

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), 11:00 a.m.
4th Floor Conference Room, DOT Bldg.

Present were:

Bids and Award Committee:

A Sec. 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
--------------------------------	---	----------

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. Elisa Jane Camunggol	-	Branding
--------------------------	---	----------

Bidders:

Ms. Diane Chua	-	Tribal DDB Inc.
Ms. Chichi De Luna	-	Tribal DDB Inc.
Ms. Kaye Rosas	-	Tribal DDB Inc.
Ms. Miele Dungo	-	EON Inc.
Mr. DM Manalo	-	EON Inc.
Mr. Joven Elepano	-	ICI Asia, Inc.

Agenda

- Social Media Management and Strategic Planning Agency

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 11:12 a.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. Social Media Management and Strategic Planning Agency
(ABC: PhP 30,000,000.00)**

- For the record, three (3) interested bidders were present during the pre-bid conference. To wit: Tribal DDB Inc., EON Inc., and ICI Asia, Inc.
- Ms. Elisa Jane Camunggol represented their office which formulated the technical specifications.

The following questions and clarifications were raised on the terms of reference after the project officer discussed its contents:

- Bidders who will pass the technical bid evaluation is required to have a presentation
- The presentation shall only be a reiteration of the bidder's technical proposal
- The date of opening will be a different day from the date of presentation
- The presentation shall focus on Social Media Strategy and Plan
- The thirty (30) minute presentation covers everything (media strategy and plan, and social content)
- A list of all official accounts shall be provided to the winning bidder
- For delayed delivery of any of the deliverables, the winning bidder shall be imposed 1/10 of 1% for every day of undelivered portion which would be liquidated damages
- Clarification that the additional media values are bonus content or materials that will be implemented for January and February
- Bidders shall ride the ongoing *It's More Fun in the Philippines Campaign*
- Bidders shall create a detailed calendar of 2019 events consisting of the bidder's proposed events as well as the possible regional tourism-related events (ex. Festivals)

- Bidders were advised to check the *Philippines.travel* website wherein upcoming events are mentioned
- The winning bidder shall manage the social media community for DOT as there is no current community manager for the social media pages
- Clarification that KPIs would be the organic likes on the page and followers
- The calendar to be shown in the presentation shall include peps, theme, tonality, way of posting, frequency of material boosting
- Indonesia and Thailand are the priority markets but bidders may recommend other priority markets in addition
- Contract shall only be until December
- In the digital media partnerships, booking companies refer to travel agencies
- For social media influencers, cross-posting is allowed
- For the agency fees, industry standard shall be applied but DOT shall provide a ceiling
- In the Technical Bid Criteria, under A. Quality of Personnel to be assigned to the Project, similar project is defined as *Social media management and strategic planning targeting a foreign and domestic market* as indicated in Eligibility Check and Shortlisting Criteria under C. Similar Projects Completed in the Last three (3) Years
- In the Technical Bid Criteria, under A. Quality of Personnel to be assigned to the Project, personnel must meet minimum years of experience no matter how recent
- Measurement of how viral the content is shall be included in the presentation
- Evaluation shall be based on the new set of documents to be submitted during the opening of technical bids
- Clarification in the Technical Bid Criteria, under B. Expertise and Capability of the Firm, II. item number 2, the award does not necessarily need to be digital (ex. Best in Print)
- Under V. Project Duration and Budget Allocation, September will be solely for communications plan and media placements
- Reallocation of the percentage of payment indicated in the payment milestones cannot be changed
- A new checklist of documents to be submitted shall be provided in the bid bulletin
- The winning bidder shall shoulder the expenses in the event that additional permits be needed
- 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 12:02 p.m.

Prepared by:


VAL RAYMUND C. CERVANTES
Staff, BAC Secretariat

Noted by:


GODOFREDO B. MALDONADO, JR.
Head, BAC Secretariat

Approved by:


ASec. ROBERTO P. ALABADO III
BAC Chairperson