



Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 7793315
Procuring Entity DEPARTMENT OF TOURISM - REGION IV-B MIMAROPA
Title USE OF ICT IN DIGITAL MARKETING
Area of Delivery Metro Manila

Solicitation Number:	2021-06-001	Status	In-Preparation
Trade Agreement:	Implementing Rules and Regulations		
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Associated Components	1
Classification:	Consulting Services	Bid Supplements	0
Category:	Consulting Services		
Approved Budget for the Contract:	PHP 150,000.00	Document Request List	0
Delivery Period:	3 Day/s		
Client Agency:		Date Published	24/06/2021
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	Last Updated / Time	23/06/2021 20:04 PM
		Closing Date / Time	01/07/2021 17:00 PM

Description

PROJECT BACKGROUND

One of the advocacies of the Department of Tourism (DOT) is the promotion of the tourism industry as an engine of economic growth through environmentally sound operations that advocate social responsibility and inclusiveness.

In line with this, the Department of Tourism MIMAROPA will conduct a Webinar on the use Information Communication Technology (ICT) in Digital Marketing from on July 2021 (5 runs – half day per run). The workshop shall build the capability and enhance the skills on increase online collaboration/networking, social media, and data management of the personnel of the Local Government Units (LGUs) and Private Stakeholders of the MIMAROPA Region.

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

TECHNICAL DESCRIPTION / SPECIFICATIONS

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

- Five (5) runs of half day (4 hours) online webinar;
- 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;
- Resource person must provide a Digital Marketing Strategy Plan template for LGUs every after webinar run;
 - 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 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:

PROPOSED TOPICS

- Introduction to ICT in Digital Marketing
- Digital Marketing Strategies
- Social Media Marketing and Tools
- Building your Brand's Online Presence
- ICT Markets and Segments

NO. OF PARTICIPANTS

30 pax

Tentative Schedules of the Webinars:

July 28, 2021 AM Session: Occidental Mindoro
PM Session: Oriental Mindoro
July 29, 2021 AM Session: Marinduque
PM Session: Romblon
July 30, 2021 AM Session: Palawan

PROJECT OFFICER/CONTACT PERSON

MARC RAMIRO R. ORTIZ LUIS
Tourism Operations Officer I
Tourism Development Division
DOT MIMAROPA
Email: tdd.mimaropa@gmail.com
Mobile: 0917 716 0305

Created by Faye Angeli Argamosa Reyes

Date Created 23/06/2021

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