

**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 05, 2019 (Monday), 3:00 p.m.**  
**2nd Floor Conference Room, DOT Bldg.**

Present were:

*Bids and Award Committee:*

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

*BAC Secretariat:*

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

*BAC-TWG*

ASec. Howard Lance Uyking	-	Head
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*End-Users:*

Ms. Karen Lacsamana	-	Branding
Ms. EJ Camunggol		

*Bidder:*

Mr. Arch Jonard Vital	-	Marcus Phoenix Media Production Corp.
Ms. Kaye Rosas	-	Tribal DDB Inc.
Ms. Sheryl De Luna	-	Tribal DDB Inc.
Ms. Miles Raquin	-	Tribal DDB Inc.
Ms. Kyla Nievera	-	Tribal DDB Inc.

**AGENDA**

- ❖ Creative Agency for the Content Production for Safe Tourism

## 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 3:27 p.m. He acknowledged the presence of the BAC members, BAC-TWG Head, BAC secretariat members, project officers and prospective bidders.

## 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.
- ❖ **Creative Agency for the Content Production for Safe Tourism**  
(ABC: PHP 10,000,000.00)

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

- In the Technical Bid Criteria, *Over-all impact* shall be changed to **Strategy**
- Bidders shall conduct a comprehensive research for the basis of the AVPs
- A copy of the Gender and Development Guidebook shall also be provided to the bidders as reference; guidelines in Gender and Development
- Target audience will be local and international tourist within the Philippines
- Clarification that the objective of the materials is to educate the audience and urge them to file reports on violations concerning violence against women and children and the like
- Clarification that a different agency shall be in charge of the implementation
- Bidders may include details of a launching in their proposals
- There is no need to align the proposal with the Its More Fun Campaign
- A presentation is required after the date of the opening of technical bid proposals
- Thirty (30) minutes shall be allotted for the bidders for the presentation wherein they should present their storyboard and strategy; no need to present the company profile
- Bidders were advised to highlight their basis, strategy, and approach rather than the company's achievements
- Bidders may suggest other forms for the materials
- Bidders were advised to be cautious in the selection of contents for their proposed materials

- Clarification that on the payment milestones, bidders may be billed depending on the number of approved milestones regardless if more than one (1) submission is approved at the same time
- Queries may be emailed through the BAC Secretariat until 09 August 2019
- Date of presentation shall be on 20 August 2019
- Bid bulletin shall be released on 12 August 2019

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 3:50 p.m.

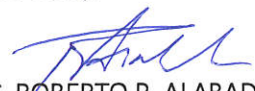
Prepared by:

  
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