

**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 19, 2019 (Friday), 4:00 p.m.**  
**5th Floor Conference Room, DOT Bldg.**

Present were:

*Bids and Award Committee:*

ASec. Roberto P. Alabado III	-	Chairperson
Atty. Jennifer A. Olba	-	Member
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:*

Ms. Melanie Claire P. Singzon	-	Member
Ms. Maria Alma O. Almazan	-	Member
Mr. John Phire P. Villamin	-	Staff
Mr. Val Raymund C. Cervantes	-	Staff

*BAC-TWG (Branding Projects):*

ASec. Howard Lance Uyking	-	Head
Dir. Czarina Zara Loyola	-	Member
Ms. Nedalin Miranda	-	Member
Ms. Jem Micaiah Turla	-	Member

*End-User:*

Ms. Karen Lacsamana	-	Branding
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*Bidders:*

Ms. Kim Cosiwa	-	DDB Phils. Inc.
Ms. Ciara Mabanta	-	DDB Phils. Inc.
Mr/Ms. Gabbi Pantaleon	-	EON Inc.
Ms. Vikki Luta	-	EON Inc.

Ms. Jane Villa	-	EON Inc.
Ms. Joanarc Sales	-	EON Inc.
Ms. Stella Claudio	-	DDB Phils. Inc.
Ms. Agnes Dioso	-	ICI Asia
Mr. Joven Elepano	-	ICI Asia

## AGENDA

- Local Public Relations 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 **3:55 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. Local Public Relations Agency (ABC: Php 25,000,000.00)

For the record, three (3) interested bidders were present during the pre-bid conference. To wit: DDB Phils. Inc., EON Inc., and Integrative Competitive Intelligence Asia (ICI) Inc.

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

- In the Technical Bid Criteria under A. Quality of Personnel to be Assigned to the Project, *Similar Projects* refers to PR related projects handled
- Clarification regarding the International Event Coverage, the agency shall have coverage over the events and deliver it locally

- A list of international events shall be provided to the bidders
- Clarification that the content calendar shall cover September up to December
- For the 2-day Communications Training, two (2) information officers are invited and an estimate of fifty (50) pax per day
- At least one hundred fifty (150) pax are expected for the media and stakeholder's event
- Clarification that transportation of the participants for the communication training shall be shouldered by DOT
- Bidders were advised to have the Communications Training preferably in Metro Manila
- Clarification that *at least* eight (8) videos are required
- The target market would be the social media savvy audience
- Real life success stories of people shall be used as material
- The budget encompasses all expenses even logistics
- Bidders may provide their proposed media mix
- Bidders may suggest who to invite as key speaker but it must be someone reputable
- In page 4, under the deliverables, *creative agency* will be changed to *PR agency*
- During the pitch, the end-users advised that the company profile be skipped to save time
- Bidders shall immediately (following day of technical bid) be informed should they pass or fail the technical bid
- The bidders were strongly advised to thoroughly check all the required documents for the technical bid
- Only bidders who pass the technical bid evaluation shall be required to have a presentation
- Queries may be sent to the BAC Secretariat through email until 22 July 2019
- All changes and clarifications shall be provided in the supplemental/bid bulletin to be posted on 25 July 2019

Adjournment:

With no further instructions from the BAC and clarifications from the body, the Pre-bid Conference was adjourned at 4:55 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