



SUPPLEMENTAL/BID BULLETIN NO. 2

Procurement of Consulting Services for the International Public Relations to Promote Philippines as a Safe and Ideal Destination for Travel Post-Lockdown (DOT-BAC REI No. 2022-001)

This **Supplemental/Bid Bulletin No. 2** is issued to the lone shortlisted bidder to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 02 March 2022 for the aforementioned project. This shall form part of the Bidding Documents

The following are amendments on the Bidding Documents:

A. Section VI. Terms of Reference

1. Under Item II. Scope of Work and Deliverables

FROM		TO	
Scope of Work	Deliverables	Scope of Work	Deliverables
Determine and manage international media of the following countries Opportunity and Emerging Markets a. Western Europe i. Germany ii. France iii. Netherlands b. Mediterranean i. Italy ii. Spain c. Middle East i. Qatar ii. United Arab Emirates iii. Saudi Arabia d. Russia i. Moscow ii. Saint Petersburg e. South East Asia i. Indonesia ii. Thailand iii. Vietnam	<ul style="list-style-type: none"> - Identify and gain new strategic media entities that will further the objective of the project in addition to foreign correspondents' association of the Philippines - Maintaining good relations with international media and key influencers/ content creators - Staging of events or activations, whether in a hybrid or physical format, either in the Philippines or in any of the countries under the opportunity and emerging markets (minimum of 2, maximum of 4). Priority markets are Southeast Asia, Western Europe and Middle East. 	Determine and manage international media of the following countries Opportunity and Emerging Markets a. Western Europe i. Germany ii. France iii. Netherlands b. Mediterranean i. Italy ii. Spain c. Middle East i. Qatar ii. United Arab Emirates iii. Saudi Arabia d. Russia* i. Moscow ii. Saint Petersburg e. South East Asia i. Indonesia ii. Thailand iii. Vietnam	<ul style="list-style-type: none"> - Identify and gain new strategic media entities that will further the objective of the project in addition to foreign correspondents' association of the Philippines - Maintaining good relations with international media and key influencers/ content creators - Staging of at least one (1) event or activation, whether in a hybrid or physical format, either in the Philippines or in any of the countries under the opportunity and emerging markets. Priority markets are Southeast Asia, Western Europe and Middle East.

	<ul style="list-style-type: none"> - Development and seeding of published PR materials about the Philippine tourism industry's policies, programs, and efforts in the time of the pandemic. 	<p>Disclaimer: For now, Russia will remain part of the countries to be covered and managed by the winning agency. However, if the situation arises in the Ukraine – Russia crisis, both parties may opt to remove said country from the Scope and will be subjected to the guidelines of a contract amendment.</p>	<ul style="list-style-type: none"> - Development and seeding of published PR materials about the Philippine tourism industry's policies, programs, and efforts in the time of the pandemic.
<p>Post Event Media coverage for the 21st World Travel & Tourism Council (WTTC) Global Summit Manila</p> <ul style="list-style-type: none"> - Underscore the importance of the Philippines' hosting of the 21st World Travel and Tourism Council (WTTC) on the tourism industry, environmental sustainability, and global safety standards while positioning the Philippines as a premier MICE destination. 	<ul style="list-style-type: none"> - Write articles or partner with publications and networks to sustain the event momentum and seed them to international media - Provide news monitoring 	<p>Media management for the 21st World Travel and Tourism Council (WTTC) Global Summit on April 20-22, 2022 in Manila</p> <ul style="list-style-type: none"> - Underscore the importance of the Philippines' hosting of the 21st World Travel and Tourism Council (WTTC) on the tourism industry, environmental sustainability, and global safety standards while positioning the Philippines as a premier MICE destination. 	<p>DURING EVENT</p> <ul style="list-style-type: none"> - Manage the international media who will physically attend and cover the WTTC Global Summit in Manila <p>POST EVENT</p> <ul style="list-style-type: none"> - Write articles or partner with publications and networks to sustain the event momentum and seed them to international media - Provide news monitoring

Note: Please refer to the revised Terms of Reference (Annex "A").

The following clarifications are provided for the guidance and reference of the shortlisted bidder:

I. On the Bidding Documents

A. Section VI. Terms of Reference

1. Scope of Work and Deliverables

- Media management for the 21st World Travel and Tourism Council (WTTC) Global Summit

- The winning bidder will manage the international media who will attend and cover the WTTC Global Summit in Manila schedule on April 20-22, 2022. Please refer to **Annex "B"** for the briefer of the event.
- Scope of work during the event:
 - Liaise with international media
 - Manpower for registration booth and press center
 - Manage media coverage (including but not limited to pitched interviews, press con)
 - Seed press releases to international media

2. Criteria for Rating

- Bidder is reminded to make sure that the criteria in the Technical Rating will be reflected in their Technical Proposal Forms (TPFs) and other documents to be rated accordingly.

B. Section VII. Bidding Forms

- There must be no reimbursables to DOT and all expenses must be included in the bidder's financial bid proposal.

II. On the Pitch Presentation

- During the pitch presentation, the bidder must present their proposed media to be tapped during the contract duration.
 - Please note, however, that if the bidder may end up as the winning agency, the proposed media in the pitch presentation deck will be followed first before tapping other media entries.
- The bidder will be expected to include in their presentation the strategies and timeline to promote and execute this campaign. For the purpose of the pitch presentation, the bidder may include Russia in the PR plan.
- The bidder will be given 30 minutes to present and another 30 minutes for the question and answer.
- Pitch Presentation for this campaign will be on **15 March 2022 at 2:00 P.M.**

Please see Zoom Meeting link below:

Topic: Pitch Presentation for the International PR Campaign

Time: March 15, 2022 02:00 P.M. Asia/Manila

Join Zoom Meeting

<https://us02web.zoom.us/j/84183936683?pwd=TXV4VWRJb1RodmIpLzFaSVI3akt3Zz09>

Meeting ID: 841 8393 6683

Passcode: branding

- The bidder is requested to submit **one (1) hard copy and soft copy in flash drive of the presentation deck** to be included in the original copy of the technical bid/proposal on March 15, 2022.

III. Additional Inquiries

- DOT's current campaigns for international market

Now that the Philippines has welcomed foreign tourists from visa-free countries starting February 10, 2022, the DOT launched a new campaign called It's More Fun With You (IMFWY). Please refer to **Annex "C"** for the IMFWY Campaign details.

IV. Submission of Technical and Financial Documents and Opening of Technical Bids

- Shortlisted bidders are reminded on the deadline for the submission of Technical and Financial Documents on **March 15, 2022 (until 9:00 A.M. ONLY)**. Opening of Technical Bids will be on the same day at 10:00 A.M.

For the guidance and information of all concerned.

08 March 2022


OIC-USEC. REYNALDO L. CHING
 DOT-BAC Chairperson