



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services for International Public Relations for Key Markets (DOT-SBAC REI No. 2023-026)

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 06 October 2023 for the aforementioned project. This shall form part of the Bidding Documents

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

A. On the Terms of Reference

❖ **Under Objectives**

- To reiterate, one of the primary objectives of the TOR is to “*enhance global perception and reputation of the Philippines through an impactful and comprehensive Public Relations plan, positioning the country as a leading destination on the international stage, especially on the identified Key markets*”, hence the target audience for the PR efforts should be from the identified Key Markets.

❖ **Under Scope of Work and Deliverables**

- The workshop to be conducted by the winning bidder will be in-person with the DOT team as target participants.
- The speaking engagements deliverable as part of the travel and trade partnerships scope of work will be targeted for the key markets. DOT will defer to the winning bidder’s proposal on which travel and trade partnerships best to engage in. If the speaking engagement / trade partnership is within the Philippines, the invitees / target audience of the said event must be from the countries in the key markets.
- For the international KOL/Influencer Partnership scope of work, the winning bidder is free to recommend the number and the specific personalities for influencers/KOLs spanning across different industries – from business or cause-related opinion leaders to lifestyle, travel enthusiasts and foodies, so long as the winning bidder, based on their research and strategy, deem them fit and relevant for the project, with consideration to the approved budget for the contract.
- Press Release (PR) seeding does not have to be 100% guaranteed all the time but DOT will defer to the Winning Bidder’s guidance and proposal on the prioritization of paid and guaranteed or organic PR seeding and the corresponding channels / media outlets for its publication. The agency, as part of their proposal, can provide a breakdown of the budget allocation for the paid media efforts.

B. On the Pitch Presentation

- ❖ Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on **19 October 2023 (10:30 AM) at the 3rd Floor Conference Room, DOT Bldg., Makati**, 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) on **20 October 2023, starting at 2:00 P.M. to be held at the 3rd Floor Conference Room, DOT Bldg.** Order of presentation is as follows:
 1. ODV Creative Media Inc.
 2. COMS 360, Inc.
- ❖ Shortlisted bidders are requested to submit four (4) hard copies and soft copy in flash drive of their presentation deck in a separate envelope (labeled as "Presentation Deck") to be submitted together with the Technical Bid and Financial Bid envelopes on **19 October 2023 (until 9:00 A.M.)** at the Procurement Management Division (PMD) Office, 4th floor, DOT Bldg.

C. Others

- ❖ DOT will supplement/provide details on the previous PR project report of and when available during the implementation phase.

For the guidance and information of all concerned.

12 October 2023



USEC. FERDINAND C. JUMAPAO
DOT-SBAC Chairperson

