



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for Local Public Relations (DOT-SBAC REI No. 2023-007)

This **Supplemental/Bid Bulletin No. 1** is issued to shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 14 June 2023 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

A. Section III. BID DATA SHEET

ITB Clause	REVISED PROVISION
18	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 <u>June 29, 2023 (until 9:00 a.m. only).</u>
21.2	The address for opening of bids is 4th Floor, Conference Room, DOT Bldg., No. 351 Sen. Gil Puyat Ave., Makati City. The Opening of Bids will be held on <u>June 29, 2023 at 10:30 am.</u>

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

A. On the Terms of Reference

❖ Item II. Scope and Deliverables

- The agency will be given access to photobanks for the creation of articles for Digital Magazine 7641islands.ph but they are also required to produce assets include but not limited to videos, photos, sounds, write-ups, infographic, etc.
- The agency can suggest in their pitch presentation how to create articles in the most efficient way and should provide an overall idea of the content as part of an overall strategy for public relations.
- The agency will be assigned specific areas to cover regarding regional tourism events, but they can give suggestions and should come up with a plan for the framework on how these on-ground events will be conceptualized and executed.
- The agency should provide a PR plan to promote sustainable tourism as way to show how they conceptualize and execute a Corporate Social Responsibility (CSR) plan.
- The agency should be responsible for the writing and seeding of the press releases including articles created by the Department.
- The agency should present the Local PR Partnership recommendations in the pitch.
- All the proposed plans (e.g., Public Relations Plan and Strategy, Media Partnership Plan, and Crisis Management) of the agency must be feasible and well executed and all the costs should be covered by the agency.

❖ Item III. Project Duration and Budget Allocation

- The six-month project duration will commence upon the receipt of the Notice to Proceed (NTP).

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared "passed" during the opening of Technical Bids on **29 June 2023 at 10:30 AM** will be required to present to the DOT Officials, SBAC Members,

SBAC TWG and other tourism stakeholders that the DOT may invite during the pitch presentation.

- ❖ Bidders will be given thirty (30) minutes to present (excluding the question-and-answer portion).
- ❖ The pitch presentation is scheduled on **29 June 2023 starting at 2:00 PM onwards**, to be held at the **Multi-Purpose Hall, 6th Floor, DOT Bldg., Makati City**. Order of presentation is as follows:
 1. ODV Creative Media, Inc.
 2. DDB Philippines, Inc.
- ❖ Shortlisted bidders are requested to submit eight (8) hard copies and soft copy in one (1) USB of the presentation deck to be included in the Technical Bid envelope.

For the guidance and information of all concerned.

19 June 2023



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson