

REQUEST FOR PROPOSAL

The Department of Tourism – Office of Product and Market Development (OPMD), thru its Bids and Awards Committee (BAC), intends to procure Public Relations (PR) Management Retainer for Dive Philippines through Small Value Procurement (SVP) under Section 53.9 of the 2016 Revised Implementing Rules and Regulations (IRR) of Republic Act No. 9184. The details of the procurement project is indicated in the table below:

TERMS OF REFERENCE

PROJECT TITLE

Public Relations (PR) Management Retainer for Dive Philippines

DESCRIPTION

The Office of Product and Market Development (OPMD) – Dive is in need of the services of a competent agency to create and execute a public relations campaign for the Dive Philippines brand.

OBJECTIVES

1. To highlight the rich marine biodiversity in the Philippines' destinations
2. To heighten awareness on the Philippines' initiatives to promote sustainable dive tourism
3. To sustain interest in the Philippines as the World's Leading Dive Destination

MINIMUM REQUIREMENTS

- A. Must be a Philippine organization capable of providing Public Relations (PR) Management services;
- B. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS); and
- C. Must be willing to provide services on a send-bill arrangement.

SCOPE OF WORK AND DELIVERABLES

- A. Design a comprehensive and relevant Public Relations (PR) campaign based on target consumers profile that is in line with the Department's objectives to sustain interest in the Philippines as the World's leading dive destination and heighten awareness on initiatives undertaken to promote sustainable dive tourism;
- B. REQUIRED PERSONNEL

Required Personnel	Minimum Years of Experience in Handling PR Projects
1. Account Manager (Project Lead)	3 years
2. Chief Creative Officer	3 years
3. Creative Strategy Officer	3 years

Note: Bidders may recommend additional personnel deemed fit for the team. CVs of the Proposed personnel (required and additional) must be included in the submission.

C. PR MANAGEMENT

- Develop communications concepts and messages based on sound marketing/communications principles and market knowledge/insights;
- Develop a PR strategy that will drive awareness, engagement, and conversion;
- Generate international and local media list in collaboration with the end-user;
 - i. International media list must be comprised of the following: combination of travel, sports, lifestyle and dive publications and online communities;
 - ii. Local media list must be comprised of the following: major broadsheets, relevant travel bloggers, and print/online magazines (travel, sports, lifestyle);
- Develop and maintain relationships with key media relevant to the dive market that will translate to an increase in positive exposure for Dive Philippines;
- Develop relevant story angles and generate at least 3 press releases on the team’s projects and initiatives, with provision for at least 2 revisions per release;
- Distribute/seed press releases to relevant platforms and channels (across major newspapers, magazines, and online sites) with at least 5 guaranteed pick-ups (2 international and 3 local) for each release;
- Provision for liaising a maximum of (2) one-on-one press interviews between identified industry personalities / Department executives and relevant media outlets, as needed/requested by a particular media outfit;
 - i. Coordination only with interested media outfit for one-on-one interview
 - ii. Preparation of digital briefing guides for media Q&A and executive briefing;
 - iii. Medium of interview will be online via Zoom / Google Meet due to current circumstance;

D. MONITORING AND REPORTING

- Monitor releases, publications, and airings, as applicable;
- Compile all international and local exposures made on Dive Philippines on a monthly basis for submission to the team;
- Prepare analysis of monthly performance reports for all components;
- Generate report on final media reach, values, and mileage earned for the duration of the engagement.

BUDGET

The total working budget is **NINE HUNDRED NINETY-NINE THOUSAND PESOS (P 999,000.00)**, inclusive of 12% VAT, and should cover all requirements enumerated above. Contract duration shall run from awarding of contract until December 31, 2020.

In the event that the DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

The winning bidder shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount does not exceed the above total budget.

PAYMENT TERMS

- *First Tranche: 20% upon presentation of comprehensive plan, subject to approval;*
- *Second Tranche: 30% upon submission of mid-project report on media reach, values, and mileage;*
- *Third Tranche: 50% upon submission of final media reach, values, and mileage for the duration of the engagement.*

SHORTLISTING CRITERIA

A.	APPLICABLE EXPERIENCE OF THE CONSULTANT	
1.	Relevance of company portfolio to the project	
	Bidder has implemented at least 3 PR Management projects.	40
	Bidder has implemented 1 to 2 PR Management projects.	20
	Bidder has no experience implementing PR Management projects.	0
2.	Experience and Credentials	
a.	Years of experience	
	Bidder's company has at least 5 years of experience implementing PR Management projects.	25
	Bidder has 3 to 4 years of experience implementing PR Management projects.	15
	Bidder has 1 to 2 years of experience implementing PR Management projects.	10
	Bidder has no experience implementing PR Management projects.	0
b.	Past clients	
	Bidder has implemented at least 1 PR Management project for a relevant client (hotel, resort, events, lifestyle, or sports).	10
	Bidder has no experience implementing PR Management projects for private companies.	0
B.	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	
	All assigned personnel have experience working on at least 2 PR Management projects.	20
	50% of assigned personnel have experience working on at least 2 PR Management projects.	10
	Assigned personnel have no experience working on PR Management projects.	0
C.	CURRENT WORKLOAD RELATIVE TO CAPACITY	
1.	Number of on-going similar and related projects relative to capacity	
	No on-going similar and related projects with contract cost equal or greater than the ABC (PhP 999,000.00)	5
	1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC (PhP 999,000.00)	3
	3 or more on-going similar and related projects with contract cost equal or greater than the ABC (PhP 999,000.00)	0
	Total	100
	Passing Rate	70

Eligibility Requirements

1. Registration Certificate from Security and Exchange Commission (SEC), Department of Trade and Industry (DTI) for sole proprietorship, or CDA for cooperatives.
2. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

For individual consultants not registered under a sole proprietorship, a BIR Certificate of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit.

3. PhilGEPS Registration Number
4. Latest Income/Business Tax Return (For ABC above PhP500, 000.00)
5. Professional License/Curriculum Vitae
6. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data.
7. Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period as provided in the Terms of Reference.
8. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

Note: Deadline for the submission of proposal is on or before 14 September 2020 at 2:00 pm

Kindly submit your proposal thru email psfrancisco.logistics@yahoo.com or jsfrancisco@tourism.gov.ph