



SUPPLEMENTAL/BID BULLETIN NO. 3

Procurement of Consulting Services for the Social Media Management of the Department of Tourism (DOT-BAC REI No. 2020-011)

This **Supplemental/Bid Bulletin No. 3** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents for the aforementioned project. This shall form part of the Bidding Documents.

I. The following portions of the Bidding Documents are hereby amended as follows:

Section III. BID DATA SHEET			
FROM		TO	
ITB CLAUSE		ITB CLAUSE	
Error! Reference source not found.	Bids will be valid until November 27, 2020.	Error! Reference source not found.	Bids will be valid until December 01, 2020.
Error! Reference source not found.	The bid security shall be valid until November 27, 2020	Error! Reference source not found.	The bid security shall be valid until December 01, 2020
Error! Reference source not found.	The address for submission of bids is <i>4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The deadline for submission of bids is 30 July 2020 (until 9:00 a.m. only).	Error! Reference source not found.	The address for submission of bids is <i>4th Floor, Procurement Management Division office, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The deadline for submission of bids is <i>03 August 2020 (until 9:00 a.m. only).</i>
21.2	The address for opening of bids is <i>6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The Opening of Bids will be conducted through video conferencing using the MS Teams platform on 30 July 2020 at 10:30 am. Prospective bidders who are interested in joining the opening of bids must send the following details to the BAC Secretariat via e-mail at dot.bac@tourism.gov.ph not later than 5:00 p.m. of 29 July 2020: <ul style="list-style-type: none"> ▪ Name of Representative(s) – maximum of two (2) 	21.2	The address for opening of bids is <i>6th Floor, Multi-Purpose Hall, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City</i> The Opening of Bids will be conducted through video conferencing using the MS Teams platform on <i>03 August 2020 at 10:30 am.</i> Prospective bidders who are interested in joining the opening of bids must send the following details to the BAC Secretariat via e-mail at dot.bac@tourism.gov.ph not later than 5:00 p.m. of 30 July 2020: <ul style="list-style-type: none"> ▪ Name of Representative(s) – maximum of two (2)

	<ul style="list-style-type: none"> ▪ Company Name ▪ Email Address ▪ Contact Number 		<ul style="list-style-type: none"> ▪ Company Name ▪ Email Address ▪ Contact Number
Section VI. TERMS OF REFERENCE			
FROM		TO	
II. Scope of Work and Deliverables			
Managing all Social Media accounts (strategy, engagement, and community management)	<ul style="list-style-type: none"> - To create a content calendar for all social media accounts with supporting proposed materials to generate engagement - To capture active social media communities - To conceptualize and execute social media activities to drive engagement, such as but not limited to contests, promos, etc. (cost of prizes must be within the ABC of this project and any required permits is care of the winning agency) - To further increase our number of following by at least 70% upon the execution of contract. (Considering the current situation, the increase should come from the domestic market) 	Managing all Social Media accounts (strategy, engagement, and community management)	<ul style="list-style-type: none"> - To create a content calendar for all social media accounts with supporting proposed materials to generate engagement - To capture active social media communities - To conceptualize and execute social media activities to drive engagement, such as but not limited to contests, promos, etc. (cost of prizes must be within the ABC of this project and any required permits is care of the winning agency) - To further increase our number of following by at least 30% upon the execution of contract. (Considering the current situation, the increase should come from the domestic market)

Please see attached revised Terms of Reference for the reference of the shortlisted bidders.

II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

A. On the Pitch Presentation

- Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on 03 August 2020 at 10:30 AM will be required to present their proposed campaign to the BAC-TWG on the same day via MS Teams from 1:00 pm onwards, as part of the Technical Bid Evaluation.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and ten (10) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit three (3) sets of print-outs and flash drive of their presentation, to be included in their technical and financial bid submission on 03 August 2020.

For the guidance and information of all concerned.

24 July 2020


ASEC. ROBERTO P. ALABADO III
 DOT-BAC Chairperson

