

I. PROJECT TITLE

Tourism Decade: Celebrating the rise of the Philippine travel industry with the Tourism Act of 2009

II. INVITATION FOR PROPOSAL (TECHNICAL AND FINANCIAL BIDS)

The Department of Tourism (DOT) will commemorate the 10th anniversary of Republic Act 9593, better known as the Tourism Act of 2009, with a year-long campaign titled *The Tourism Decade: Celebrating the rise of the Philippine travel industry with the Tourism Act of 2009*.

A. The *Tourism Decade* campaign requires the following deliverables:

1. The production of the audio video presentations (AVPs) throughout August until October 2019
2. The planning and execution of the event titled *The Tourism Decade Stakeholders' Gathering* on September 2019

The AVPs and the *The Tourism Decade Stakeholders' Gathering* are intended to effectively communicate how RA9593 has positively transformed the lives of tourism workers and their communities.

In pursuance of the above, DOT invites Agencies to submit their proposals containing technical and financial bids.

For any questions and/or clarifications contact:

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III. BACKGROUND

The Department of Tourism (DOT) commemorates the 10th year since Republic Act 9593, better known as the Tourism Act of 2009, was signed into law.

Enacted on May 12, 2009, by President Gloria Macapagal-Arroyo in Cebu City, R.A. 9593 recognized tourism as an indispensable element of the national economy and an industry of national interest and importance.

Tourism is now a major revenue generator, a catalyst for socio-economic growth and a source of national pride.

Tourism has proven to be a significant pillar for the country's economic development. In 2017, the Philippine Statistics Authority reported that the sector contributed 12.2% to the country's GDP, equivalent to PHP 1.929 trillion. This is a huge leap compared to PHP 466 billion in 2009 (or 5.8% of the GDP).

Another indicator of the rise of the Philippine tourism industry is the number of jobs it has created in the last decade. By 2017, 13.1 percent of total employment—5.3 million jobs—was directly attributed to the tourism sector, compared to only 3.5 million in 2009, before the full implementation of the law.

Marking the 10th anniversary, DOT will launch a year-long campaign titled “The Tourism Decade: Celebrating the Rise of the Philippine Travel Industry with the Tourism Act of 2009.” It narrates how the R.A. 9593 has significantly improved the lives of thousands of individuals and communities. Through the stories of the people from the tourism sector, those who dedicated their lives to making meaningful and memorable experience for visitors, the public is able to affirm the transformative power of the tourism industry.

IV. AIM

The aim of the *Tourism Decade* campaign are:

1. To celebrate the RA9593 by celebrating the people that have benefited from the industry.
2. To produce AVPs that highlight the stories of the tourism workers that can be disseminated through digital platforms, shown in the DOT events, at airports and to be shared by the general public.
3. Through the AVPs, DOT will showcase the stories of tourism workers and their contribution to society in a bid to foster a feeling of shared responsibility and success in the achievements of the Philippine tourism industry.
4. To commemorate the Tourism Act of 2009 through the *The Tourism Decade Stakeholders' Gathering* that convenes the industry's stakeholders, government officials, embassies, non-government organizations, and the business sector.
5. Create media mileage and garner press coverage during the day of the event.

V. DELIVERABLES AND SCOPE OF WORKS

The agency will be required to deliver the following:

A. Audio Video Presentations (AVPs) with edit-downs

1. Description of Deliverable

- 1.1 Produce at least 6 AVPs, which will feature “subjects”- Filipino workers, organizations or communities in the travel industry
- 1.2 Subjects of the AVPs will come from Luzon, Visayas and Mindanao
- 1.3 Length of AVP: minimum 3 minutes and maximum 10 minutes
- 1.4 Digitally published and will be shown in various DOT events, conference presentations, and social media
- 1.5 Suitable for broadcast on LED screens, large screens, mobile screens, TV screens at airports
- 1.6 This will not be broadcasted as a TV commercial
- 1.7 AVP to showcase the stories of the subjects and communicate their trials and triumph
- 1.8 Treatment is direct, documentary style. It must be earnest, sincere, substantial, and must touch on emotions and foster a sense of pride in the Philippine tourism industry.
- 1.9 The subjects of the AVPs can use local language but all the videos will have subtitle/captions in English
- 1.10 Edit down of each AVP to less than 3 minutes for social media

2. Scope of work for the AVPs

- 1.1 After the consultation meeting with DOT, research and produce a list of potential subjects
- 1.2 Establish the team of technical personnel required for the production of the AVP, and must include one DOT representative. Refer to Section VIII C for the minimum requirement
- 1.3 Propose a concept, storyboard, treatment for the AVP, which is aligned with the *Tourism Decade campaign*
- 1.4 Present the proposal to DOT for approval, and must apply necessary revisions
- 1.5 Concretize approved proposal, and develop the scenario, theme, and the work schedule of the film production
- 1.6 Coordinate with the subjects and get their permission to be featured in the AVP
- 1.7 Secure necessary permits for shooting on-location with assistance from the DOT
- 1.8 Arrange for team’s flights, transportation, accommodation, meals
- 1.9 On-site filming
- 1.10 Take photos and videos of behind-the-scenes
- 1.11 Develop the script to be approved by DOT
- 1.12 Should the treatment include film narration, the language to be used will be Tagalog with subtitles in English
- 1.13 Realize post-production process of the AVPs (editing, special effects, graphic animations, subtitles, music, etc.)

- 1.14 Submit to DOT for approval of the AVPs
- 1.15 Produce edit downs of the approved AVPs
- 1.16 The Agency shall provide full production and ready-to-publish product, i.e: shoot, product, edit, provide music, voiceover, script, subtitle writing
- 1.17 The Agency shall submit the AVPs in a hard drive in high definition
- 1.18 There may be other requirements not mentioned above that DOT may require and will be discussed with the agency

B. Tourism Decade Stakeholders' Gathering Event

1. Description of Deliverable

- 1.1 DOT launches the Tourism Decade major event to coincide with the World Tourism Day celebrations. The event will will serve as a venue for sectors of the tourism industry to gather and to converse, exchange ideas and more.
- 1.2 The component of the event are (1) main program, (2)pocket-press conference, (3) opening photo exhibition
- 1.3 The title of the event (tentative) is *Tourism Decade Stakeholders' Gathering*
- 1.4 Date: September 26, 2019 (Thursday) at 5:00pm-8:00 pm
- 1.5 Venue: (1) Ayuntamiento de Manila in Intramuros, Manila City for main program and press conference (2) Plaza Roma, Intramuros for the photo exhibition
- 1.6 For 250 pax for the main program, 30 pax for press conference and the photo exhibit will be open to the public
- 1.7 Guests: Former Presidents, DOT Secretaries, DOT Attached Agencies, the Tourism Congress, embassies, Asian Development Bank, Tourism committee, and the Tourism Coordinating Council.
- 1.8 During the main program, there will be presentations and the AVPs will also be broadcasted
- 1.9 Heavy cocktails for 250 pax will be served during the main program only

2. Scope of work for the event

Planning

- 2.1 Plan concept for the event including the program, and include work and financial plan to be approved by DOT
- 2.2 Establish the team of technical personnel required for the production including ingress and egress team, host, floor director, director, etc.

Invitation

- 2.3 Design and produce invitation, and send to DOT guest list
- 2.4 Follow-up invitation and ensure audience attendance
- 2.5 Manage registration list including – participants, speakers, support staff, event management team, etc.
- 2.6 Send out information note to all participants (details of the event, logistics, etc.)
- 2.7 The agency will also prepare the program and coordinate with speakers and participants

Venue

- 2.8 Coordinate with venue
- 2.9 Manage registration table
- 2.10 Protocol arrangements for VIPs, including holding area, usher, etc.
- 2.11 Arrange and ensure all rooms (main hallway for main program, press conference venue, photo exhibition venue) are staged and ready for use. This includes nameplates during the main program and press conference.
- 2.12 Ensure all required audio-video equipment is available/acquired in all the rooms with events including LED screen, speakers, microphone
- 2.13 Provide host, and event script
- 2.14 Technical team to check on speakers' presentation and other AVP materials to be shown on LED screen, and manage presentations
- 2.15 Provide ambient music during cocktails and after main program
- 2.16 Food and drinks, heavy cocktails for 250 pax
- 2.17 Clean-up ingress and egress
- 2.18 If necessary, provide DOT contingent with transportation, accommodation near the venue and other assistance
- 2.19 Assemble necessary team for the ingress and egress and provide with proper meals and honorarium

Collateral materials

- 2.20 Design collateral materials to promote the event, the speakers and other features of the event
- 2.21 Design for the LED screen banner and other such requirements
- 2.22 Design and production of tarpaulins, banners and signage for photo exhibition, main event and press conference to be discussed with DOT

Press Conference

- 2.23 Prepare venue including microphones, speakers, nameplates and table and chair for speakers, and seats for media
- 2.24 Provide moderator of the event if DOT cannot provide

Documentation

- 2.25 Provide videographer, photographer
- 2.26 Videos during the event will be edited to a 1 minute omnibus to be published on social media

C. Terminal Report

The agency will prepare one standard terminal report on the campaign.

*Additional requirements may be added to this list by DOT, to be discussed with the agency.

*All output will be subject to the approval of the DOT.

VI. BUDGET ALLOCATION

1. The Approved Budget of Contract (ABC) for the project is Five Million Pesos (Php 5,000,000) inclusive of all applicable taxes, bank charges, agency service fees and other fees as may be incurred in the process.
2. The budget includes, if applicable, edit-downs/resizing, printing fees, costs for photography and/or stock photos, computer graphics, talent and soundtrack fees, translation to different languages, and in no case shall the agency service fee exceed 12% of the production fees.
3. The breakdown of the production budgets, including the number of the AVPs, may be modified upon recommendation of the winning Agency, subject to the written approval of the DOT, to achieve the objectives of the campaign.

VII. TIMELINE

	August	September	October
AVP Production	-Meet with DOT - Pre-production coordination -Shoot	Launch of AVPs	Deadline for terminal report
Event Production	-Preparation for event, coordinate with guests -Coordination -Logistics	Event launch	Deadline for terminal report

*The schedules may change based on the proposed plans and as advised by DOT.

VIII. MILESTONES

A. Milestones

1. The campaign, including preparation and production, will start August to October 2019
2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of AVPs proposal	30%
Upon submission of final AVPs	20%
Upon approval of Event proposal	20%
Upon execution of Event	20%
Upon acceptance of the Terminal Report	10%
Total	100%

B. Qualifications

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the creative proposal for AVPs and event proposal

Note: Agencies who do not pass Stage 1 will not be proceed to Stage 2, which is the creative presentation.

Qualification	Requirements
<p>The Agency to be selected must be a Production Agency and duly established in the Philippines.</p> <p>The Production Agency must be able to execute high-level events¹ or a tie-up or joint venture arrangement with an Events Agency that can execute the event.</p>	<ul style="list-style-type: none"> ✓ Company profile of the Production Agency and a list of services offered ✓ List of previous joint venture arrangement with Events Agency ✓ Company profile of the Events Agency and a list of services offered
<p>The Production Agency must have been existing for at least (3) years, and must have an established portfolio.</p> <p>The Agency must be have no less that 10 national or international clients and must have produced no less than 10 AVPs.</p>	<ul style="list-style-type: none"> ✓ Portfolio of the Production Agency ✓ Demo Reel of the Production Agency
<p>The Event Agency must have been existing for at least (3) years, and must have an established portfolio.</p> <p>The Agency must have executed no less than 5 high-level events.</p>	<ul style="list-style-type: none"> ✓ Portfolio of the Events Agency ✓ Present client list of the Events Agency

C. Minimum Required Personnel

Required Personnel	Minimum Years of Experience
1. Account Manager	5 years
2. Creative Director	5 years
3. Director	5 years
4. Producer	5 years
5. Writer	5 years
6. Event Manager	5 years
7. Event Coordinator	5 years

Note:

¹ **High-level event** is defined as any event including national or international launches, seminars, workshops, event activations wherein the clients are national corporations, multinational organizations or national government agencies.

The Personnel must have had been in his/her position or similar capacity in the required number of years but not necessarily for the same company.

D. Campaign Presentation

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary.
2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Should a presentation be required, it will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

E. Criteria for Rating

A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	20
	Full Service Creative Agency ²	20
	Production Agency only ³	15
	Events Agency only ⁴	10
	Others	5
B.	<i>Extent of network of the agency</i>	10
	National	10
	Regional	5
C.	<i>Number of Similar Projects Completed in the last 3 years</i>	10
	At least one nationwide campaign	10
	At least one regional campaign	5
	No campaign	0
D.	<i>Years in Existence</i>	10
	3 years & above	10
	Below 3 years	5
E.	<i>Projects handled in last 3 years</i>	10
	At least one project with contract cost equal or greater than 2.5 million pesos	10

² Full Service Creative Agency-Ad agencies that offer a range of services are able to handle every facet of planning and implementing an advertising campaign including branding, advertising, media purchasing, web marketing, public relations, social media, etc.

³ Production Agency specializes in audio-video production with service that include branding videos, concept development, creative direction, script writing etc.

⁴ Events agency is focused on events production from strategy and planning to onsite execution and post-event follow up.

	Project with contract cost less than 2.5 million pesos	5
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Meets the minimum required personnel and years of experience	20
	Meets the minimum required personnel but less that minimum years of experience	10
	Does not meet the minimum required personnel	0
III	CURRENT WORKLOAD RELATIVE TO CAPACITY (20)	20%
	no project with contract cost equal or greater than 5M	20
	1-2 projects with contract cost greater than 5 million pesos	15
	3 or more projects with contract cost equal or greater than 5 million pesos	10
TOTAL		100%

Note: **NATIONAL** refers to the project's reach being the entire Philippines while **REGIONAL** refers to one or more administrative regions across the Philippines.

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
I.	Similar projects ⁵ handled within the last 3 years	10%
II.	Personal has at least 5 years experience	10%
B.	Expertise and Capability of the Firm	30%
I.	Production Capability	
	Video Production	20
	Events Execution	10
C.	Plan of Approach and Methodology	50%
I.	Creative Rendition	
	AVP Concept	10%
	Treatment	10%
	Production Flowchart	5%
II.	Event	
	Event Concept	5%
	Production Flowchart	10%

⁵ Similar projects such as production of creative audio video presentations and events activation

	III.	Over-all Impact	10%
TOTAL			100%

F. Other Terms and Conditions

1. The Approved Budget of Contract (ABC) for the project is Five (Php 5,000,000) inclusive of all applicable taxes, bank charges, agency service fee, and other fees as may be incurred in the process;
2. All AVP concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;
3. Material/s produced by the winning bidder should be original and aligned with the DOT's advocacies such as Gender and Development and barrier-free tourism;
4. All and each of the materials produced during the period of engagement shall be amenable to edits at no cost to the DOT for a maximum of 5 revisions in a span of 1 year, whichever comes first.
5. Winning agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to terminate the services of the winning agency should any part of the deliverables be unsatisfactory;
6. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign. The amount of the compensation to the selected agency shall be all-inclusive for its services.