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Bid Notice Abstract

Request for Quotation (RFQ)

Reference Number 4731838
Procuring Entity DEPARTMENT OF TOURISM
Title PR Agency (Dive Travel Mart at the DRT Show Philippines 2017)
Area of Delivery Metro Manila

Solicitation Number:	2017-08-0230	Status	Active
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Goods - General Support Services	Document Request List	0
Category:	Advertising Agency Services	Date Published	16-Aug-2017
Approved Budget for the Contract:	PHP 999,900.00	Last Updated / Time	16-Aug-2017 00:00 AM
Delivery Period:	2 Month/s	Closing Date / Time	22-Aug-2017 10:00 AM
Client Agency:			
Contact Person:	Maria Alma O Almazan Administrative Officer III #351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 almaoalmazan@yahoo.com.ph		

Description

TERMS OF REFERENCE

I. BIDDER : PR Agency

II. PROJECT TITLE : Dive Travel Mart at the DRT Show Philippines 2017

III. PURPOSE/OBJECTIVES :

The Philippine Department of Tourism (PDOT) is in need of services of a local public relations (PR) agency specializing in handling publicity for big events.

The PR agency will be tasked to handle media events and PR activities, generate press releases, and manage the Dive Philippines social media accounts to create hype locally. In addition, the publicity generated aims to get the active participation of the local and international diving community.

IV. MINIMUM REQUIREMENTS :

A. Must be a Philippine organization capable of providing the following services:
a. PR and Creatives

b. Digital Marketing

- B. Must have at least 3-5 years' experience in crafting publicity plans for medium to large scale events;
- C. Must have at least one (1) team member familiar with the dive tourism industry in the Philippines, preferably a diver;
- D. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- E. Must be willing to provide services on send – bill arrangement

V. SCOPE AND WORK DELIVERABLES :

A. The PR Agency will be required to carry out the following (not limited to) tasks:

- Devise, implement, and monitor the media/publicity plan for the Dive Travel Mart at the DRT Show Philippines 2017 in September 2017;
- Ensure news coverage and positive media exposure for the Dive Travel Mart at the DRT Show Philippines 2017;
- Generate official press releases before, during, and after the events, and whenever deemed necessary, and securing approval for said press releases before disseminating to relevant media contacts with high reach;
- Press/Media management during both events;

Devise a publicity plan before, during, and after DRT Philippines 2017

Pre-Event (August 2017)

- Exposure (write-up) in major national broadsheet/newspaper(s) (Philippine Star, Philippine Daily Inquirer, Manila Bulletin)
- Exposure (write-up) in any major local lifestyle/travel and tourism magazine(s)
- Management of Dive Philippines Twitter, Instagram, and Facebook account
- Daily feeds to social networking sites

• Event Publicity Plan (September 8 to 10, 2017)

- Exposure (write-ups and photo releases) in major national broadsheet/newspaper(s) (Philippine Star, Philippine Daily Inquirer, Manila Bulletin)
- At least ten (10) media bloggers to cover the DOT's participation in the show
- Exposure in any major local news/lifestyle/travel and tourism related television program(s)
- Regular daily feeds on Dive Philippines social networking sites

• Post Event Publicity Plan (September 11 to 30, 2017)

- Exposure (write-up and photo releases) in major national broadsheet/newspaper(s) (Philippine Star, Philippine Daily Inquirer, Manila Bulletin)
- Exposure (write-up and photo releases) in major local lifestyle/travel and tourism related magazines or publications

• Other Requirements

- Photo and video documentation of the event
- Conduct video interviews on feedback of select international participants and local sellers for documentation purposes
- Final video output featuring highlights of the event with sound bites from interviews with select international participants and local sellers
- Coordinate with invited media, both local and international
- Compile all exposures/publicities made on the event on a monthly basis for submission to DOT Dive-MDG
- Monitor release, publication, airing, as applicable
- Generate report on media reach/values/mileage for submission to DOT Dive-MDG

B. Digital Marketing

- Manage Dive Philippines Social Media Accounts (Facebook, Twitter, Instagram)
- Create awareness, generate online traffic, produce event coverage, and develop a post event sustaining campaign
- Create a platform for interaction and engagement which would lead to event registration and participation of participants
- Ensure active posting of info graphics and other related materials to increase follower engagement
- Explore possibility of using online advertisements and suggestion of possible sites to place ads
- Ensure live posting during event
- Create thematic posts for pre to post event sustaining activities

C. Other Dive Projects

- Include pre-publicity exposures (print and online) of other dive projects spearheaded by DOT (i.e, 5thAnilao Underwater Shootout)

VI. BUDGET

The total working budget is NINE HUNDRED NINETY NINE THOUSAND NINE HUNDRED PESOS ONLY (P 999,900.00) and should cover all requirements enumerated above, including advertising spots.

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

amount in the invoice.

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

VII. CONTACT PERSON

Contact Person : CELSTINE SY

Address : Market Development Group
5th Floor, DOT Building
351 Sen Gil Puyat Avenue, Makati City

Contact Number: 459 5200 local 520
0917 584 7556

Email Address : phdiveteam@gmail.com

Deadline for the submission of quotation: August 22, 2017 10:00 am

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

Kindly submit your quotation for the purchase of the above requirement, indicating our Solicitation Number & Company Name in a sealed envelope, addressed to Ms. Maria Alma Almazan at DOT Bldg., 4th Floor, 351 Sen. Gil Puyat Avenue, Makati City

PLEASE SUBMIT THE FOLLOWING DOCUMENTS:

1. Current Mayor's/Business Permit
2. Philgeps Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

Created by Maria Alma O Almazan

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