

TERMS OF REFERENCE

I. PROJECT TITLE

THE NATIONAL TOURISM DEVELOPMENT PLAN (NTDP) 2023-2028 INFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIALS - AUDIO-VISUAL PRESENTATION (AVP)

II. OBJECTIVES

To contract a creative production and advertising agency network with 5-year consecutive business producing creative and informative video and AVP that will facilitate the overall development, direction and production of DOT's NTDP 2023-2028 audio-visual presentation.

III. TARGET AUDIENCE

- 1) Government (Office of the President, DOT and attached agencies and other national government agencies/offices)
- 2) Local Government Units
- 3) Local communities and tourism destinations/ sites/ areas
- 4) Private Sectors (All accredited tourism establishments and potential members)
- 5) Developers
- 6) Investors
- 7) Institutions engaged in financing tourism projects
- 8) Academe and tourism education and training centers
- 9) Non-government organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services
- 10) Civil Society Organizations
- 11) Other stakeholders for tourism development

IV. REQUIRED PERSONNEL

1. Overall Creative Direction and Production of AVP
2. Research & Editorials
3. Digital Imaging & Archiving of Camera Ready Artworks (CRA)
4. Client Servicing/Project Management
5. Regular conduct of meetings and consultations with key informants, resource persons, and project and approving officers.

Audio-Visual Presentation

1. Provision of a full production team to include:

Classification	Designation	Pax	Years of Experience
Technical	Director	1	Minimum of five (5) years
	Tourism Specialist	1	Minimum of five (5) years
	Technical Writer	1	Minimum of five (5) years
	Director of Photography	1	Minimum of five (5) years

	Motion Graphic Artist and Designer	2	Minimum of five (5) years
	Video Editor	1	Minimum of five (5) years
Non-technical	Creative Writer	1	Minimum of five (5) years
	Storyboard Artist	1	Minimum of five (5) years
	Producer	1	Minimum of five (5) years
	Production Manager	1	Minimum of five (5) years
	Researcher	1	Minimum of two (2) years
	Production Assistant	1	Minimum of two (2) years
	Production Designer	1	Minimum of two (2) years
	Voice Talent	1	Minimum of one (1) year
	TOTAL	15	

V. SCOPE OF WORK AND DELIVERABLES

Audio-Visual Presentation

- 1) Development of 8-10 minutes High-Definition (HD) AVP (script to screen), and a trimmed down 3-4 minute AVP.
- 2) Final output must be high-resolution of at least 1080p.
- 3) Video must be professionally post-processed, color-graded and corrected, and inclusive of audio scoring, ready for web broadcast and commercial use.
- 4) Production firm must submit a storyboard for the end-user's approval within ten (10) days upon receipt of Notice to Proceed.
- 5) Provision of a full production team to include: motion graphic artists/designer, production manager and assistant, voice caster, editor, and producer.
- 6) Provision of audio-visual equipment and editing facilities including technical shooting equipment and drones for aerial shots.
- 7) Provision of logistical support to include accommodations, meals, and transportation of production teams and project officers (DOT).
- 8) All concepts and materials formulated and designed in conjunction with this project shall be owned by DOT with full and exclusive rights on the future use thereof.
- 9) All materials produced during the period of engagement shall be amenable to edits at no cost to the DOT.
- 10) 150 USB flash drive copies of the NTDP 2023-2028 AVPs should be delivered upon completion of AVPs.
- 11) All copy of raw files should be turned-over to the DOT-TDPD.

VI. PROJECT DURATION

Deliverables	Duration in Days	Review and Approval Period
Initial storyboard presentation	Ten (10) days after the receipt of the Notice to Proceed (NTP)	Three (3) days upon receipt of initial storyboard
First consultative meeting	Five (5) days upon the approval of the initial storyboard presented	
Revised storyboard presentation	Ten (10) days after the first consultative meeting	Five (5) days upon receipt of the revised storyboard

Second consultative meeting	Five (5) days upon approval of the revised storyboard	
Final storyboard presentation	Ten (10) days after the second consultative meeting	Five (5) days upon receipt of the final storyboard
Third consultative meeting	Five (5) days upon approval of the final storyboard	
Submission of initial version of AVP	Fifteen (15) days after the third consultative meeting	Five (5) days upon receipt of the initial version of AVP
Fourth consultative meeting	Five (5) days upon review of the initial version of AVP	
Submission of revised versions of AVP	Fifteen (15) days after the fourth consultative meeting	Five (5) days upon receipt of revised versions of AVP
Final consultative meeting	Five (5) days upon approval of the revised versions of AVP	
Submission of final version of AVP	Fifteen (15) days after consultative meeting	

Note: Days - calendar days including Saturday and Sunday

VII. DATE OF IMPLEMENTATION

This project will be implemented for four (4) months and one (1) week upon receipt of Notice to Proceed (NTP).

VIII. ELIGIBILITY REQUIREMENTS

- A creative production and advertising agency network with 5-year consecutive business in creative video and AVP production. Overall direction and production experience of tourism campaign is an advantage.
- Project Manager/Team Leader worked on any tourism-related production projects is an advantage.
- Team members must provide a certificate or proof of education/training relative to his/her designation to the project.
- Bidder must submit proposal indicating the program design, program delivery, and deliverables must be manifested.
- Submission of 3-5 recent works, to be submitted during the technical proposal.

IX. ESTIMATED BUDGET

Two Million One Hundred Sixty-Three Thousand Pesos Only (**Php2,163,000.00**) inclusive of VAT and other government taxes.

X. PAYMENT PROCEDURE/SCHEDULE OF PAYMENT

Tranche	Schedule of Payment	Payment Tranches
1 st Tranche	Upon submission of initial storyboard	20% of total project cost
2 nd Tranche	Upon approval of final storyboard	20% of total project cost
3 rd Tranche	Upon approval of submission of revised versions of AVP	20% of total project cost
4 th Tranche	Upon approval of final output	40% of total project cost

CONTACT PERSON:



RAMIL S. BASUEL

OIC-Chief

Tourism Development Planning Division, OTDPRIM

**PROCUREMENT OF CONSULTANCY SERVICES FOR THE NATIONAL
TOURISM DEVELOPMENT PLAN (NTDP) 2023-2028 IEC KIT – AUDIO-VISUAL
PRESENTATION (AVP)**

Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

1	APPLICABLE EXPERIENCE/ QUALIFICATION OF THE COMPANY	60%	
1.1	Years of Company/Firm (if venture, the bidding creative production and advertising agency with the longest year of establishment will be considered)	20	
	Fifteen (15) or more years	20	
	Ten to fourteen (10-14) years	10	
	Five to nine (5-9) years	5	
1.2	Number of man-months of actual expert services in the last five (5) years related to Video Production, or in a field of direct relevance to the project	20	
	Twelve (12) or more man-months	20	
	Eight to eleven (8-11) man-months	10	
	Less than eight (8) man-months	5	
1.3	Number of videos or audio-visual presentations produced for any international or national government agency, or local government unit, or private sectors/entities	20	
	Five (5) or more projects completed	20	
	Three to four (3-4) projects completed	10	
	Less than three (3) projects completed	5	
2	QUALIFICATION OF TEAM MEMBERS WHO MAY BE ASSIGNED TO THE JOB	25%	
2.1	Work experience of team members in audio-visual presentation's overall production. (Cumulated points)	15	
	At least two (2) members have more than five (5) years of work experience in overall video production	10	
	At least two (2) members have more than five (5) years of work experience in creative and content writing for video-production	5	
2.2	Workload of the team member	10	
	More than two (2) technical team members have been assigned as a full time consultant to handle the project	10	
	Two (2) technical team members have been assigned as a full time consultant to handle the project	5	

3	CURRENT WORKLOAD RELATIVE TO CAPACITY	15%	
3.1	Number of on-going consultancy projects	15	
	One to fifteen (1-15) ongoing project	15	
	Sixteen to thirty (16-30) ongoing projects	10	
	Thirty one to forty five (31-45) ongoing projects	5	
	TOTAL	100%	

Rated by: _____