

TERMS OF REFERENCE
DIGITAL MARKETING SKILLS

Host Agency: DEPARTMENT OF TOURISM - MIMAROPA
Date of Implementation: September 1 to 2, 2022
Location: Coron, Palawan

I. PROJECT RATIONALE AND OBJECTIVES

The training program aims to develop your own digital marketing strategy, helps you to identify your audience and create engaging multimedia content.

Additionally, the Program covers a wide range of content, from discussing the 7Ps of Marketing, from navigating **Canva** up to creating your **Infographics** for your social media postings. Ms. Rona Joy C. Bulaong will facilitate this module.

II. MINIMUM REQUIREMENTS FOR SERVICE PROVIDER

- A. Must be **PHILGEPS REGISTERED**
- B. Must be a **DOT Accredited Travel and Tour Agency / Tour Operator**
- C. Located in **NCR and MIMAROPA**
- D. Must be willing to provide services on a **send bill arrangement**

DOCUMENTARY REQUIREMENTS REQUIRED WITH BID SUBMISSIONS

- 1. Mayor's/Business Permit
- 2. PHILGEPS Registration Number
- 3. Omnibus Sworn Statement
- 4. DOT Accreditation Certificate

III. SCOPE OF WORK / DELIVERABLES:

A. Transportation (Land)

- 1. August 31, 2022 (2 pax)
 - Taxi fare: Residence to NAIA Terminal 4 (Pateros, Laguna and)
 - Airport Transfer: Pick-up and drop-off only (Coron Airport to Accommodation)
- 2. September 3, 2022 (2 pax)
 - Airport Transfer: Pick-up and drop-off only (Accommodation to Coron Airport)
 - Taxi fare: Residence to NAIA Terminal 4

B. Transportation (Air)

- 1. August 31, 2022 – 2 Pax
 - Air fare: MNL-USU (early flight)

2. September 3, 2022 – 2 Pax
 - Air fare: USU-MNL (mid-flight)

3. Accommodation with Breakfast

1. August 31 to September 3, 2022 (3 nights)
1 Single Occupancy Room – Speaker (1 Pax)
2. August 31 to September 3, 2022 (3 nights)
1 Single Occupancy Room – DOT Facilitator (1 Pax)

4. Function Venue with Meals / Workshop Requirements

1. Date of Function: September 1 to 2, 2022
2. Number of Participants: 40 pax
3. Meals
 - Plated AM Snacks with 1 round of drinks (iced tea or soft drinks)
 - Plated Lunch with 1 round of drinks (iced tea or soft drinks)
 - Plated PM Snacks with 1 round of drinks (iced tea or soft drinks)
 - Free flowing Coffee
 - Water Dispenser
4. Registration table should be near the entrance of the function venue.
5. Secretariat table should be inside the venue for easier facilitation and contact with speakers.
6. One table near the stage are shall be reserved for the speakers. It should be near the table for the laptop computer.
7. Classroom set-up (Social Distancing must be observed).
8. Aisles should be available in the middle and two sides.
9. Must have available stage, podium, laptop, microphones / PA system, projection screen, LCD projector, pens and pads, Wi-Fi access.

5. Outside Meals

- August 31, 2022
Breakfast, Lunch and Dinner
Guests: 2 Pax (DOT facilitator and Speaker)
- September 1-2, 2022
Dinner
Guests: 2 Pax (DOT facilitator and Speaker)
- September 3, 2022
Breakfast and Lunch
Guests 2 Pax (DOT facilitator and Speaker)

6. Miscellaneous

1. Backdrop Tarpaulin 12 sq. ft x 6 sq. ft and 4 sq. ft x 6 sq. ft(2 pieces)
2. Cargo Fee
3. Training Supplies and Materials

IV. BUDGET

Budget for the conduct of the event is **One Hundred Ninety Nine Thousand and Six Hundred Sixty Pesos (Php 199,660.00)** inclusive of amenities and all government taxes and charges as defined in this Terms of Reference.

In the event that DOT is able to secure sponsorships, the corresponding value must be deducted from the total invoice amount.

The winning bid shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above total budget.

V. CONTACT PERSON

Name : Mr. Michael John A. Nicolas
DOT MIMAROPA Regional Office

Contact Numbers : (02) 459 5200 loc 210
(0926) 8563214

Email Address : tisp.dot4b@gmail.com / dot4b.training@tourism.gov.ph