



DEPARTMENT OF TOURISM

PROCUREMENT MANAGEMENT DIVISION

SUMMARY OF AGREEMENTS

Activity : Bids and Awards (BAC) Meeting
 Venue : Video Conferencing thru MS Teams
 Date and Time : 1000H , 09 July 2020

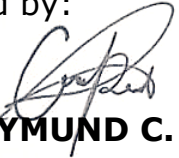
ATTENDEES:

BAC MEMBERS	ADMINISTRATIVE SERVICE AND PROCUREMENT MANAGEMENT	PROJECT OFFICER
<ul style="list-style-type: none"> - ASEC. ROBERTO P. ALABADO III - DIR. MILAGROS Y. SAY - ATTY. JENNIFER A. OLBA - MR. RAYMUND GLEN A. AGUSTIN 	<ul style="list-style-type: none"> - DIR. MARY ANGELENE A. TOLENTINO 	<ul style="list-style-type: none"> - EJ CAMUNGGOL
BAC-TWG MEMBERS	BAC SECRETARIAT	BIDDER/REPRESENTATIVES
<ul style="list-style-type: none"> - ASEC. HOWARD LANCE UYKING - NEDALIN MIRANDA - JEM MICAIAH TURLA - RYAN SEBASTIAN 	<ul style="list-style-type: none"> - GODOFREDO R. MALDONADO JR. - MELANIE CLAIRE P. SINGZON - MARIA ALMA O. ALMAZAN - JOHN PHIRE P. VILLAMIN - NORJANNAH P. LUCMAN - VAL RAYMUND C. CERVANTES 	TOUCH XDA INC. <ul style="list-style-type: none"> - DYAN ROSAL-EM - JINKY SALAC - KRIZIA GUINGON IPG MEDIABRANDS PHILIPPINES <ul style="list-style-type: none"> - JAM DE GUZMAN - REENA FRANCISCO

PROCEEDINGS:

AGENDA ITEM	AGREEMENTS	OFFICE/PERSON IN-CHARGE	UPDATES/REMARKS
<p>PROCUREMENT OF CONSULTING SERVICES FOR THE MEDIA PLANNING AND PLACEMENT FOR OPPORTUNITY AND EMERGING MARKETS</p> <p>Virtual Pre-bid Conference (via MS Teams)</p> <p>Shortlisted Consultants: 1. IPG Mediabrands Philippines Inc. 2. Touch XDA Inc.</p>	<ul style="list-style-type: none"> • Clarification was made that the Philippines was only included in the coverage for media planning for efficiency but not necessarily meaning that the project will cover the whole domestic tourism • Bidders will be allowed to propose their appropriate media mix based on their studies • Ranking for the priority list of markets will be based on the bidder’s media research to be made • Coordination will be made by the end-user office with the regional offices to find out which destinations may open first to be included in the coverage of the project • Reiteration was made that contract duration will be until December 31, 2020 • Date of pitch presentation and number of allowed presenters will be included in the bid bulletin • Clarification and queries can be made until July 10, 2020 • Bid Bulletin will be released on July 15, 2020 	<p>Branding – Ms. EJ Camunggol</p>	

Prepared by:



VAL RAYMUND C. CERVANTES
Administrative Assistant III

Noted by:



GODOFREDO R. MALDONADO JR.
Head, BAC Secretariat

Approved Disapproved



ASEC. ROBERTO P. ALABADO III
BAC Chairperson