

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
JULY 17, 2019 (Wednesday), 12:00 n.n.
4th 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
Ms. Ma. Luz F. Falcunaya	-	Member

Procurement Management:

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

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

End-User:

Ms. Karen Lacsamana	-	Branding
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Bidders:

Mr. Paolo Arevalo	-	DDB Philippines Inc.
Ms. Marlene Cadavillo	-	DDB Philippines Inc.
Ms. Melissa Badilla	-	DDB Philippines Inc.
Ms. Miele Dungo	-	EON Inc.
Mr. DM Manalo	-	EON Inc.

Agenda

- Full Service Creative Agency for the SEA Games 2019

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 12:05 p.m. He acknowledged the presence of the BAC members, 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).
- Bidders were asked if they have 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.

1. Full Service Creative Agency for the SEA Games 2019 (ABC: PhP 20,000,000.00)

For the record, two (2) interested bidders were present during the pre-bid conference. To wit: DDB Philippines Inc. and EON Inc.

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

- Clarification in IV. Scope of Work and Deliverables under Deliverables for Content Production, the five (5) dynamic and five (5) static digital content shall be for the local and foreign tourists
- The AVP must have SEA Games branding but must also be a stand-alone sports tourism advertisement
- One-fourth (1/4) of the budget (PhP5M) will be for digital placements and the remaining three-fourths (3/4) (PhP15M) will be for content production
- Bidders who will pass the technical bid evaluation is required to have a presentation
- A story board and visual media schedule is required for the presentation
- The date of opening will be a different day form the date of presentation; actual date shall be provided in the bid bulletin
- Bidders were informed of the 2019 SEA Games website
- Clarification that the posting will be for DOT social media platforms; cross-posting on other platforms will still be discussed with the SEA Games organizers

- Clarification that there is no specific country for targeting the South East Asian countries
- There will be provisions in the content as well as the storyboard
- Clarification that the moment and seasonal marketing content are part of the whole budget
- It was reiterated that the agency fee would be equivalent to maximum of 12%
- September shall be focused solely for the production
- Community management shall not be shouldered by the bidder, only the content production
- The presentation shall only be a reiteration of the bidder's technical proposal
- Queries may be sent through email to the BAC Secretariat until **19 July 2019**
- Bid bulletin shall be released by **23 July 2019**

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 1:25 p.m.


Prepared by:


VAL RAYMUND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO R. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson