



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 7967203
Procuring Entity DEPARTMENT OF TOURISM - REGION IV-B MIMAROPA
Title USE OF ICT IN DIGITAL MARKETING PHASE 2: SOCIAL MEDIA MARKETING WORKSHOP
Area of Delivery Metro Manila

Solicitation Number:	2021-09-001	Status	In-Preparation
Trade Agreement:	Implementing Rules and Regulations	Associated Components	1
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Consulting Services	Date Published	02/09/2021
Approved Budget for the Contract:	PHP 150,000.00	Last Updated / Time	01/09/2021 19:37 PM
Delivery Period:	2 Day/s	Closing Date / Time	06/09/2021 12:00 PM
Client Agency:			
Contact Person:	Faye Angeli Argamosa Reyes Tourism Operations Officer II 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-459-5200 Ext.119 63-- tdd.mimaropa@gmail.com		

Description

PROJECT BACKGROUND

The Department of Tourism – MIMAROPA conducted a Webinar on the Use of The Department of Tourism – MIMAROPA conducted a Webinar on the Use of Information Communication Technology (ICT) in Digital Marketing last July 28-30, 2021. The workshop aimed to build the capability and enhance the skills of the Local Government Units (LGUs) and Private Stakeholders in the region to increase opportunities and outputs through online collaboration / networking, social media presence, and data management. The phase 1 of the training has gathered an overall total of 151 participants from the public and private stakeholders. With the success of its first phase, the Regional Office will be extending its efforts to tackle more on the possibilities of digital marketing in the region.

In line with this, a 2-day hands-on workshop program on Social Media Marketing is designed for phase two of the webinar which will be conducted on September 9-10, 2021 via zoom platform. The workshop aims to further assist the LGUs and stakeholders of the region to create a more effective way in developing and executing their digital marketing plans, including aspects such as development of content scheme, use of social media, advertising and tracking and monitoring. This will help them reach their market by showcasing their tourism attractions and activities, create content that clicks with tourists, optimize findability in search and manage online reputation.

DOCUMENTARY REQUIREMENTS FOR ONLINE PROVIDERS

- Current Mayor's Permit / Business Permit / BIR Certification (for Individual)

- PHILGEPS' Registration Number or Certificate of Platinum Membership
- Registration Certificate from SEC or DTI
- Original or certified true copy of duly notarized Omnibus Sworn Statement Specific Requirements

TECHNICAL DESCRIPTION / SPECIFICATIONS

Duly Licensed Online Training Provider should be able to provide the following:

- Two (2) runs of whole day (8 hours) online workshop;
- Program Development – curriculum relevant to industry needs and standards;
- Resource person must have had trainer experience with tourism stakeholders, has an in-depth background on Digital Marketing, and aware on MIMAROPA provinces' tourism industry situation;
- Must have conducted seminars around the country;
- Engagement of Industry Experts as Resource Speakers;
- Platform set-up to ensure that training will run smoothly/Must have Zoom capability;
- Develop publication materials that will be posted on DOT IVB's Facebook page and Instagram for promotion
- Develop and administer pre-registration and feedback/post-evaluation in consultation with the End-user;
- Provide Host and Moderator during the Webinar;
- Issuance of E-certificates/Certificates of Attendance;
- Provide training/session materials without further charges or fees;
- Provide Photo Documentation, zoom recording, and Post-activity Report
- Must be residing in Metro Manila; and
- Must be able to provide the requirements on send bill arrangement

PROPOSED WORKSHOP SCHEDULE

Below is the tentative outline of the webinar per run:

DAY PROPOSED TOPICS

DAY 1

- Recap of Traditional Media and Digital Media
- How to Create an Effective Digital Campaign
- Content Management
- Content Calendar
- Copywriting
- Branding
- Media Placement

DAY 2

- Workshop Proper and Critiquing

Number of Participants: 45 pax

Note: Program Development curriculum relevant to industry needs and standards from the service provider is requested. This may be revised.

Tentative Schedules of the Webinars:

The tentative date for the workshop is on September 9-10, 2021. Each province and the City of Puerto Princesa have allotted fifteen (15) slots for their LGUs and stakeholders.

Date Participants

September 9, 2021

AM Session: Palawan, Puerto Princesa City & Marinduque

PM Session: Oriental Mindoro, Occidental Mindoro & Romblon

September 10, 2021

AM Session: Palawan, Puerto Princesa City & Marinduque

PM Session: Oriental Mindoro, Occidental Mindoro & Romblon

PROJECT OFFICER/CONTACT PERSON

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