



DEPARTMENT OF TOURISM

PROCUREMENT MANAGEMENT DIVISION

SUMMARY OF AGREEMENTS

Activity : Bids and Awards (BAC) Meeting
Venue : Video Conferencing thru MS Teams
Date and Time : 1100H , 13 October 2020

ATTENDEES:

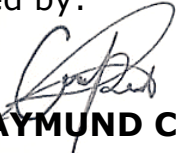
BAC MEMBERS	ADMINISTRATIVE SERVICE AND PROCUREMENT MANAGEMENT	PROJECT OFFICER
<ul style="list-style-type: none">- ASEC. ROBERTO P. ALABADO III- DIR. MILAGROS Y. SAY- ATTY. JENNIFER A. OLBA- MS. SUSAN S. NAGTALON- MR. RAYMUND GLEN A. AGUSTIN	<ul style="list-style-type: none">- DIR. MARY ANGELENE A. TOLENTINO	<ul style="list-style-type: none">- JOHN FLOYD ESGUERRA
	BAC SECRETARIAT	
BAC-TWG MEMBERS	<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	BIDDER/REPRESENTATIVES <ul style="list-style-type: none">- VINA HENSON- MICH OPLE- STELLA CLAUDIO- BOBBY VITO- JEROME BAYHON- KIM COSIWA
<ul style="list-style-type: none">- HOWARD LANCE UYKING- NEDALIN MIRANDA- RYAN SEBASTIAN		

PROCEEDINGS:

AGENDA ITEM	AGREEMENTS	OFFICE/PERSON IN-CHARGE	UPDATES/REMARKS
<p>PROCUREMENT OF CONSULTING SERVICES FOR THE NEW NORMAL TOURISM PRODUCTS CAMPAIGN (PRE-BID CONFERENCE)</p>	<ul style="list-style-type: none"> • End-user office shall provide additional backgrounds for the campaign on farm tourism and dive tourism • Bidder should present an integrated marketing campaign for the dive products • Under the terms and conditions, changes made due to unforeseen circumstances shall be approved by DOT and at no cost • Target for the AGE and SEC will be based on the bidder’s proposed integrated marketing campaign • New Normal guidelines for the dive protocols shall be provided to the bidders as reference for the pitch presentation • The project aims to market the Philippines as an eco-tourism destination while also emphasizing on safety of tourists amid Covid 	<p>BRANDING</p>	

	<ul style="list-style-type: none"> • An integrated marketing plan for dive and sample marketing strategy for the other products will be required for the pitch presentation • Clarification was made that one (1) TVC (90s-180s) with derivatives of 30s and 10s and; three (3) AVPs (mins) which may either be an expository documentary, off-screen narration, will be required for each product 		
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Prepared by:



VAL RAYMUND C. CERVANTES
Administrative Assistant III

Noted by:



GODOFREDO R. MALDONADO JR.
Head, BAC Secretariat



ROBERTO P. ALABADO III
BAC Chairperson