

## INFORMATION SHEET

**Reference Number:** (IUL)MMPRC/1/2018/9

**Date:** 11<sup>th</sup> February 2018

### 1. PROJECT

Choreography and management of cultural performances during ITB 2018, Ref lulaan: (IUL)MMPRC/1/2018/9 dated 11<sup>th</sup> February 2018.

### 2. BACKGROUND AND OBJECTIVES

Internationale Tourismus-Borse/Inetranationa Tourism Exchange ITB Fair held in Berlin, Germany from 7-11 March 2018 is the biggest international tourism event that takes place in the world. ITB Berlin is the biggest tourism event that Maldives also participates in a bigger scale. Hence, in order to make the participation of Maldives in ITB Berlin a success, every year we present Maldivian dance in the stand and as well during the Maldivian Night.

In this regard, to choreograph the dances a Choreographer will be selected to undertake the project for MMPRC.

### 3. SCOPE OF WORK

3.1 The choreographer is to prepare potential performers for an audition by which the final number of 5 performers to perform at ITB will be determined. This audition is to take place within **7 working days of awarding the project.**

3.2 Manage and train the selected 5 performers to represent the Maldives at ITB Berlin 2018 fair according to instructions from MMPRC.

3.3 Should choreograph 2 or 3 dances to 2 or 3 songs. Songs should be approved by MMPRC before choreographing the dance.

3.4 All related aspects of the performances including costume, props, etc. should be designed by the choreographer. The costumes and props to be approved by MMPRC.

3.5 Responsibility of managing the performers during the event according to the instruction of MMPRC officials.

3.6 Performers selection criteria: Performers will be selected based on the following;

- Female performers above 18 years of age
- Performers of equal height
- Should be able to speak in English
- Destination Knowledge
- Movement sync and Charisma
- Physically/medically fit
- Clear police record

### 4. ELIGIBILITY CRITERIA

- An individual or a company
- Choreographer must have artistic ability to create new and interesting dance routines showcasing the cultural dance moves of the Maldives.
- Should be able to speak in English
- Maldivian national

## 5. SUBMISSION DOCUMENTS

- 5.1 Cover letter
- 5.2 Bio-data along with a copy of the National Identity Card or Company Profile along with the Registration Certificate
- 5.3 Proof of past experience along with reference letters
- 5.4 Budgetary inclusions: cost break down if there is any fee charged from MMPRC
- 5.5 Details of proposed items (type of item, music, proposed, costume, title and its significance in portraying Maldivian culture)

Note: Police records must be clear and winning party should submit the records within 07 working days after the approval of the performers.

## 6. COSTS COVERED BY MPPRC

- 6.1 Return airfare (Male'/Berlin)
- 6.2 Accommodation in Berlin
- 6.3 Internal transport in Berlin for official purpose
- 6.4 Pocket money

## 7. EVALUATION CRITERIA

Description	Marks
Profile	55
Past Experience	45
Total	100

7.1 **PROFILE (55MARKS):** Marks for this category will be distributed as follows;

- 7.1.1 **PROFILE OF CHOREOGRAPHER (15 MARKS):** There should be a profile of the choreographer, stating how long he/she has worked in the field and experience he/she has in the field.
- 7.1.2 **PROPOSED PERFORMERS PROFILE (10 MARKS):** Choreographer should submit profile of proposed performers.
- 7.1.3 **PERFORMANCE DETAILS (30 MARKS):** Details of proposed dances.
  - 7.1.3.1 Type of dance and the music/song used (10 Marks)
  - 7.1.3.2 Proposed costume and props (10 Marks)
  - 7.1.3.3 Title and its significance in portraying Maldivian culture (10 Marks)

**7.2 PAST EXPERIENCE (45 MARKS):** Where supporting documents have been provided to MMPRCs' satisfaction, points for experience with related works will be given as per the table provide below;

Number of contracts/projects of similar nature competed by the Respondent from 1 <sup>st</sup> January 2013 onwards	Maximum score of 45
No previous projects	0
Between 1 to 5 projects	10
Between 6 to 10 projects	25
More than 10 projects	45

## 8. PROPOSAL SUBMISSION

Proposal for "Hiring Choreographer for ITB 2018"  
Maldives Marketing & Public Relations Corporation  
Velaanaage, 4<sup>th</sup> Floor, Ameeru Ahmed Magu, Male'

8.1 Proposals must be presented in a sealed envelope labeled and addressed to;

8.2 All proposals should be submitted to MMPRC at **1400 hrs on 14<sup>th</sup> February 2018.**

## 9. INQUIRIES

9.1 Questions may be directed to Ms. Fathimath Raheel by email ([raalu@visitmaldives.com](mailto:raalu@visitmaldives.com)) by phone +960 3323228