department

Tourism Promotions Board
6th Floor Five E-Com Center, Harbor Drive, MOA Complex, Pasay City, Philippines
Email: raquel_joya@tpb.gov.ph / jas_parra@tpb.gov.ph / mice@tpb.gov.ph

B. Upon receipt of the bids, the Bidders will present their Bids to the Bid Evaluation Committee who will check the compliance of the Bidders on the eligibility documents for shortlisting.

C. Shortlisted bidders will be announced through official email.

D. The shortlisted bidders **must** submit their respective MICE AVPs for presentation to the Bid Evaluation Committee during the Philippine Travel Exchange or a separate event to be announced once finalized. The AVP must be two (2) (minimum) to three (3) minutes (maximum) in length and in .avi or .mp4 format to be uploaded in a Google Drive (to be shared by the TPB).
MICE AVP Title Format:
MICE AVP_MICECON 2027 Bid_City/Destination

E. The Bid Evaluation Committee will determine the MICECON 2027 Host Destination and announce it during the Philippine Travel Exchange in September 2026 (to be confirmed).

III. What is the Bid Process Timeline?

Activity	Indicative Dates	Remarks
Call for Bids	15 Feb – 15 Apr 2026	
Bid Proposal Submission Deadline	20 Apr 2026	Digital copy + three (3) printed copies for submission to TPB MICE Department
Bidders' Presentation of the Eligibility Requirements to the Bid Evaluation Committee Shortlisting of Bidders	29 Apr 2026	Presentation venue: TPB Boardroom
Announcement of Shortlisted Bidders	11 May 2026	Announcement to be made via email
Preparation of Shortlisted Bidders' MICE AVP	12 May – 12 August 2026	Specifications of AVP: two (2) (minimum) to three (3) minutes (maximum) in length and in .avi or .mp4 format
Submission Deadline of the MICE AVPs of Shortlisted Bidders	13 August 2026	MICE AVP Title Format: MICE AVP_MICECON 2027 Bid City/Destination To be uploaded in a Google Drive (to be shared by TPB)
Presentation of the Shortlisted Bidders' MICE AVP to the Bid Evaluation Committee	September 2026	Venue: TBA – During the Philippine Travel Exchange 2026
Announcement of the MICECON 2027 Host Destination	September 2026	Venue: TBA – During the Philippine Travel Exchange 2026

*Subject for Change

2027 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 its 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 Destination Organizing Committee or HDOC (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 are highlighted in *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:

a. Stage Size

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

b. Platforms
   - To be used for the control booth and media area
   - Platform size will be determined by the Production House (hired by TPB)

c. Basic Lighting System

d. Basic Sound System
   - audio system capable of multiple connections

e. Provision for LED / Projection System (backup)
   - 2 sets LED Backdrop
   - LCD Projector of at least 6,500 ANSI lumens
   - 2 large white screens
     Note: Size to be determined by the Production House hired by TPB

f. Electrical Requirements:
   - Power supply (with back-up Genset);
   - Charging stations for delegates

g. 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)

h. Sectioned-off Control / Technical Booth (IBM Tables covered in black linen)

i. Strong Wi-Fi connection inside the conference venues (with a minimum speed of 10Mbps that can support at least 1,000 users/ gadgets)

j. DSL wired internet connection for speakers (capable of viewing videos/ online streaming)

k. Directional signages within and around the venue

4.2. <u>Function Rooms for Breakout Sessions</u>

Minimum four (4) and maximum six (6) meeting rooms capable of seating up to a maximum of 150 pax for banquet set-up with the following physical and technical requirements:

a. Basic Lighting System

b. Basic Sound System
   - audio system capable of multiple connections

c. Projection System
   - 1 LCD projection system (projector and screen) in each room

d. Control booth/ Technical booth
   - IBM table covered in black linen and chairs; an in-house technician per breakout session

e. Chairs and tables (TBC, depends on the Speaker's requirement)

f. Wi-Fi connection (that can support at least 100 users/ gadgets)

g. DSL wired internet connection for speakers (capable of viewing videos/ online streaming)

h. Directional signages within and around the venue. Meeting signage in front of the function room.

4.3. Area for the Host / Sponsors

a. At least a 500sqm bare space near the Plenary Hall
b. 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:
a. Comfortable lounge chairs
b. Computer/s with internet connection (or area should be Wi-Fi ready) and printers
c. Coffee/tea/water and pastry service with a 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:
a. Comfortable lounge chairs
b. Computer/s with internet connection (or area should be Wi-Fi ready)
c. Coffee/tea/water and pastry service with a stand-by waiter

4.6. Media Room

One (1) room exclusively for invited journalists/media, and should have sufficient space and furniture with:
a. Comfortable lounge chairs
b. Computer/s with internet connection (or area should be Wi-Fi ready) and printers
c. Coffee/tea/water and pastry service with a 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 a dressing room and holding area, and should have sufficient space and furniture with:

a. Tables and chairs
b. Mirrors
c. Clothes rack with hangers
  *with a nearby restroom

4.6. Secretariat Room

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

- Wi-fi connection that can support at least 30 gadgets/ laptops
- LAN internet connections for 3 desktop computers
- Tables and chairs and
- Equipment service support
- Printer and photocopier machine

The room and all its equipment must be in operation two days before 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 are to be provided at no cost to the MICECON Organizing Committee and to be functional one (1) day before 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:

a. Registration of delegates/payments
b. Distribution of conference materials
c. Tour and airline bookings
d. Local transportation and transfers
e. General local information

The area should have an 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 on-site.

4.8. Multi-Faith Prayer Room

A multi-faith prayer room is a quiet location set aside in the conference venue where conference delegates of differing religious beliefs, or none at all, are able to spend time in contemplation or prayer. It should be a clean and unadorned area.

4.9. Clinic

A place in which conference delegates can be given first aid, emergency medical treatment, preventive care, or medical advice.

5. Logistics and Ground Arrangements

5.1. Discounted Hotel Rates

The ability to provide the 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 a 5-kilometer radius of the main venue to easily facilitate the movement of delegates. There should be a maximum of five (5) official hotels.

5.2. Complimentary Accommodation

a. 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.

b. Foreign /Local Speakers and VIPs:
   - Up to a maximum of twenty (20) single rooms per night, for four (4) nights at 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 present 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:

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

5.5. Socials/Hospitality Events

The Host Destination commits to hosting the following social functions in cooperation with its 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 2027

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

- Five (5) networking coffee breaks
    - Day 1 PM snacks
    - Day 2 AM snacks
    - Day 2 PM snacks
    - Day 3 AM snacks
    - Day 3 PM snacks

- Two (2) themed luncheons
    - Day 2 lunch
    - Day 3 lunch

- Day 2 dinner reception

These gatherings shall all be themed and incentivized and shall be open to all delegates, accompanying guests, members, and guests from the host destination. This 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 for a large audience. All the themes are for approval of TPB/ MICECON Organizing Committee.

*Should the themed social functions be hosted by LGUs or entities other than the Host Destination, the Registration Committee shall, upon request, provide the Official guestlist to the concerned sponsors. No separate attendance sheets shall be distributed or required to be signed by international and local delegates during the social functions

5.6. Tour Programs

The Host Destination shall also arrange and provide:

a. a pre-conference activity for all MICECON delegates on Day 1

b. 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.

c. complimentary special tours (for VIPs, MICE Advisory Council 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:
a. Nightly Pillow Gifts (Minimum 3 – only at the official hotels)
b. Welcome Gift during the Welcome Reception
c. Appreciation gift for all hosted functions

5.8. Staff Support

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

a. Airport Reception
b. Registration
c. Social Functions
d. Transportation guides
e. 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 2027 shall implement/organize the following:

6.1. Pre-Conference

a. Attendance promotions campaign
   • ensure attendance of relevant local and regional establishments for the MICECON 2027
   • media exposure

b. Site enhancements (if necessary), clean-up of arrival ports, and other beautification measures

c. Should the Host Destination engage students as ushers/usherettes or volunteers who will be involved in any aspect of the event, the Host Destination shall schedule an event briefing and site inspection of official venues at least two (2) weeks prior to the event to ensure proper alignment of plans, roles, and program flow during the event implementation.

6.2. Conference Proper

    a. Media coverage
    b. Special security provisions (such as traffic escorts) for all MICECON activities/functions within and outside the Conference venue
    c. Standby medical team, ambulance, and fire trucks for all MICECON activities/functions within and outside the Conference venue
    d. 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 Day 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
- Wi-Fi connection
- Medicine /medical services
- Tour packages (travel voucher)
- Outdoor Announcements / Out-of-Home Advertising
- Raffle draw/prizes

8. Green Initiatives

The Philippine MICE Conference encourages meeting and event planners to be environmentally 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.

9. Gender Equality and Women Empowerment (GEWE)

Fostering a culture of respect and openness is central to the Philippine MICE Conference. To support the principles of Gender and Development (GAD), the Host Destination/ Proponent is urged to champion inclusivity within their Bid Proposal. This means demonstrating a commitment to gender-fairness and establishing a supportive environment that serves as a safe space for diverse voices.

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:

    a. Professional fees
    b. International (and domestic, if applicable) round-trip 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 only)

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:
    a. Conference stage and backdrop design, construction, and set-up
    b. Special lighting and sound equipment/ system
    c. Stage props, special effects equipment, and other conference requirements
    d. Program director, scriptwriter, and technical personnel/ crew
    e. Artist/s, AVP, and music for the opening and closing ceremony
    f. 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 2028 (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:** *Qualification: Accredited 3-5* Hotels with at least 100 pax minimum capacity for meetings (Banquet Set – up)*	
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)	
Note: Kindly include the travel time per mode of travel	
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 the 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 include PCOs/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
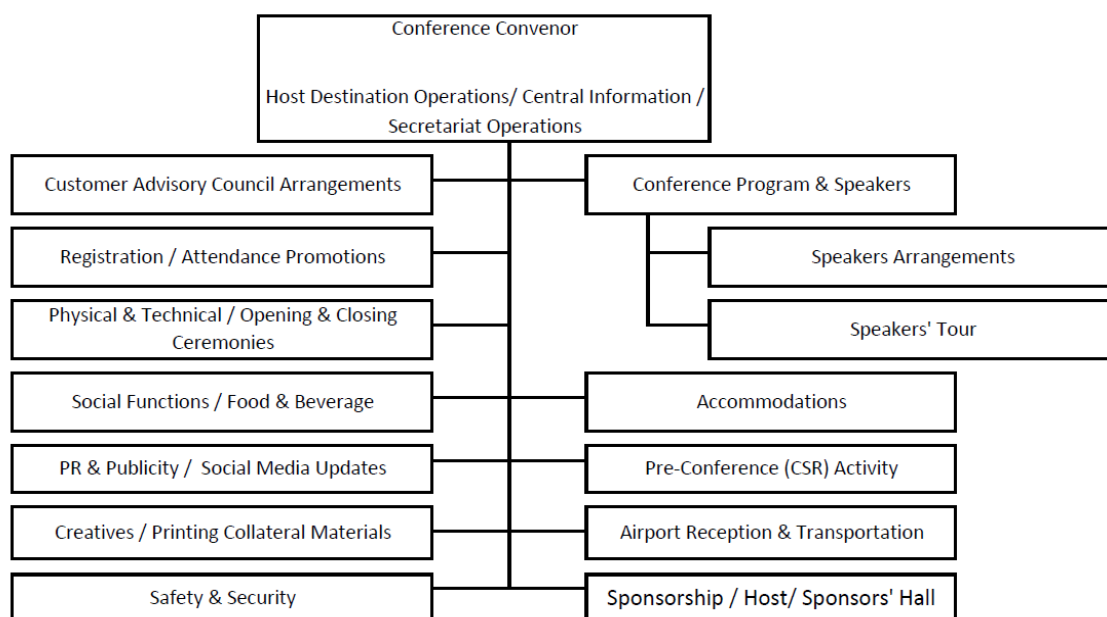
(Convention Centers, Convention Hotels, Unique Venues)

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

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                    ┌─────────────────────────────────────┐
                    │         Conference Convenor          │
                    │                                      │
                    │ Host Destination Operations/ Central │
                    │ Information / Secretariat Operations  │
                    └─────────────────────────────────────┘

┌───────────────────────────────────┐        ┌───────────────────────────────────┐
│ Customer Advisory Council          │        │    Conference Program & Speakers   │
│ Arrangements                       │        └───────────────────────────────────┘
└───────────────────────────────────┘                ┌───────────────────────────────────┐
┌───────────────────────────────────┐                │      Speakers Arrangements         │
│ Registration / Attendance          │                └───────────────────────────────────┘
│ Promotions                         │                ┌───────────────────────────────────┐
└───────────────────────────────────┘                │         Speakers' Tour             │
┌───────────────────────────────────┐                └───────────────────────────────────┘
│ Physical & Technical / Opening &   │        ┌───────────────────────────────────┐
│ Closing Ceremonies                 │        │          Accommodations            │
└───────────────────────────────────┘        └───────────────────────────────────┘
┌───────────────────────────────────┐        ┌───────────────────────────────────┐
│ Social Functions / Food & Beverage │        │    Pre-Conference (CSR) Activity   │
└───────────────────────────────────┘        └───────────────────────────────────┘
┌───────────────────────────────────┐        ┌───────────────────────────────────┐
│ PR & Publicity / Social Media      │        │ Airport Reception & Transportation │
│ Updates                            │        └───────────────────────────────────┘
└───────────────────────────────────┘        ┌───────────────────────────────────┐
┌───────────────────────────────────┐        │  Sponsorship / Host/ Sponsors' Hall│
│ Creatives / Printing Collateral    │        └───────────────────────────────────┘
│ Materials                          │
└───────────────────────────────────┘
┌───────────────────────────────────┐
│        Safety & Security           │
└───────────────────────────────────┘
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ANNEX C

DUTIES & RESPONSIBILITIES OF HOST DESTINATION ORGANIZING COMMITTEES

I. MANILA OPERATIONS / CENTRAL INFORMATION / SECRETARIAT OPERATIONS / MICECON BID

- Prepare pertinent documents on MICECON 2027 to include, but not limited to, the following:
  - Project Brief
  - Budget Breakdown
  - Necessary ISO Forms
  - Organizational structure
  - Office Orders and Travel Orders
  - Official letters/memoranda
  - Agenda and highlights of Organizing Committee coordination meetings
  - Terminal Report (to consolidate individual Committee reports)
- Ensure the approval of the Memorandum of Agreement between the TPB and the Host Destination
- Coordinate with the Host Destination Organizing Committee on the conference theme, daily sub-themes, official logo, official venues and hotels, attendance promotion campaign, invitations, sponsorship packages, confirmed sponsors, confirmed VIPs in attendance, and other event details for dissemination to the TPB Working Committees
- Coordinate and liaise regularly with the TPB Working Committees on the preparations for the conference.
- Maintain a Viber Group of the MICECON Secretariat to post updates and latest announcements on the event
- Prepare pertinent documents for the MICECON Hosting Bid (communication with DOT-TRCRG, interested bidders, bid manual, timeline, evaluation forms, submission, presentation guidelines, etc.)
- Ensure the presence of official representatives from the Philippine Association of Convention/Exhibition Organizers and Suppliers (PACEOS), the Philippine MICE Academy, and the Philippine Council of Associations and Association Executives (PCAAE) who will serve as MICECON 2027 Bid Evaluation Committee members, together with DOT and TPB Officials
- Ensure that the number of assigned TPB personnel per committee is adequate
- Provide the TPB Working Committees with a directory of all involved personnel from TPB and the DOT
- Coordinate and organize planning meetings
- Assist the Secretary-General in overseeing and implementing the various functions per committee, including the timely procurement of event requirements
- Disseminate all pertinent information on the conference to concerned entities in a timely manner
- Work closely with the MICE Advisory Council (CAC) and Conference Program Committee regarding the Conference Program
- Coordinate with the inspection team members on the schedule, inspection itineraries, and meetings
- Coordinate participation of DOT-TPB Officials/TPB Board of Directors during the conference activities (e.g., opening & closing ceremonies, plenary & breakout sessions, panel discussions, etc.), as necessary
- Serve as a repository of files pertaining to the conference
- Consolidate and review pertinent documents relative to MICECON before the request for approval/official release
- Track event analytics (covering pre-registration to post-implementation)
- Ensure that all applicable post-event evaluation results/feedback of previous MICECON delegates are dealt with during the planning and implementation of the event

- Facilitate the preparation for the Post-Conference Educational Seminar for the Host Destination Stakeholders for 2027
- Perform other duties that may be necessary for the smooth operation of the Project

II. MICE ADVISORY COUNCIL (CAC) ARRANGEMENTS

- Overall coordination with the MICE Advisory Council Members for their involvement in MICECON 2027 (pre-event, event proper, and post-event):
  - Possible conference topics and speakers
  - Feedback on the proposed conference activities
  - Expert assessment and feedback on the conduct of the hybrid conference
  - Duplication of duties as facilitators/moderators/judges/coaches during the pre-conference activities (Academic Competition, First Time Attendees Programme, CSR Activity) and Conference proper (particularly for plenary & breakout sessions)
- Arrange consultative meetings with the MICE Advisory Council in preparation for MICECON 2027, including the preparation of the agenda and meeting highlights
- Prepare a post-event evaluation questionnaire for the members of the MICE Advisory Council that will assess the conference from pre-event activities to post-conference tours
- Coordinate and facilitate arrangements for the Advisory Council member/s who will participate as facilitators/moderators/judges/coaches
- Submit post-event evaluation reports based on the results of the MICE Advisory Council assessment of the conference

III. FINANCE

- Implement an effective system of recording, monitoring, and processing financial transactions to be entered into by the MICECON Secretariat
- Facilitate payment to suppliers of the Conference
- Monitor, record, and verify online transfers of financial sponsorship/s, if any
- Prepare and issue receipts for online transfers of financial sponsorships, if any
- Inspect delivered items in TPB and in the event venue/s in the winning host destination
- Perform other related functions as required

IV. LEGAL

- Prepare and review MICECON-related contracts
- Provide legal opinion on event-related issues and concerns
- Participate during the MOA signing with the Host Destination

V. PROCUREMENT

- Oversee and handle the procurement of MICECON-related requirements
- Recommend authorized opinion and action to ensure consistent and punctual processing of requested procurement services
- Guide the Working Committees in crafting the Technical Specifications and Terms of Reference for event requirements, conducting Market Studies, Lease of Venues, and similar activities

VI. CONFERENCE PROGRAM

- Conceptualize and suggest the Conference topics based on the overall conference theme and daily sub-themes as agreed with the Host Destination Organizing Committee
- Coordinate with the Central Information, MICE Advisory Council, event website, and the Speakers Bureau (or an EMC or PCO) on the details required for the Conference Program

- Prepare the conference program for comments by the Secretary-General
- Research on possible topics and invite speakers and facilitators/moderators for plenary sessions, panel discussions, and breakout sessions in coordination with the Advisory Council and the Speakers' Bureau/EMC/PCO
- Confirm the MICE Advisory Council's roles to act as facilitators/ moderators/ judges/ coaches
- Set presentation guidelines for the speakers and facilitators/moderators
- In coordination with the Speakers Bureau/EMC/PCO:
  - Prepare all invitation letters to target speakers and facilitators/moderators
  - Coordinate with speakers and facilitators/moderators to discuss presentation topic ideas and session flow, confirm schedule, and negotiate professional fees
  - Prepare program flow/schedule for each session (for initial discussion and confirmation with the Speakers upon invitation)
- In coordination with the Speakers Bureau/EMC/PCO and the Speakers' Arrangements Committee:
  - Finalize detailed requirements (speakers' physical requirements, valid passport, vax card, and other travel documents)
  - Coordinate technical rehearsals, program flow per session, technical requirements of facilitators/moderators, and recordings (if any)
- In coordination with the Speakers' Arrangements Committee and Digital, Physical & Technical Support / Event Website Committee:
  - Organize and facilitate the Speaker's technical rehearsals
  - Organize and facilitate the recording of session/s (if necessary and depending on the arrangement with the Speaker)
- Coordinate with the Event Website Committee, PR, Publicity, and Social Media Updates Committee for the program and confirm speakers' updates
- Provide the Creatives / Printing / Collateral Materials Committee updates on the contents of the Conference Souvenir Program (Digital Copy), which includes the conference program, the speakers' profiles, brief on topic presentations, etc.
- Provide trivia questions/other engagements for online conference delegates and submit them to the Digital, Physical & Technical Support Committee for real-time posting on the event website
- Oversee the actual conduct of the program
- Prepare initial questions for Q&A per session (in coordination with facilitators/moderators)
- Provide assistance and support during the conference sessions if needed

VII. SPEAKERS AND SPEAKERS' ARRANGEMENTS
- Create the online Speakers' Information and Technical Requirements Form
- Request DOT Regional Office for liaison officers to be assigned to speakers upon arrival and during their stay in the Host Destination
- In coordination with the Conference Program Committee, the Speakers Bureau/EMC/PCO, and the Digital, Physical & Technical Support:
  - coordinate technical conference requirements and presentation material/s, technical rehearsal and/or recording schedule, and updated conference and session programme
- Turn over to the Digital, Physical & Technical Support/Event Website Committee the copy of speakers' presentations (for back-up copy)
- Provide the Digital, Physical & Technical Support/Event Website Committee with a copy of the speakers' presentations for uploading to the MICECON website
- Prepare and send out a certificate of appreciation for the speakers and facilitators (to be endorsed to Central Information Committee)
- Draft thank you letters and send them to all speakers
- Distribute and ensure the accomplishment of the Speakers' Evaluation Form
- Prepare and process payment documents for the Speakers' Bureau/EMC/PCO
- Coordinate and manage speakers' schedule with concerned committees during the conference proper
- Assist the Conference Program Committee in overseeing the conduct of each session

- Assist speakers and facilitators, if needed

VIII. REGISTRATION / ATTENDANCE PROMOTIONS
- Monitor the dedicated email address for the MICECON Registration Committee
- Consolidate mailing list, which includes the following:
    - Hotels/resorts
    - Convention centers
    - Professional congress organizers / professional exhibition organizers
    - Destination management companies/tour operators
    - Restaurant and catering services
    - Unique venues/theme parks / eco-tourism sites
    - Academe
    - Tourism-related associations
    - Professional speakers, facilitators, and moderators
    - DOT Officials (central, regional, and attached agencies)
    - Philippine MICE Advisory Council
    - National Government (non-DOT, GOCCs, etc.)
    - LGUs (MICECON 2026 Bidders, Tourism Officers)
    - Sponsors
    - Media / Influencers
- Conduct an aggressive attendance promotion campaign in coordination with the HDOC counterpart
    - Send out monthly electronic direct mails and press releases (in coordination with the Central Information, Conference Program, PR & Publicity, and Creatives Committees) for three (3) months
    - Weekly posting on MICECON 2027 registration in the official social media accounts of the TPB (in coordination with the Central Information, Conference Program, PR & Publicity, and Creatives Committees) one month prior to the event
- In coordination with the Digital, Physical & Technology Support / Event Website Committee:
    - create the online participation form via the event website that will:
        - divide the registrants into:
            - speaker/facilitator/moderator/judge
            - onsite delegate
            - online delegate (if applicable)
        - provide the registrants' contact details, arrival, and departure dates, preferred accommodation, preferred pre-event and/or post-event activity, and vaccination card, among others
        - provide the limit per onsite category
        - close the onsite registration immediately when the desired number of onsite conference registrants is reached
        - provide the option for on-site registrants who will exceed the desired number of participants to turn to online participants (if applicable)
        - provide the opportunity for DMCs/ tour operators/PCOs/PEOs/associations to extend their stay and fill up the thirty (30) slots for a complimentary fam trip after the Conference
    - monitor the registration of onsite and online delegates
    - immediately close the online registration as soon as the target of 500 participants (250 pax c/o TPB and 250 pax c/o HDOC) is reached
- Prepare the list of VIPs in attendance as well as the breakdown of delegates for immediate posting in the MICECON Viber Group prior to the Opening Ceremonies and Press Conference (for acknowledgment of the DOT/TPB Officials)

- Facilitate the generation of lists of conference delegates according to categories: CSR delegates, First Time Attendees, MICECON 2027 Bid Evaluation delegates, Academic Challenge delegates, MICE Fam Trip delegates, Speakers' Post Tour Delegates, etc.
- Prepare the certificate of attendance for the conference delegates
- Consolidate all sponsors' materials for inclusion in the conference bag (e.g., discount vouchers, sponsors' brochures, etc.) in coordination with the Sponsorship Committee
- Prepare the digital evaluation form
- Monitor the accomplishment of the digital evaluation form and the distribution of digital certificates to conference delegates
- Monitor engagement of online participants during the conference in coordination with the Digital, Physical, and Technical Support Committee / Event Website Committee
- Facilitate and respond to queries relative to the registration process
- Assist and support conference delegates, if needed

IX. DIGITAL, PHYSICAL, AND TECHNICAL SUPPORT / OPENING AND CLOSING CEREMONIES

- In coordination with the Registration Committee:
    - create the online participation form via the event website that will:
        - divide the registrants into:
            - speaker/facilitator/moderator/judge
            - onsite delegate
            - online delegate
        - provide the registrants' contact details, arrival and departure dates, preferred accommodation, preferred pre-event and/or post-event activity, and vaccination card, among others
        - provide the limit per onsite category
        - close the onsite registration immediately when the desired number of onsite conference registrants is reached
        - provide the option for on-site registrants who will exceed the desired number of participants to turn to online participants
        - provide the opportunity for DMCs/tour operators/PCOs/PEOs/ associations to extend their stay and fill up the thirty (30) slots for a complimentary fam trip to the Davao Region after the Conference
    - monitor the registration of onsite and online delegates
    - immediately close the online registration as soon as the target of 500 participants (250 pax c/o TPB and 250 pax c/o HDOC) is reached
- Conceptualize and propose concepts/ideas for the Opening and Closing Ceremonies in accordance with the overall conference theme
- Prepare the badges for the EMC and Production House technical personnel
- Coordinate with the HDOC the office equipment that the HDOC will provide
- Closely coordinate with the EMC on the technical arrangements for the conference activities
- Facilitate the generation of event analytics (in coordination with the Registration and Central Information Committee)
- Coordinate with the Speaker's Arrangement Committee the speakers' presentations, technical requirements, rehearsal schedule, and recordings, if any
- Assist in the conduct of technical rehearsals with the EMC, Conference Program, and Speakers' Arrangements Committee
- Consolidate Speakers' presentation materials and recordings if there's any
- Close coordination with the EMC and Production House
- Prepare/provide the technical requirements and voice-over (if any) for the following pre-event components:
    - MICECON 2027 Bid Evaluation
    - First Time Attendees Introduction Programme
    - Academic Competitions

- Assign technical support personnel per session
- Ensure all directional / venue signages are in place within the conference venue one day before the event

X. EVENT WEBSITE
- Post the Save-The-Date banner on the existing event website - micecon.ph and the TPB corporate website
- Update the existing event website structure and source contents (artwork, photos, information, etc.) in coordination with Central Info and Creatives Committees
- Upload required information and monitor the MICECON website (in coordination with the Central Information Committee): Destination Brief, Featured Speakers, Updated Programme, Pre-Conference Activity Description, Press Release (from the Print & Publicity Committee), MICECON 2027 Bid, etc.
- Upload the executive report, speakers' presentations, and recordings after the conference (in coordination with the Central Information, Speakers' Arrangement, and Conference Program Committees, respectively) which should be exclusive to conference delegates only

XI. SOCIAL FUNCTIONS / FOOD AND BEVERAGES
- Coordinate approved themes for social events and their execution during the social events in coordination with the counterpart committee of the HDOC
- Closely coordinate with the HDOC the 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)
- Coordinate with the Digital, Physical & Technical Support Committee regarding the Production House that will conceptualize the entertainment plan for the TPB-hosted Farewell Dinner (to include the dinner giveaways and the accessories of the MICECON Secretariat)
- Coordinate the Manila-based talents (c/o Production House) and Davao-based talents to be tapped for the TPB-hosted farewell dinner entertainment
- Monitor the preparation and distribution of social function invites in coordination with the Creatives / Printing / Collaterals Committee and Registration Committee
- Coordinate the giveaways for the delegates for all social functions with the counterpart committee of the HDOC

XII. SPONSORSHIP / HOST AND SPONSORS' HALL
- Create sponsorship packages to properly determine sponsors' benefits in coordination with the Central Information Committee and the DOC counterpart
- Draft and send out sponsorship letters
- Identify possible sponsors for the following conference requirements in coordination with the DOC:
  - Local speakers / moderators / facilitators / judges / coaches
  - Speakers' accommodation in Manila
  - Pillow gifts
  - Giveaways
  - Raffle prizes
  - Conference bags
  - Cash prize for academic competitions
  - RT-PCR / Antigen Tests
  - Other possible conference requirements
- Present the sponsorship packages and sponsors' benefits, if necessary, to possible sponsors
- Ensure delivery of commitments by confirmed sponsors two (2) weeks before the event and turn over the sponsored items to the concerned committees one (1) week before the event

- Secure high-resolution logos (colored, layered files) and AVPs / presentations from sponsors
- Ensure all entitlements to sponsors secured by TPB will be delivered
- Co-manage the Host/Sponsors' Hall together with the DOC counterpart
- Secure the floor map of the Host/Sponsors Hall
- Facilitate the confirmed sponsors' requirements/concerns in coordination with various committees (invites, badges, sponsors' tables during lunch/dinner receptions, etc.)
- Ensure the availability of space for qualified sponsors in the Host and Sponsors' Hall in coordination with the counterpart committee in HDOC
- Coordinate with the Digital, Physical & Technology Support Committee for the acknowledgment of sponsors during the pre-conference activities, the conference proper, and social functions

XIII. CSR ACTIVITY AND FIRST TIME ATTENDEES' INTRODUCTION PROGRAMME COMMITTEE

- Coordinate with the counterpart committee of the HDOC on its preparations for the CSR Activity (i.e., description of the pre-conference (preferably CSR) activity, schedule, venue, proposed program/delegates' activities, transportation, activity guides, dietary restrictions of delegates, recommended attire, risk management, and security plan, etc.)
- Monitor the number of CSR delegates in coordination with the Registration Committee and provide regular updates to the Central Information Committee and HDOC
- Provide DOC updates on the number/list of confirmed delegates who will join the Pre- Conference Activity in coordination with the Registration Committee
- Disseminate accordingly all pertinent information/updates on the Pre-Conference Activity to confirmed delegates
- Assist 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.
- Ensure the presence of the Video and Documentation Team c/o EMC during the CSR Activity and the First-Time Attendees Introduction Program
- Submit proposed team-building activities (a brief description of the tasks, how the delegates will be grouped, mechanics to win the tasks, physical requirements, etc.) for the First-Time Attendees Session to the Central Information Committee, for approval of the Secretary-General
- Coordinate with the MICE Advisory Council Member/s assigned to the First-Time Attendees Introductory Programme and their specific roles in the proposed program (facilitator, moderator, judge, etc.)

XIV. PHILIPPINE MICE YOUTH CHALLENGE (ACADEMIC COMPETITION)

- Coordinate with the Philippine MICE Advisory Council the preparations for the Philippine MICE Youth Challenge (PMYC) (i.e., description of the activity, schedule, venue, proposed program, contest mechanics, duties of the Advisory Council representatives, etc.)
- Coordinate the PMYC requirements with the concerned working committees on:
  - list of registered academic institutions/contestants and badges
  - event venue
  - physical and technical requirements
  - contestants' accommodation
  - transportation
  - delegates' PM snacks
  - Philippinr MICE Advisory Council representatives' air tickets, accommodation, and transfers
- Monitor the number of Academic Competition registrants in coordination with the Registration Committee and provide regular updates to the Central Information Committee and HDOC

- Provide H DOC updates on the number/list of confirmed delegates who will join the PMYC in coordination with the Registration Committee
- Disseminate all pertinent information/updates on the PMYC according to confirmed delegates
- Ensure the presence of the Video and Documentation Team c/o EMC during PMYC

XV. LAND TRANSPORTATION AND AIRPORT RECEPTION

- Arrange courtesies of the port and lei reception at the Host Destination's airport (and Ninoy Aquino International Airport, if necessary) for all arriving foreign and local speakers and facilitators/moderators, DOT/TPB officials, and all other VIPs/conference delegates (in coordination with the HDOC, DOT-Regional Office, Speakers' Arrangements Committee and Registration Committee)
- Coordinate all land transportation requirements of delegates during the conference (shuttle service and airport transfers) in coordination with the HDOC, Conference Program Committee, and Accommodation Committee
- Coordinate with the HDOC regularly the transportation requirements of the event based on the latest Conference Programme
- Coordinate with the Registration Committee the transportation requirements of DOT-TPB officials/ VIPs
- Coordinate with the Speakers Arrangements / Speakers' Tours Committee and the Advisory Council Committee transportation requirements of speakers, facilitators/moderators, and CAC members
- Coordinate with the CSR Committee for the delegates' transportation for the 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

XVI. SPEAKERS' TOURS / LOCAL MICE BUYERS TOUR

- Coordinate with the counterpart committee of the HDOC its preparatory activities for the tours (target number of tour delegates, proposed itinerary, tour description, tour guides' details, assigned vehicle details, assigned drivers' details, risk management and security plans, etc. for the following:
  - Speakers Half-Day City Tour (pre-conference, 1 program, c/o H DOC)
  - Speakers' Tours (post-conference, 2 programs, c/o TPB)
  - MICE DMCs/Tour Operators Fam Tour of Host Destination's Region (post-conference, total of 30 pax, 10pax per program, 3 programs, c/o TPB)
  - Paid Tours for delegates (several programs, post-conference)
- Regularly update the HDOC on the list of tour registrants, their dietary restrictions, and other pertinent details in coordination with the Registration Committee
- Assist the DOC in the smooth conduct of the Speakers' Half-Day City Tour
- Facilitate the smooth implementation of the three (3) MICE DMCs/Tour Operators Fam Tour of the Host Destination and the Speakers' Post Tours
- Ensure that risk management and security plans during the tours are in place
- Ensure the presence of the MICE Advisory Council members who will evaluate the tour
- Draft/use the existing tour evaluation form

XVII. ACCOMMODATIONS

- Oversee/monitor all accommodation requirements of the conference

- 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
- Coordinate with the PR and Publicity Committee for the accommodation requirements of the invited media and influencers
- Coordinate the distribution of room drop/pillow gifts/welcome cards to speakers and conference delegates in official hotels
- Assist the EMC and Production Team in booking rooms for staff/crew
- Brief Secretariat staff who will be manning the information desks in various hotels
- Coordinate closely with the 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

XVIII. PR AND PUBLICITY / SOCIAL MEDIA UPDATES

- Draft Media Plan for MICECON 2027 from Pre-to Post implementation in coordination with concerned committees, including target press releases, social media posts, and press conferences
- Provide assistance during the MOA Signing with the winning Host Destination
- Set up a media center at the conference venue and organize and conduct a press conference in coordination with the H DOC and the Digital, Physical & Technical Support Committee
- Prepare the MICECON 2027 digital press kits for distribution to the media
- Post the Save-the-Date flyer on official social media accounts and encourage conference delegates to like/follow TPB's official social media accounts
- Post necessary information on TPB's social media accounts and event website
- Develop content for all social media posts in coordination with relevant committees
- Share monthly updates (weekly updates one month before the event) posted on the official social media accounts of TPB in close coordination with the Central Information, Conference Program, and Registration Committees
- Monitor/filter / respond to posts made on social networking sites; relay messages from Official Social Networking Sites to concerned Committees for appropriate action

XIX. CREATIVES / PRINTING / COLLATERAL MATERIALS

- Conceptualize the template design based on the approved MICECON 2027 logo of the H DOC
- Determine (in coordination with the respective committees) and integrate the proposed theme design to all the creative requirements for MICECON 2027 (including but not limited to e-signages, letterhead, e-flyers, e-posters, etc.)
- Facilitate layout of the digital Conference Program in coordination with the Central Information, Conference Program, and Sponsorship Committees
- Coordinate with various working committees in need of design requirements for the event
- Coordinate the creative requirements of all collateral and other digital materials required for the project:
    o TPB-hosted dinner invites
    o Giveaways
    o Lanyard
    o CSR shirts
    o Tumbler
    o Welcome banners (design only)
    o Vehicle pass
    o Other event requirements

XXX.SAFETY AND SECURITY

- Coordinate with the counterpart committee of the HDOC, the Philippine National Police (PNP), and the 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 venues and tour stops
- Ensure the availability of antigen kits, first aid kits, a well-equipped ambulance, and well-trained nurses/medical practitioners among others within the venue, and the emergency protocols for probable viral outbreak (e.g. COVID-19) patients are in place
- Manage the medical clinic within the event venue and post medical concerns of conference delegates in real-time
- Prepare the badges for the security and medical personnel

XXXI. SECRETARIAT / ADMINISTRATIVE MATTERS

a. Coordinate the design and provide the quantity and sizes of the Secretariat uniforms
b. Provide logistics support to include the following:
    - Duplicating service
    - Scanning service

ANNEX D

SUSTAINABILITY COMMITMENT FORM

Destination Name:	
Region:	
Proposed Conference Venue/s:	

To ensure that MICECON 2027 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 green 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		

SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations (UN) Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the **17 Sustainable Development Goals (SDGs)**, which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

EVENT NAME : **MICE Conference 2027**
DATE   : _____
VENUE   : _____

Kindly mark the relevant UN-SDGs pertinent to your event	*Please add at least 2 sentences describing how MICECON in your destination will contribute to the attainment of the identified goals.*
1. No Poverty ☐ ***End poverty in all its forms everywhere.*** *Includes ensuring social protection for the poor and vulnerable, increase access to basic services and support people harmed by climate-related extreme events and other economic, social and environmental shocks and disasters.*	
2. Zero Hunger ☐ ***End hunger, achieve food security and improved nutrition and promote sustainable agriculture.*** *Aims to end all forms of hunger and malnutrition by 2030, making sure all people, especially children, have sufficient nutritious food all year. It involves promoting sustainable agricultural, supporting small-scale farmers and equal access to land, technology and markets.*	
3. Good Health and Well-Being ☐ ***Ensure healthy lives and promote well-being for all, at all ages.*** *This includes the bold commitment to end the epidemics of AIDS, tuberculosis, malaria and other communicable diseases by 2030. It also*	

aims to achieve universal health coverage and provide access to safe and effective medicines and vaccines for all.		
4. Quality Education ☐ ***Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.*** *Emphasizes the transformative power of education in fostering a sustainable and equitable world, and as a pivotal driver for positive change.*		
5. Gender Equality ☐ ***Achieve gender equality and empower all women and girls.*** *Ending all forms of discrimination against women and girls, and the elimination of all forms of violence against women and girls, including harmful practices such as child, early and forced marriages.*		
6. Clean Water and Sanitation ☐ ***Ensure availability and sustainable management of water and sanitation for all.*** *By 2030, expand int'l cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies. This goes beyond drinking water to also address the quality and sustainability of water resources.*		
7. Affordable and Clean Energy ☐ ***Ensure access to affordable, reliable, sustainable and modern energy for all.*** *Requires increased investments in renewable energy such as wind and solar, innovative solutions, and policies that support universal services relative to clean energy sources.*		
8. Decent Work and Economic Growth ☐ ***Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.*** *Focus on creating opportunities for*		

everyone to have access to quality employment that provides fair wages, social protection, and safe working conditions. It seeks to eradicate forced labor, child labor, and all forms of discrimination in the workplace.	
9. Industry, Innovation and Infrastructure ☐ ***Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.*** *Calls for building resilient and sustainable infrastructure and promotes inclusive and sustainable industrialisation. It also recognises the importance of research and innovation for finding solutions to social, economic and environmental challenges.*	
10. Reduced Inequalities ☐ ***Reduce inequality within and among countries.*** *Involves recognizing the unique challenges faced by different groups and implementing measures to promote equal rights, overcome the barriers of discrimination based on age, gender, ethnic or racial group, disability status, sexual orientation, migratory status, residence, or other factors that serve to disadvantage some individuals in many different and often invisible ways throughout their lives, and foster inclusive societies where everyone can thrive.*	
11. Sustainable Cities and Communities ☐ ***Make cities and human settlements inclusive, safe, resilient and sustainable.*** *Cities represent the future of global living. Approximately 1.1 billion people currently live in slums or slum-like conditions in cities, with 2 billion more expected in the next 30 years.*	
12. Responsible Consumption and Production ☐ ***Ensure sustainable consumption & production patterns.*** *Integrate environmental sustainability with economic growth and welfare by decoupling environmental degradation from economic growth & doing more with less.*	

13. Climate Action ***Take urgent action to combat climate change and its impacts.*** *These are efforts taken to combat climate change and its impacts, which involve reducing greenhouse gas emissions (climate mitigation) and/or taking action to prepare for & adjust to both the current effects of climate change & the predicted impacts in the future (climate adaptation).* ☐	
14. Life Below Water ***Conserve and sustainably use the oceans, seas and marine resources for sustainable development.*** *This include reducing marine pollution and ocean acidification, end overfishing and conserve marine & coastal ecosystems. Oceans sustain coastal economies & livelihoods, contribute to food production and function as a carbon sink.* ☐	
15. Life on Land ***Protect, restore & promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.*** *Focuses specifically on managing forests sustainably, restoring degraded lands, and successfully combating desertification, reducing degraded natural habitats and ending biodiversity loss.* ☐	
16. Peace, Justice and Strong Institutions ***Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.*** *Sustainable development will not be complete without peace, stability, human rights and effective governance based on the rule of law.* ☐	
17. Partnerships for the Goals ***Strengthen the means of implementation, and revitalize the global partnership, for sustainable development. The Global Goals can only be met if everyone will work together.*** *International investments and support are needed to ensure innovative technological* ☐	

development, fair trade, and market access, especially for developing countries. To build a better world, we need to be supportive, empathetic, inventive, passionate, and above all, cooperative.	

Should you require additional information in providing inputs, you may check this page:
https://www.un.org/en/exhibits/page/sdgs-17-goals-transform-world