



# 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 , 21 October 2020

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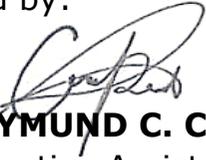
#### ATTENDEES:

<b>BAC MEMBERS</b>	<b>ADMINISTRATIVE SERVICE AND PROCUREMENT MANAGEMENT DIRECTOR</b>	<b>PROJECT OFFICER</b>
<ul style="list-style-type: none"> <li>- ASEC. ROBERTO P. ALABADO</li> <li>- DIR. MILAGROS Y. SAY</li> <li>- ATTY. JENNIFER A. OLBA</li> <li>- MR. RAYMUND GLEN A. AGUSTIN</li> <li>- MS. SUSAN S. NAGTALON</li> </ul>	<ul style="list-style-type: none"> <li>- MARY ANGELENE A. TOLENTINO</li> </ul>	<ul style="list-style-type: none"> <li>- EJ CAMUNGGOL</li> </ul>
	<b>BAC SECRETARIAT</b>	
	<ul style="list-style-type: none"> <li>- GODOFREDO R. MALDONADO JR.</li> <li>- MELANIE CLAIRE P. SINGZON</li> <li>- MARIA ALMA O. ALMAZAN</li> <li>- JOHN PHIRE P. VILLAMIN</li> <li>- NORJANNAH P. LUCMAN</li> <li>- VAL RAYMUND C. CERVANTES</li> </ul>	<b>BIDDER/REPRESENTATIVES</b> DDB PHILIPPINES <ul style="list-style-type: none"> <li>- JINKY SALAC</li> <li>- GEN DELAPENA</li> <li>- JESCA BANTAYAN</li> <li>- DYAN ROSAL EM</li> <li>- JAM DE GUZMAN</li> </ul>
<b>BAC-TWG MEMBERS</b>		
<ul style="list-style-type: none"> <li>- DIR. CZARINA LOYOLA</li> <li>- JEM MICAIAH TURLA</li> </ul>		

**PROCEEDINGS:**

AGENDA ITEM	AGREEMENTS	OFFICE/PERSON IN-CHARGE	UPDATES/REMARKS
<p>PRE-BID CONFERENCE FOR THE PROCUREMENT OF CONSULTING SERVICES FOR LOCAL MEDIA PLAN AND PLACEMENTS FOR TOURISM BRANDING (2<sup>ND</sup> POSTING)</p>	<ul style="list-style-type: none"> <li>• Priority areas will be based on the currently open destinations as per IATF advisories at the time of the commencement of the contract</li> <li>• For TPF 2, Consultants reference, relevant services carried out in the last <u>five</u> years will be changed to <u>three</u> years</li> <li>• On-ground events may or may not be required based on the current situation</li> <li>• For the GAD aspect, sex disaggregated data refers to the respondents by gender, networks, tv shows, platforms likely to be used by gender</li> <li>• Lay outing, reformatting, translations, etc. should be part of the package with negotiated networks</li> <li>• KPIs will be measured on the accumulated materials throughout the campaign</li> <li>• Questions, further inquiries, clarification is until October 23, 2020;</li> </ul>	<p>BRANDING</p>	

Prepared by:



**VAL RAYMUND C. CERVANTES**  
Administrative Assistant III

Noted by:



**GODOFREDO R. MALDONADO JR.**  
Head, BAC Secretariat



**ROBERTO P. ALABADO III**  
BAC Chairperson