

Republic of the Philippines
DEPARTMENT OF TOURISM
 351 Sen. Gil Puyat Avenue, 1200 Makati City
 Tel. No. (02) 459-5200 to 459-5230
<http://www.tourism.gov.ph>

MINUTES OF PRE-BID CONFERENCE
AUGUST 02, 2019 (Friday), 3:30 p.m.
5th Floor Conference Room, DOT Bldg.

Present were:

Bids and Award Committee:

| | | |
|------------------------------|---|------------------|
| ASec. Roberto P. Alabado III | - | Chairperson |
| Dir. Milagros Y. Say | - | Vice-Chairperson |
| Mr. Raymund Glen A. Agustin | - | Member |

Procurement Management:

| | | |
|--------------------------------|---|----------|
| Ms. Mary Angelene A. Tolentino | - | Director |
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BAC Secretariat:

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|---------------------------------|---|--------|
| Mr. Godofredo R. Maldonado, Jr. | - | Head |
| Ms. Melanie Claire P. Singzon | - | Member |
| Mr. Val Raymund C. Cervantes | - | Staff |

End-User:

| | | |
|------------------|---|----------|
| Ms. Karen Capino | - | Branding |
| Ms. EJ Camunggol | - | Branding |

Bidder:

| | | |
|--------------------|---|--|
| Ms. Dianne Tulagan | - | Marcus Phoenix Media Production Corp. |
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AGENDA

- ❖ Procurement of Services of a Creative Agency for the Philippine Celebration of the Centennial Year of the Philippine Cinema
 DOT-BAC-REI NO. 2019-017

CALL TO ORDER AND QUORUM:

Upon declaration of a quorum, the BAC Chairperson, ASec. Roberto P. Alabado III called the meeting to order at around 3:41 p.m. He acknowledged the presence of the BAC members, BAC secretariat members, project officers and prospective bidder.

Proceedings:

Business Matters:

- It was noted that a notice for the pre-bid conference was given to the Philippine Chamber of Commerce and Industry, Transparency and Accountability Network and the Commission on Audit. However, no representatives were sent.
- The presiding officer mentioned that the purpose of the pre-bid conference is to give an opportunity for the prospective bidders to seek clarifications on the terms of reference, including the bidding documents. However, it should be noted that any statement made at the pre-bid conference would not modify the terms of the bidding documents, unless such statement is specifically identified in writing as an amendment of the documents and issued as a supplemental/bid bulletin (IRR-A Section 22.4).
- The bidder was asked if she has seen and checked the Terms of Reference which is posted at the PhilGEPS and DOT websites. Copies of the terms of reference were distributed to the BAC members before the start of the meeting for their reference.
- ❖ **Procurement of Services of a Creative Agency for the Philippine Celebration of the Centennial Year of the Philippine Cinema**
DOT-BAC-REI NO. 2019-017
(ABC: PhP 14,000,000.00)

The following questions and clarifications were raised on the Terms of Reference after Ms. EJ Camunggol, the project-officer, discussed its contents:

- Clarification that both events shall be held in Metro Manila (*Sine Sandaan* shall be held at New Frontier Theatre while the *Grand Launch* shall be held at Elements and Place Centris)
- Presscon shall depend on FDCP
- Pitch presentation shall be required after the date of opening of technical bid proposal
- Location of shoots shall be open for bidder's suggestion/proposal
- Clarification that the bid submission shall be on August 15
- The proposed materials should also be a stand-alone ad for film tourism
- The target dates for *Sine Sandaan* and *Grand Launch* shall be on September 8 and 12 respectively
- Clarification that another set of notarized CVs shall be submitted in the technical bid proposal
- Clarification that the TPF. 4 shall be strictly followed
- Bidder was asked to promote and provide AVP/s for FDCP's Integrated Marketing Campaign which will have a soft launch on October
- Clarification that bid documents may be purchased until August 15 before 9 o'clock a.m.
- Bidder was also reminded to have their bids received only by the BAC/BAC secretariat

- Reiteration that one (1) original and six (6) copies of technical documents must be submitted

Several changes were also made in the percentage of the Payment Milestones

| Milestones | (Old) Payment % | (New) Payment % |
|--|-----------------|-----------------|
| Upon approval of AVP storyboards/campaign materials | 15% | 10% |
| Upon submission and approval of AVP materials and events proposal | 20% | 10% |
| Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal | 30% | 40% |
| Upon approval of the Terminal Report | 15% | 20% |

Several changes were also made in the Technical Bid Proposal Criteria

| Criteria | (Old) Rating | (New) Rating |
|---|--------------|--------------|
| Expertise and Capability of the Firm | 30% | 50% |
| Integrated Marketing Campaign | 10% | 20% |
| On Ground Execution (added criteria) | | 10% |
| Integrated Marketing Campaign Strategy | 10% | 5% |
| Treatment | 10% | 5% |
| Events Concept and Execution (added criteria) | | 15% |

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 4:09 p.m.

Prepared by:


VAL RAYMOND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO R. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson