

## **TERMS OF REFERENCE**

### **Technical & Business Writer for the Tourism Promotions Board's Accomplishment Reports**

#### **Background:**

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism (PDOT) under the Republic Act No. 9593 otherwise known as the Tourism Act of 2009. It is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a Major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

Since 2011, TPB has been preparing Annual Reports and other publications to properly document the projects that the Corporation has accomplished for the past few years. These reports can be supplemental for research works and other compliances of the Corporation. In addition, reports are distributed to the TPB Board of Directors, Key Officials of DOT and its attached agencies, other concerned government agencies, and TPB Market Teams.

#### **Objectives:**

The objectives of this engagement are as follow:

1. Write the Main Report of TPB's 2017 Annual Accomplishment Report;
2. Write an Executive Summary of TPB's 2017 Annual Accomplishment Report; and
3. Proofread and edit TPB's 2017 Annual Accomplishment Report

#### 4. Lay-out of Annual Report (limited to the Executive Summary and Main Report)

##### **Components:**

The TPB's 2017 Annual Accomplishment Report Executive Summary and Main Report of the TPB are expected at a minimum to contain the following:

- A brief overview of the Tourism Promotions Board Mandate, Mission, Vision, Core Values, and Corporate Quality Policy
- ISO 9001:2008 Quality Management System (and transition to 2015 version)
- Philippine Travel Exchange 2017
- Physical Rehabilitation of TPB offices/facilities
- Awards / Recognitions / Achievements
- Visitor Arrivals
- Marketing and Promotions
  - Sales Missions / Business Missions
  - Travel Trade Fairs / Consumer Fairs
  - Invitational / Familiarization Trips
  - Sales Presentations / Roadshows
  - Special Projects
  - Educational Programs / Product Updates
- Meetings, Incentives, Conventions, and Exhibitions (MICE)
  - Booked Events/Assisted accounts
  - Bid Assistance
  - Incentive groups
  - MICE Trade Fair Participations/Business Mission/Road show
- Marketing Communications
  - Brand Management
  - Public Relations/Production of collateral materials
- Corporate Planning and Business Development
  - Strategic Performance Management System
  - Business Development Initiatives
  - Strategic Planning Session & Marketing Workshop
- Corporate Social Responsibility Program
- Result of 2017 Customer Satisfaction Survey
- Management Information Systems

- Corporate Affairs
  - Finance
  - Personnel and Human Resources Development
  - Procurement and General Services

**Scope of Work:**

The proposed engagement for the Annual Accomplishment Report shall cover the following work/deliverables:

- View reports and other relevant materials as may be requested by the consultant to be provided by the CPBD;
- Interview TPB personnel through the coordination of the CPBD Department for additional information or clarification (if necessary);
- In modifying the materials submitted by the CPBD or crafting narratives from interviews, the writer must adhere to the prescribed tone of reporting and writing guidelines set out in the preliminary briefing;
- The writer must also submit at least two reporting content outlines within a calendar week of the preliminary briefing for both the Executive Summary and the Main Report;
- Write the Executive Summary;
- Write a narrative report (main report) based on the components listed above highlighting TPB's accomplishments in 2017;
- Proofread and edit the materials that the CPBD Department will be providing;
- Submit to CPBD a monthly progress report with proof of output;
- Provide CPBD Department a first draft of the report for review;
- Modify the first draft based on CPBD Department's feedback and corrections;
- Provide the final draft of the report to CPBD Department;
- The writer may opt to work from his/her home office or any venue convenient to him/her. He/she must be easily accessible by telephone (landline or mobile), email, or meetings whenever necessary. In the same manner, the TPB contact person/s will also make themselves easily available to the writer;
- The writer must inform the TPB if there are any changes in his/her schedule; and specific to final deadlines an advance notice of at least two weeks.

**Deliverables:***A. 2017 Annual Accomplishment Report – 11 March 2018*

1. Executive Summary of TPB's 2017 Annual Accomplishment Report
2. Main Report (Narrative Report) of TPB's 2017 Annual Accomplishment Report

\*Note: Deadline of submission may depend on the availability of materials to be provided by the CPBD Department.

*B. Lay-out of Annual Accomplishment Report (limited to the Executive Summary and Main Report) by end of March/but not later than 30 April 2018**C. Detailed Report for 2017 (based on the prescribed format given by PDOT) - end of March/but not later than 30 April 2018**D. Highlight of 1<sup>st</sup> semester 2018 - end of July 2018 but not later than 31 August 2018***Duration of Work:**

The writer shall be engaged for a maximum of seven months commencing from the effectivity of the contract.

**Agreement Between Parties:**

In addition to stipulations within the contract, it is understood that the Writer agrees on the following upon his / her submission of proposal / bid to TPB that:

- There will be a Non-Disclosure Agreement between TPB and the contracted party; and
- Neither party shall be liable to the other for any failure to perform any obligation under any Agreement which is due to an event beyond the control of such party including but not limited to any Act of God, terrorism, war, political insurgence, insurrection, riot, civil unrest, act of natural or man-made eventuality outside of either party's control, which causes the termination of an agreement or contract entered into, nor which could have been reasonably foreseen.

### **Estimated Budget:**

As remuneration for services rendered, the writer shall receive a professional fee of Three Hundred Thousand Pesos (Php300,000.00), inclusive of all applicable taxes.

TPB reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.

The indicative payment scheme is as follows:

<b>Outputs/Milestones</b>	<b>% of Payments</b>
Upon signing of contract and approval of proposed timelines/Gantt Chart	10%
Upon completion of work deliverables: A1 & A2 (Draft)	20%
Upon completion of work deliverables: Final Output of A1 & A2 and Draft of B	45%
Upon completion of work deliverables: Final Output of C	15%
Upon completion of work deliverable: Final Output of D	10%
<b>TOTAL</b>	<b>100%</b>

### **Qualification of the Writer:**

- Has at least 3-year experience in technical and business writing;
- Had provided services to public or private companies / clients in the past 3 years; and
- Preferably with at least one verifiable output experience in writing an Annual Report or similar report of any organization (public or private)

### **Proposal:**

The writer will be expected to submit technical and financial proposals which include:

- A brief profile of the company/writer;
- List and evidence of relevant work experience for at least 3 years;
- Copy of annual report and/or other relevant previous work (maximum of 3 samples only)

- His/her Curriculum Vitae;
- Tax Identification Number; and
- Other R.A. 9184 requirements as deemed necessary

The sample report shall be assessed based on the following attributes:

1. Clear message to stakeholders by putting the ideas across
2. Management vision and strategy
3. Aids for the quick reader (charts, bullet points etc.)
4. High degree of transparency of the information
5. Clear description of company business and operations

### **PROJECT OFFICERS/CONTACT PERSONS**

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