



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 , 13 October 2020

ATTENDEES:

BAC MEMBERS	ADMINISTRATIVE SERVICE AND PROCUREMENT MANAGEMENT DIRECTOR	PROJECT OFFICER
<ul style="list-style-type: none"> - ASEC. ROBERTO P. ALABADO - DIR. MILAGROS Y. SAY - ATTY. JENNIFER A. OLBA - MR. RAYMUND GLEN A. AGUSTIN 	<ul style="list-style-type: none"> - MARY ANGELENE A. TOLENTINO 	<ul style="list-style-type: none"> - KAREN LACSAMANA
	BAC SECRETARIAT	
	<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 DDB PHILIPPINES <ul style="list-style-type: none"> - KATRINA DISTRAJO - KIM COSIWA - STELLA CLAUDIO
BAC-TWG MEMBERS		
<ul style="list-style-type: none"> - DIR. CZARINA LOYOLA - NEDALIN MIRANDA - RYAN SEBASTIAN 		

PROCEEDINGS:

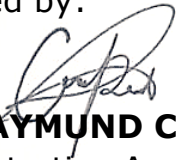
AGENDA ITEM	AGREEMENTS	OFFICE/PERSON IN-CHARGE	UPDATES/REMARKS
<p>CONSULTING SERVICES FOR INTERNATIONAL PUBLIC RELATIONS TO PROMOTE THE PHILIPPINES AS A SAFE DESTINATION FOR TRAVEL POST-LOCKDOWN</p>	<ul style="list-style-type: none"> • Bidder asked the End User (EU), if this is more of an image building campaign. The EU answered that the DOT will maintain/keep the image that the Philippines is a safe destination. • The EU will share the “new normal” health and safety protocols to the awarded PR agency. • For pitch presentation purposes, the EU will provide at least two (2) to three (3) health and safety protocols. Also, the EU will share available materials to be used during the pitch presentation. • When is the submission/preparation of the PR Plan? Specify the date/timeline, i.e., submission of the PR to the DOT, roll-out schedules. • The prospective bidder asked if the research will be in depth. The EU answered that the PR Plan is expected to be submitted on the first month. Also, there is/will be a separate consultant that will handling a more comprehensive research. 	<p>BRANDING</p>	

	<ul style="list-style-type: none">• The bidder asked the criteria in selecting these area/regions. One of the BAC members enumerated the types of markets as stated in the National Tourism Development Plan (NTDP), which are the top markets (200 thousand and above) annual tourism arrivals; emerging markets (100-200 thousand); opportunity markets, (below 100k). The EU added that the selected regions are final (non-negotiable, such as Western Europe, SE Asia, etc.), but the specific countries can be discussed once the project has started.• The prospective bidder clarified, in terms of events, are there events that the PR agency will be mounting the event. The EU answered that they will get back to the specifications.• PR agency to recommend on the type of media channel to be utilized• On the volume of the PR materials, these will depend on the PR plan. The EU specified that the PR agency shall provide/submit one (1) PR article per week per seeding, on top of other multimedia materials.		
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	<ul style="list-style-type: none">• On the placements, the prospective bidder asked how many placements. The EU answered that this is the discretion of the PR agency and will be stated in the PR plan. Furthermore, this will be a collaboration of the DOT and the PR agency.• Philippines need not to be included• Pitched and placed interviews will be required• KPIs to be based/refered on the previous PR campaigns of the DOT, since this is the first international PR.• Launch of the international campaign aims to start on November, or once project is awarded.• No maximum number of revisions;• Digital signature on the curriculum vitae (CV) are allowed, so long as all documents are signed by the authorized representatives;• For the expertise and capability of the firm, CEs and COCs may be attached as supporting documents under TPF 2;		
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	<ul style="list-style-type: none">• Questions, further inquiries, clarification is until October 16, 2020;• Bid Bulletin/s will be issued on Oct. 19, 2020		
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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