



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 8134606
Procuring Entity DEPARTMENT OF TOURISM
Title Procurement of Consulting Services for the Video Marketing Materials for Education Tourism
Area of Delivery

Solicitation Number:	RFP No. 2021 - 10 - 0152	Status	Pending
Trade Agreement:	Implementing Rules and Regulations	Associated Components	4
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Video Production Services	Date Published	29/10/2021
Approved Budget for the Contract:	PHP 999,000.00	Last Updated / Time	28/10/2021 17:14 PM
Delivery Period:	2 Month/s	Closing Date / Time	02/11/2021 10:00 AM
Client Agency:			
Contact Person:	John Paulo Samonte Francisco Administrative Assistant III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 63-02-4595200 jsfrancisco@tourism.gov.ph		

Description

TERMS OF REFERENCE

- I. BIDDER : Film Production Company
 II. PROJECT TITLE : Video Marketing Materials for Education Tourism
 III. BACKGROUND

The COVID-19 pandemic has changed the world's education landscape which forced some school closures and disrupted face-to-face classes. Learning institutions offering formal and nonformal education have shifted to flexible modes of learning to continuously provide the students' learning requirements and employment opportunities for teaching and non-teaching staff. As the students rely heavily on the internet for information on the educational offerings, the institutions became more digitally active and aggressive in their marketing and promotional campaigns to encourage prospective students to enroll in their programs.

To be more globally competitive and be included in the educational preferences of the international markets, the Office of Product and Market Development will produce promotional video materials that will showcase the country's institutions and destinations offering world-class education tourism products to include ESL, aviation, maritime, certification programs, culinary, vocational courses, voluntourism, one-year MBA programs, immersions, summer camps, internships, training, and seminars. The materials will be utilized for the following:

- Distribution to DOT Foreign Offices (FO) and Market Representatives (MR) for dissemination to education agents and key players in their areas of jurisdiction who are looking for new products to offer to their clients; and
- Launching of the materials during the 2nd Hybrid Philippine Education Tourism Conference

(PETC) to be held on January 26-28, 2022.

IV. OBJECTIVES

- Showcase the institutions offering globally-accepted education tourism products and tourism activities to entice local and foreign students to enroll in education tourism programs via the online platform;
- Sustain the interest of the international markets and encourage them to come to the Philippines to study, in the new normal; and
- Strengthen the position of the Philippines as an education tourism destination

V. MINIMUM REQUIREMENTS

1. Must have technical experience in the production of marketing video materials, particularly travel related videos;
2. Must be accredited with the Philippine Government Electronic Procurement System (PhilGEPS);
3. Must submit company profile and samples of previous work;
4. Must be willing to provide services on send-bill arrangement.

VI. SCOPE AND DELIVERABLES

• Scope

1. The project will cover the institutions offering education tourism products and the fun component activities in the National Capital Region (NCR).
2. The following themes/products available in the destination will be featured:
 - a. ESL
 - b. Aviation
 - c. Maritime
 - d. Culinary
3. Other themes/products may also be included upon the recommendation of the production team – with DOT's approval.

• Guidelines

1. Depict the Philippines as a center for quality Education Tourism products by showing the world-class amenities and facilities of the institutions.
 2. Showcase the best tourist attractions and activities in the National Capital Region (NCR).
 3. Feature the institutions offering education tourism products according to the concept suggested by the production team and approved by the end-user:
 4. The project shall produce 2 videos: one (1) three to four-minute video and one (1) oneminute version.
 5. Provide all cameras including the necessary accessories meant for the shoot (i.e., drones, lights, audio equipment, lapers, among others).
 6. Shoulder all the travel expenses of the production team in all destinations for the duration of the shoot.
 7. Process all location permits and shoulder all accompanying fees.
- ##### • Production and Final Output
1. The final output must be professionally edited (color grading and correction) and must include audio scoring.
 2. The final output must be in high resolution at 1080p ready for web, broadcast, and commercial use.
 3. Must allow 3 rounds of revisions within reasonable expectations and the scope of the original video concept.
 4. Must submit the final output to the DOT on a 1TB external hard drive.
 5. Must shoulder all post-production logistics expenses (i.e., meals) of the team.

VII. REQUIRED PERSONNEL

REQUIRED PERSONNEL MINIMUM YEARS OF EXPERIENCE

1. Account Manager 3 years
2. Producer 3 years
3. Art Director/Film Director 3 years
4. Copywriter/Screenplay Writer 3 years
5. Cinematographer 2 years
6. 2nd Camera Operator 2 years
7. Gaffer 2 years
8. Audio/Tech Crew 2 years
9. Production Manager 2 years
10. Drone Operator 2 years
11. Safety Officer 1 year
12. Production Associate 1 year
13. Utility Personnel 1 year

Note: Bidders may recommend additional personnel deemed fit for the Team.

VIII. ACTIVITIES

Production

1. Concept and Development
 - Conceptualization
 - Scriptwriting
2. Pre-production
 - Coordination and preliminaries
3. Shooting Days

Post-production

1. Editing
2. Grading

- 3. Music
- 4. Sound Design and Mixing
- IX. PROJECT DURATION AND BUDGET
- 1. The production shall commence upon the receipt of the Notice to Proceed and should be completed within two (2) months.
- 2. The Approved Budget for the Contract (ABC) for the project is NINE HUNDRED NINETY NINE THOUSAND PESOS ONLY (Php999,000.00) inclusive of all applicable government taxes and charges, professional fees, bank charges, and other fees that may be incurred in the process.
- 3. Note that this contract shall be a fixed-price contract.
- 4. All materials produced from the project shall be turned over to DOT after the undertaking.

X. CRITERIA FOR RATING

A. APPLICABLE EXPERIENCE OF THE FIRM

- 1. Relevance of company portfolio to the project
Bidder has completed at least 3 Marketing Video Production projects. 30
Bidder has completed at least 1-2 Marketing Video Production projects. 20
- 2. Experience and Credentials
- a. Years of experience
Bidder has at least 5 years of experience in executing Marketing Video Production projects.

20
Bidder has at least 2-4 years of experience in executing Marketing Video Production projects.

15
Bidder has 1 year of experience in executing Marketing Video Production projects.

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b. Past clients

Bidder has completed and produced at least 2 Education-related Marketing Video Production projects.

30
Bidder has completed and produced at least 1 Education-related Marketing Video Production project.

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B. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB
Bidder has provided the required number and position of personnel with minimum years of experience is met.

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C. CURRENT WORKLOAD RELATIVE TO CAPACITY

1. Number of ongoing similar and related projects relative to capacity
No ongoing similar and related projects with contract costs equal to or greater than the ABC (PHP 999,000.00)

10
1-2 ongoing similar and related projects with contract costs equal or greater than the ABC (PHP 999,000.00)

5
Total 100

Passing Rate 70

XI. CONTACT DETAILS

Project Officer: Marissa A. Masangkay / Akiko Kate L. Sibug
Contact Numbers: 0906-490-4389 / 0975-304-0749
Email Addresses: marissa_masangkay@yahoo.com / alsibug@tourism.gov.ph

APPROVED BY:
RENEE MARIE N. REYES

Director
Office of Product and Market Development

Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Video Production Services	Video Marketing Materials for Education Tourism	1	Lot	999,000.00

Other Information

Eligibility Requirements

- 1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.
- 2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number

4. Latest Income/Business Tax Return (For ABC above Php500, 000.00)

5. Professional License/Curriculum Vitae

6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.

7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference. (See attached Annexes TD 1 & 2)

8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Kindly submit your proposals together with your eligibility requirements thru email and sent it to jsfrancisco@tourism.gov.ph on or before 02 November 2021 at 10:00 am. Late and unsigned proposals shall not be accepted.

Created by John Paulo Samonte Francisco

Date Created 28/10/2021

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