

## **TERMS OF REFERENCE**

Service Contract for Services Provider to work with the ILO Women in STEM Program for an organizing the launch event and managing the event collaterals for the #WOMENCANDOIT ILO-TESDA Scholarship Programme

### **Overview**

The International Labour Organization Country Office for the Philippines (ILO CO-Manila) seeks a qualified Provider for the TESDA #WOMENCANDIT organized by the ILO *Women in STEM Workforce Readiness and Development Program* in celebration of the UN International Women's Day. The event provider shall design and deliver the event communication to reach a greater audience as well as support the coverage and coordination of the event. The Event seeks to: (1) highlight the importance of promoting technology training among women and girls in the Philippines; (2) inspire and encourage young Filipina women to invest in training and careers in technology; and (3) to promote within TESDA the need for encouraging more women to train for technology-enabled jobs of the future.

The event is scheduled to take place on 31 March 2020 at the TESDA Women's Center in Taguig City.

The Event Organizer will be expected to work closely with the ILO Women in STEM National Project Coordinator, Linartes M. Vilorio. The Event Organizer will also coordinate with Ms Minette Rimando as the Communication Focal Point for the ILO Country Office for the Philippines.

### **Objectives of the Event**

- Showcase the #WOMENCANDOIT TESDA Scholarships and the collaboration between the ILO Women in STEM Program and TESDA supported by J.P.Morgan through a women power event that highlights the opportunities for Women to enter IT-related jobs;
- Highlight and recognize success stories of former women scholars of the Women in STEM Programme;
- Gathering support from leaders in TESDA, the private sector, government bodies, UN agencies, international agencies, and other relevant stakeholders to collaborate with the ILO in the implementation of the Women in STEM programme in the Philippines;
- Promote womens' rights in the workplace, career advancement and job opportunities in STEM sectors among women and girls assisted by the ILO Women in STEM programme in collaboration with TESDA;
- Connecting and promoting women role models presence and participation in the event and the need for women to have these women role models at the workplace too;
- Bring attention from private sector recruiters such as employers' organizations, firms, recruitment agencies and others about the ILO program and particularly the graduates from these scholarships.

### **Technical requirements, tasks and deliverables**

The Event Organizer is needed to perform the following tasks, which are outlined in detail below:

1. Event Production and Management
2. Creative and Graphics Design, Stage Setup and Production
3. Event Filming and Recording
4. Professional Photo Coverage
5. Event Reporting and Monitoring including Post-Event Evaluation

**Specific tasks:**

**1. Event Production and Management**

- Develop overall concept or enhance the proposed concept from the ILO (Annex 2) for the event launch followed by an event or discussion. Prepare continuity script based on the event concept and programme.
- Handle pre-event, the launch and post-event elements. Develop a production plan and overall event strategy detailed approach, concept, format, and timeline of the launch. Manage the event and related activities within the agreed budget and in compliance with the ILO's financial and procurement procedures.
- Provide and manage overall production team of the Event and Screening such as Overall Director, Stage Manager, Event Hosts, Professional Photo and Video Coverage Team, who will ensure that all the event requirements are fully met based on the agreed plan with the ILO.
- Take full accountability and responsibility over the preparation, time management and execution of the Forum for a successful implementation.

**2. Creative and Graphics Design, Stage Setup and Production**

- Provide creative services and prepare physical elements for the event. Design, provide, produce and execute the stage setup audio-visual system, lights and sounds, tarpaulins, backdrops, computers, and other required equipment throughout the event.
- Manage ingress and egress including provision of transportation, meals, and other needs of the team involved. Secure working permits, security gate pass and other necessary permits. Set up and ensure all screens, exhibits, lighting fixtures, and other production elements are ready according to appropriate layout design at least the night before the event for on the day rehearsals and tests.
- Develop graphic designs and produce event collaterals. Ensure that event signages, branding materials and information are designed and produced 1 week before the event. Handle coordination and cost of printing and production of all related materials as defined or listed in the concept note.

**3. Event Filming and Recording**

- Event Introduction Video
- Film, stream and record the live event to be held on 31 March 2020 at the location of the event.
- Provide an end of event highlights video to be shown an hour before the last event of the day.

**4. Professional Photo Coverage with Photo Booth**

- Provide photo coverage, unlimited shots with minimum of 6 million pixels, mix of landscape and portrait high-quality images while ensuring gender balance. Photo coverage should also document the Forum in action and key elements

or highlights of the event, including photos of high-level officials and partners. There should be at least 2-3 professional photographers.

- Event photo booth with event media cards bearing hashtags and key slogans for the event based on the event concept

#### **5. Event Reporting and Monitoring including Post-Event Evaluation**

- Prepare and submit a full accomplishment report and an overall event documentation. Provide suggested follow-up actions and lessons learned. information materials, guest list and attendance sheet, original photos, raw video footage based on technical requirements, edited video, graphics design and other required deliverables at least two weeks after the event.

#### **Payment and Period of Engagement**

On the completion of work to the satisfaction of the ILO, the Event Organizer will receive a sum of **(Please indicate total amount with corresponding breakdown and details based on the Request for Proposal)** to be paid in Philippine Peso. This will be released according to the following terms of payment:

- First payment (20 per cent): Upon submission of a workplan outlining detailed approach, concept, format, budget and timeline of the event, by 18 March, 2020.
- Second payment (40 per cent): Upon submission of all collaterals, continuity script, by 20 March 2020;
- Final Payment (40 percent): Upon submission of the full accomplishment report and an overall event documentation and external hard drive containing all raw event documents, collaterals, information materials, guest list and attendance sheet, original photos, raw video footage based on technical requirements, edited video, graphics design and other required deliverables by 30 April 2020.

The payment is inclusive of professional fees, travel allowances and expenses, transportation costs, provisions for any incidental expenses and other costs incurred during the period of engagement. The Event Organizer shall not in any circumstances be entitled to any payments other than those agreed and provided above.

The period of engagement will be from March until the 4th week of April 2020.

#### **Requirements and Qualifications**

The Event Organizer must complete and submit the Request for Proposal (RFP) and must be received by the ILO no later than (UTC +08:00) Manila Time on 14 March 2020 at 05:00 p.m. and late bids shall be rejected.

Proposals must include all the documents requested and shall be submitted by registered mail or hand delivered (including courier services) only. Proposals submitted by any other means will not be accepted.

The Event Organizer shall structure the proposal as follows:

1. Expertise of the Event Organizer – this section should provide details regarding management structure, organizational capability/resources, and experience of the Event Organizer, the list of projects/contracts (both completed and on-going, both domestic and international) with at least three contact details of its clients for background check, which are related or similar in nature to the requirements of the

- RFP, and proof of financial stability and adequacy of resources to complete the services required by the RFP.
2. Proposed Methodology, Approach and Implementation Plan – this section should demonstrate the bidder's response to the Terms of Reference by identifying the specific components proposed, how the requirements shall be addressed, as specified, point by point; providing a detailed concept and description of the essential elements proposed; and demonstrating how the Event Organizer will meet or exceed the specifications, while ensuring appropriateness of the approach. This methodology must be laid out in an implementation timetable that is within the duration of the contract with a comprehensive well detailed risk management and quality assurance plan.
  3. Competitive financial proposal – This section should include the budget to successfully meet or exceed the specifications stated in the Terms of Reference. The detailed budget plan should be computed with appropriate breakdown based on the concept in Philippine Peso, with corresponding amount in US\$ equivalent to prevailing UN exchange rate of US\$ 1 = Php 50.685.

The Event Organizer should have extensive experience in organizing events and communications development both at the local and international level for not less than five (5) years. It should have an in-depth understanding and use of event and project management tools and software and strong track record of organizing large events. Excellent event and project management skills, with experience in working with the United Nations and international organizations will be a comparative advantage.

## **Copyright**

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All raw footage, photos and videos captured and stored in a hard drive including interviews and related video materials become the property of the ILO and all rights shall be vested in the International Labour Organization including, without any limitation, the rights to use, publish (including the Web), or distribute the photos and videos, privately or publicly.

## **Annex 2: Technical notes for external producers and video crews**

### **Format:**

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The shooting should be done with a professional ENG camcorder, digital cinematography or DSLR cameras. The sound should be recorded with a professional microphone and interviews should be recorded with a tie microphone (lapel clip) or a microphone on a boom. We work in PAL full HD with a screen format of 16/9. Please note SD 16/9 or 4/3 ratio is no longer used.

### **Format technical specifications:**

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- Frame size: 1920 x 1080 pixels
- Frame rate: 25 frames per second/50 fields, interlaced (1080/50i) or 25 frames per second/25 progressive frames (1080/25P). It could also be recorded in 1080/50P or 1080/24P.

### **Digital files:**

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Files can be sent in their root formats (including all Directories folders created by the camcorder or the DSLR camera) or converted into Quicktime files (with the original codec). We recommend that digital footage is submitted in the same High Definition format that it was recorded in and stored in an external hard drive for submission to the ILO.

## Codecs:

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- XDCAM Mpeg HD, AVCHD, XAVC-Intra, XAVC-L, Pro-Res HQ, H 264/Mpeg-4 AVC. HDCAM, DVCPProHD.
- Colour sub-sampled at a 4:2:2 or 4:2:0 ratio
- Audio levels should ideally stay below -12db and never peak at -6db.
- To use any other formats or codecs, please first consult with DCOMM's Multimedia Unit: multimedia@ilo.org.
- All footage should be accompanied with shot list documents, interviews with translations and a script that makes reference to the videos time codes throughout.
- Any pre-edited footage should be further accompanied by both an international version (without voice over, music or graphic titles) and the b-roll footage.
- Files can be sent on a hard drive formatted in both Windows and Apple Mac system (Mac OS extended) and compatible X-Fat format (the price of which should be included in the initial pitch and bid for the contract).
- Alternatively it can be wirelessly transferred through Wetransfer.com or via FTP servers. In case of XDCAM HD discs, we accept single layer 23Gb or dual layer 50Gb.
- We do not accept original footage on MiniDV tapes, DVD, VHS, UMATIC, Hi8 or lower format, although this may occasionally be used as archive material. **To use any other discs or tapes, please first consult with the Multimedia Unit.**

## Shooting:

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### 1. Video: Shoot enough material to edit a video report of 2 to 6 minutes.

- Shoot plenty of usable **General Views** to have a choice. Ex: Traditional architecture, visual postcards of the country, street scenes, markets, city life, gardens, squares, historical monuments, landscapes, "beauty shots."
- Get plenty of usable shots of **case studies** or "characters" in the story. Set up the subject in different environments (family, work, city, transport, rest day etc.) Shoot wide views of his working area and environment. Aim to produce "sequences" of the character and his or her colleagues and family.
- Shoot **different angle shots**, like low camera angle, reverse angle, still, panoramic, out-of-focus to in-focus, zoom in, zoom out etc. Look out for potential intro shots or end shots. Think of "editable" shots, with a beginning and an end. Shoot Close-Ups of hands, sweat, dusty environment, safety and health equipment etc, according to the story.
- For **long lens** shots, use a tripod. Do not use the **autofocus** if the camera has one.
- Shoot as many **action shots** as possible. Ex: People at work, thinking and discussing with others. People going to work, entry and exit. Try to get the atmosphere in various angles. Think about a starting and ending shots that we can use to make a sequence
- For **interviews**, choose a nice background, not too messy, not too bright. Make sure the interviewee is well lit, with no shadow on the background or on the face. Do several size shots, changing the shot value for different answers. Ex: Change the shot values for each answer, wide, medium and close-up etc... Never shoot the subject in a too large shot value. Always make some shots to **set up** the subject.
- Always do some **cutaways**, ex: listening shots, hands, pan up or down on face, etc. Always do some **set-up** shots of the interviewee arriving, talking to people, on the phone or at work.
- For shots of **computer screens**, make sure the screen is phased with the camera shutter speed to avoid flickering. Shots should be full screen, well-framed. Do cutaways of the mouse and keyboard, hands and face watching the screen.

### 2. Sound and Music:

- Audio levels should ideally stay below -12db and never peak at -6db.
- Record the sound of the interview with a tie microphone (lapel clip) or a microphone on a boom. Put the sound level on one track and get the ambiance on the other track. For an interview, plug microphone or mixer in on CH1. Otherwise put Cam Mic on CH1. If you have plugged a mic into CH1, make sure Camera Mic is on CH2 to provide back-up audio.
- If you have decided you need two mics, to record questions and answers, put interviewee Mic on CH1 and interviewer Mic on CH2.
- Additional Audio elements, such as music, ambiance, speech, should be recorded on CH1. Video production should use original music or submit proof of music purchase and copyright obtained with corresponding licenses granted. The original certification must be submitted and a scanned copy should be stored in an external hard drive including the full version of the music purchased in original quality.

### **3. Labels, shot lists etc:**

- Label the tapes you have shot with a number, date, location, and quick description of contents. Include specific technical notes if necessary.
- Each tape should have a shot list with time codes. Names of Interviewees must be written with full names and titles.
- A detailed translation and transcript is needed if the interview is not in one of the ILO official languages, i.e English, French or Spanish. Accurate time codes should identify interesting answers.

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### **Annex 3: Proposed concept (can be modified, enhanced or revised by the Event Organizer)**

- In celebration of the International Womens' Month, the ILO Women in STEM Workforce Readiness and Development Programme in cooperation with the Technical Education Skills Development Authority, with the support of JP Morgan, is launching the #WOMENCANDOIT Scholarship in Technology.
- More than 500 women with passion in technology from NCR and Cebu will be trained in Animation, Web Development, Web Design and Game Development, to help them prepare for the tech-enabled jobs.
- The event launch will present the videos of the success stories of the women from the different backgrounds and different ages who have successfully completed the program and are working in the tech sector.
- Invited to the launch are key officials from TESDA, partner business associations, partner schools and partner companies, tripartite partners, women groups and the media.
- After the launch, in cooperation with the US Embassy of the Philippines, the Hidden Figures screening will be held to promote awareness and appreciation for women in STEM. This will be followed by a Girl Power Forum led by Ms Audrey Pe of Witech and Ms Michie Ang of Women Who Code.