

**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), 4:00 p.m.**  
**2nd Floor Conference Room, DOT Bldg.**

Present were:

*Bids and Award Committee:*

A Sec. 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*

A Sec. Howard Lance Uyking	-	Head
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*End-Users:*

Ms. Karen Lacsamana	-	Branding
Ms. EJ Camunggol	-	

*Bidder:*

Ms. Rose Dyan Em	-	Touch XDA Inc.
Ms. Krizia Quingon	-	Touch XDA Inc.

**AGENDA**

- ❖ Procurement of Services of a Media Placement Agency for the Local Media Placements for Sustainable Tourism Campaign  
DOT-BAC-REI No. 2019-018

## 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 3:55 p.m. He acknowledged the presence of the BAC members, BAC-TWG Head, BAC secretariat members, project officers and prospective bidders.

## 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 Media Placement Agency for the Local Media Placements for Sustainable Tourism Campaign  
DOT-BAC-REI No. 2019-018  
(ABC: PhP 40,000,000.00)

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

- In the Technical Bid Criteria, *Over-all impact* shall be changed to *Methodology and Research*
- Bidder shall conduct a research to determine the demographics
- Target audience will be the local and foreign tourist in the Philippines
- Branding shall provide the 11 priority/highlight destinations to be covered
- There is no need to present
- Bidder must include additional media values (if any) in the bid submission
- End-users were informed by the bidders that the average cost for the conversion of materials ranges from 100k-200k and that the specifications per mall varies for the placements
- Bidders also mentioned that they may include in there package the conversion of materials to reduce the costing
- Bidders may add cinema ads in their deliverables

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 4:07 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