

TERMS OF REFERENCE

I. Project Title

Development and production of Information, Education and Communication (IEC) materials on Philippines Health & Wellness.

II. Background

The National Tourism Development Plan of DOT has identified Medical Travel & Wellness Tourism as one of the ten (10) product portfolios that can bring economic benefits and inclusive growth to the country. To carry out the development and promotion of this niche product, a dedicated team was assigned to implement plans and programs to develop and promote the Philippines as a “must experience” destination for Medical & Wellness Tourism.

One of the activities identified in the approved 2019 Work and Financial Plan for Medical & Wellness is the production and distribution of information, education, communication (IEC) materials as part of its consumer activation activities.

III. Purpose/Objective

To create awareness for the Philippines as a wellness, medical and dental destination in the global market.

IV. Scope of Work

Concept development to Creative Artwork production inclusive of the following:

- Overall creative direction
- Research & editorials
- Production design
- Photographic production
- Logistics
- Design, layout and mechanicals

Guidelines:

- Agency to produce a fresh set of specialized high-resolution images for the sole use of the DOT.
- DOT to allow the use of its official destinations photos
- Overall “look & feel” should conform with the “It’s More Fun in the Philippines” campaign
- Agency to gather data/information gathered to ensure the accuracy of facts and figures prior to the finalization of the materials.
- The ownership of the three (3) materials: 1) health & Wellness image bank, b) Health & Wellness brochure and 3) Health & Wellness documents folder/kit shall belong to DOT.

V. Deliverables

- A) Health & Wellness Tourism Image Bank
 - Three (3) segments: 1) Wellness, 2) Medical & 3) Dental poses/layouts including out-takes
 - Twelve (12) action shots & thirty-six (36) raw images minimum showcasing wellness, dental and medical services & facilities

- High resolution images and raw files to include format for printing purposes
- Article/write ups of the three (3) sub segments
- B) Health & Wellness Brochure
 - Camera-ready artwork editable soft copy for reprinting
- C) Health & Wellness Documents Folder/Kit
 - Camera-ready artwork editable soft copy for reprinting

VI. Description & Specifications

- Brochure:
 - Quantity: 1,000 pieces
 - Paper stock:
 - Cover C2S 180 lbs with lamination
 - Inside pages: C2S 100 lbs
 - Size of brochure
 - Spread Size: 9" x 24" (wide)
 - Folded Size: 9" x 6" (tall)
 - Inside Pages Spread Size: 9" x 12" (wide)
 - Inside Pages Spread Size: 9" x 6" (tall)
- Folder:
 - Quantity: 500 pieces
 - Paper stock:
 - 200gsm Matt Art paper with lamination
 - Inside pages: C2S 100 lbs
 - Size:
 - Folded Size: 9" x 12" (tall)
 - Spread Size: 19.5" x 15"
 - Others with folding, scoring & pasting

VI. Qualifications of Bidders:

- Must submit list of team members and their resumes:

Required Personnel (bidders may recommend additional personnel deemed fit for the team)	Minimum Years of Experience
1. Managing Director (Project Lead)	3 years
2. Writer	3 years
3. Photographer	3 years

VII. Budget

Estimated budget **P1,030,000.00** inclusive of tax

VIII. Schedule of Delivery: 30 days after final approval of layout

IX. PROJECT OFFICER/CONTACT PERSON

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