

RATING SHEET FOR TECHNICAL PROPOSAL
TOURISM DESTINATION MARKETING COMPANY

	Criteria and Rating	%
1	Quality of the Personnel Assigned to Project (10%)	
	a) Specialization in marketing & promotions	5%
	b) Any member of the team has handled the Philippines or any other ASEAN country/city as Market Representative or have done PR work for them	5%
2	Firms Experience and Capability (45%)	
	a) Work experience in tourism marketing (15%)	
	Above 5 years	15
	5 years	10
	b) Minimum of 13 projects implemented/organized/conducted for the past years (10%)	10
	c) Experience in Public Relations, consumer activations activities (like in-store promotions and mall promotions, cross promo activities or joint promo activities with consumer products directly or indirectly related to travel) (10%)	10
	d. Experience in organizing trade development projects (like joint promotions, trade fair participation and attendance, and digital B2Bs) with travel trade and airline partners. (10%)	10
3	Plan of Approach and Methodology (45%)	
	Proposed work plans based on Terms of Reference	20
	Project Plan approach to be utilized to achieve deliverables/expected output within the specified time frame	25

Legend:

1-Accumulated score, points are earned if they have done any or all of the following

2. Innovative or unique activities or non-traditional ways of promoting destination

Note: Passing Rate: 70%