

SERVICES OF AN AGENCY OR CONSULTANT WHO WILL CONDUCT A SERIES OF WORKSHOPS OR LECTURES TO ALIGN INTERNAL STRATEGIES

I. BACKGROUND OF THE PROJECT

An attached agency of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting its 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. Cascading plans, programs, and projects of TPB to local and international stakeholders for direct and transparent communication, better cooperation and a better understanding of tourism development and management plan is highly important.

One of TPB's units is the Marketing Communications Department (MARCOM) under the Marketing and Promotions Sector. The said unit ensures that all multimedia campaigns in terms of tri-media, new media, OOH advertising, and international/domestic tourism promotions events/activations are geared towards stimulating a greater desire for international visitors to come to the Philippines and for Filipinos to tour their own country. The Department is also in charge of developing marketing campaigns and producing marketing and sales materials, e-marketing, and other related marketing support services for all the departments.

MARCOM's programs involve working with integrated marketing, PR, and digital agencies to roll out campaigns, release articles, and the rest of the multimedia campaigns.

To ensure that all these are aligned, an agency or a consultant has to come in to conduct workshops or lectures, assist in creating the Terms of Reference of projects, and map out a strategy to ensure that there is no overlapping of work and all outputs are maximized.

All outputs of the agency / consultant must also be aligned with the following six points under the 7-point agenda of the Department of Tourism (DOT):

- Cohesive and comprehensive Digitalization and Connectivity
- Enhancement of Overall Tourist Experience
- Equalization of Tourism Product Development and Promotion
- Diversification of Portfolio through Multidimensional Tourism
- Maximization of Domestic Tourism
- Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders

II. OBJECTIVES

The agency / consultant must be able to:

- Clearly define what the TPB is, what it does, how it must support the DOT as its marketing arm, and how its identity can be strengthened and brought to the world using our platforms
- Understand how MARCOM must maximize all its content / programs / platforms

- Identify the role of each agency MARCOM is working with and synergize the strategies of all deliverables

The end goal is to come up with:

- A clear direction / strategy to ensure that all content / programs and the agencies MARCOM is working with are aligned, nothing is overlapped, and all gaps are identified and filled
- A series of lectures that would cover the objectives
- An internal manual that would include information conducted during the lectures and other relevant knowledge. This manual should serve as MARCOM’s guide for future project implementation.

III. SCOPE OF WORK AND DELIVERABLES

Workshop / Lectures	<ul style="list-style-type: none"> ● To conduct a series of workshops or lectures that would fulfill the given objectives. ● This will be conducted onsite, with provision for online access as necessary, scheduled during office hours. ● At least six workshops / lectures are expected to be conducted but the number can be adjustable according to the syllabus. This will also be subject to TPB approval.
Internal Manual	<ul style="list-style-type: none"> ● To come up with an internal manual that would include information conducted during the lectures and other relevant knowledge. ● This manual should serve as MARCOM’s guide or reference for future project implementation. ● Manual should be presentable, must be designed according to the TPB Corporate Brand, and must be suitable to digital and print formats. ● Design, format and content should be presented to the TPB first for approval.
Coordination with all external agencies under MARCOM	<ul style="list-style-type: none"> ● To assist in drafting the Terms of Reference of given projects and ensure that all programs / plans / projects are aligned and not overlapping.
Others	<ul style="list-style-type: none"> ● Provision of additional services apart from the items listed above as long as it is deemed beneficial to TPB, as mutually agreed by both parties.

Other Terms and Conditions

1. Must be willing to implement and cover all costs regarding design and/or printing of materials.
2. Must be willing to cover all costs in the conduct of the workshop / lecture (e.g. meals, transportation, and venue, if necessary, etc)
3. Must be willing to provide all materials necessary for the proper conduct of the workshop (e.g. microphones, recording equipment, etc)
4. Must be willing to respond to immediate/unforeseen changes in specifications.
5. Must be willing to make adjustments as activities and/or schedules/dates are subject to change without prior notice.
6. Must be willing to sign a Non-Disclosure Agreement when working on internal projects.

IV. PROJECT IMPLEMENTATION SCHEDULE

Date: within Six (6) Months upon receipt of Notice to Proceed

Venue: Onsite – TPB Office

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. The agency must be duly registered in the Philippines and must be engaged in business operations for at least five (5) years and provide supporting documents. Must specialize in marketing/advertising services or consultancy or education.
2. The company must have provided cyber and social listening services to other government agencies within the past two (2) years, with a minimum contract value of PHP 4,000,000.00.
3. The bidder must provide a CV of the consultant who will be assigned to the project, with certification/licenses and list of at least three (3) handled similar/relevant projects within the past three (3) years.
4. The bidder must submit a company/agency/firm profile with a list of at least three (3) handled similar projects within the past three (3) years.
5. The agency or consultant must provide a general syllabus and lesson plan based on the objectives as stated under the plan of approach and methodology (see rating criteria).

VI. RATING CRITERIA

RATING CRITERIA	%	Rating
I. Qualification of Consultant who will be assigned to the Project	40%	
Relevant Experience <ul style="list-style-type: none"> • More than three (3) years of relevant experience (15%) • At least three (3) years of relevant experience (10%) 	15%	
Conducted workshops/lectures aligned with the objectives in the past three years <ul style="list-style-type: none"> • More than three (3) workshops/lectures (15%) • At least three (3) workshops/lectures (10%) 	15%	
Relevant certification / licenses	10%	
II. Firm Experience and Capability	40%	
Has been involved in providing services aligned with the objectives <ul style="list-style-type: none"> • More than three (3) years (15%) • At least three (3) years (10%) 	20%	
Conducted workshops/lectures aligned with the objectives in the past three years <ul style="list-style-type: none"> • More than three (3) workshops/lectures (15%) • At least three (3) workshops/lectures (10%) 	20%	
III. Plan of Approach and Methodology	20%	
Proposal should be tailor-fit to the objectives – not generic, one-size-fits-all.		
Bidder’s proposal showing: <ul style="list-style-type: none"> • Syllabus or course outline (10%) • Lesson plan including strategy, activities, materials, quiz – as necessary (10%) 		
Passing Score: 80%	100%	

VII. CRITERIA FOR EVALUATION

The bidder is expected to submit technical and financial proposals which shall be evaluated based on Quality Cost Based Evaluation (QCBE). The winning bidder must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignments:

Proposal	Weight
----------	--------

Technical Proposal	85%
Financial Proposal	15%
Total	100%

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **ONE MILLION PESOS ONLY (PHP1,000,000.00)** inclusive of all applicable taxes and fees.

IX. TERMS OF PAYMENT

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones. In each milestone:

MILESTONE	% OF PAYMENT
Tranche 1: Initial Payment <ul style="list-style-type: none"> Presentation of Plans <i>*Within seven (7) days upon receipt of NTP</i> 	15% of the TCP
Tranche 2: Months 1 to 3 of engagement <ul style="list-style-type: none"> Conduct of the first series of lectures 	35% of the TCP
Tranche 3: Months 4 to 5 of engagement <ul style="list-style-type: none"> Conduct of the second series of lectures 	35% of the TCP
Tranche 4: Last Month <ul style="list-style-type: none"> Production of internal Manual and submission of terminal report 	15% of the TCP

- Supplier must have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.
- All payments shall be subject to the verification and validation of TPB
- Submit complete, detailed, and transparent third-party media invoices on each cost item, for each Third-Party Supplier contract, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.

X. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) up until six (6) months after.

XI. PROJECT OFFICER CONTACT INFORMATION

Ma. Patricia Yulo
Marketing Communications Department
Tourism Promotions Board Philippines
patricia_yulo@tpb.gov.ph