

TERMS OF REFERENCE
LOCAL PUBLIC RELATIONS AGENCY
Philippine Department of Tourism

I. Project Description

A public relations agency to highlight the gains of the tourism industry to the stakeholders, potential investors and the general public and promote tourism as a contributor to socio-economic growth in the Philippines

II. Background

Over the years, the tourism industry has transformed itself into a key contributor to the economy; providing jobs, businesses and revenue generating opportunities for Filipinos around the country. Tourism has also indirect positive impacts to the development of the country, such as infrastructure enhancement, connectivity reaching far flung areas, environmental conservation and the preservation of culture and tradition.

However, aside from tourist arrivals, festivals, advertisements, and attractive destinations, there is little awareness for other important aspects that tourism brings to the everyday lives of Filipinos. The industry is more than just picturesque places and fancy hotels and resorts; to many, it is the prime source of their livelihood and the catalyst of growth for their respective provinces. Tourism is as inclusive as ever as it involves and benefits a lot of parties in its supply chain; from local farmers and manufacturers to sustaining employment for the local community.

In this regard, it is important that the industry is recognized as a serious socio-economic driver in the Philippines. The Department of Tourism seeks the expertise of a public relations agency to communicate the positive impact of tourism in the country and inspire more Filipinos to be better guides and companions to our tourists, to have better appreciation for our culture and to protect and take care of our destinations.

III. Objectives

- To position tourism as an industry that is for the people; one that transcends from beautiful destinations into one that has contributed greatly into rural development and employment
- To highlight the projects and programs of the Department of Tourism and its attached agencies that have both direct and indirect impacts into the development of the country's tourism industry

IV. Scope of Work, Deliverables and Budget Allocation

Scope of Work	Deliverables
Publicity Plan and Strategy Development and Implementation	<p>Approval of a comprehensive public relations (PR) plan to achieve the aforementioned objectives that includes but not limited to:</p> <hr/> <ul style="list-style-type: none"> • Key Messages • FAQs • Content calendar (media and digital) • Hero, Hub and Hygiene plan • Media Engagement <hr/> <p>Execution of approved PR plan that activities such as a roundtable discussions and partnerships with proposed media, bloggers, stakeholders and other tourism influencers</p> <hr/>
International event coverage	Press release development, photo and video coverage of international events held abroad as identified by the Department of Tourism
Production of written or multimedia content to support of the approved PR plan	<ul style="list-style-type: none"> • At least 20 press releases • At least 8 videos (Minimum: 30 seconds; Maximum: 3 minutes) • At least 16 infographics • At least 10 feature articles <hr/>
Media and Stakeholders Engagement	<ul style="list-style-type: none"> • At least four (4) events with the media to strengthen the partnership and properly

	<p>disseminate the positive news on the tourism industry</p> <ul style="list-style-type: none"> • At least four (4) events with industry stakeholders and beneficiaries to communicate on-going developments in the tourism industry
Communications Training	Conduct two (2) whole day trainings to equip designated spokespersons with skills on effective ways to engage with the media and other influential personalities
Crisis Management	<ul style="list-style-type: none"> - Develop the Crisis Communication Manual Content - Prepare response and contingency plan as well as communication protocols <p>Only when identified and activated by the DOT, the PR agency must handle the following:</p> <ul style="list-style-type: none"> • Risk assessment • Management of external media • Crafting of the message • Strategic publication or release • Post activity report with recommendation for next steps
News, social media and sentiment monitoring	<ul style="list-style-type: none"> • Weekly reports on traditional and social media news, issues and sentiments • Recommended actions to be taken

Towards the completion of the engagement, assess the outcome of the campaign and aid the DOT in the crafting of the succeeding campaign incorporating the insights and recommendations from the evaluation of creative materials made during the period of engagement.	Provide at no cost to the DOT upon the completion of the contract, a full-day workshop with a marketing consultant to be nominated by the chosen creative agency with select DOT employees. The objective of which is to initiate the development and set guidelines of subsequent public relations campaigns based on recent data, new learnings, and best practices. The expected output of this workshop may be used as the basis for the next PR TOR.
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V. Project Duration and Budget Allocation

1. The visual media schedule of the placements will be from **September to December 2019**.
2. The Approved Budget of Contract (ABC) for the project is **Twenty-Five Million Pesos (PhpP25,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of approved PR plan and implementation strategy	30%
Submission of rollout report of the approved PR plan and implementation calendar for September 2019	15%
Submission of rollout report of the approved PR plan and implementation calendar for October 2019	15%
Submission of rollout report of the approved PR plan and implementation calendar for November 2019	15%
Submission of rollout report of the approved PR plan and implementation calendar for December 2019	15%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

VI. Qualifications

1. The agency must be a public relations agency with the required manpower/personnel and staff. It shall be duly established in the Philippines with a strong connection with national media outlets.

2. The agency must have been in existence for at least five (5) years, and have undertaken a similar campaign during the last three (3) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project or twelve million five hundred thousand pesos (P12,500,000.00)
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VII. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Managing Director (Project Lead)	10 years
2. Account Manager	10 years
3. PR Strategist	10 years
4. Media Liaison	8 years
5. Digital Operator	5 years
6. Social Media Strategist	5 years
7. Stakeholder Relations (Community) Manager	5 years
8. Researcher	8 years
9. Data Analyst	8 years
10. Writer	5 years
11. Copywriter	8 years

Note: Bidders may recommend additional personnel deemed fit for the team

VIII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed media plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary.
2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.

3. Should a presentation be required, it will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	15%
	Public Relations Firm/Agency	15%
	Full-service creative Agency	10%
	Media Planning and Buying Agency	5%
	Others	0%
B.	<i>Extent of partnered network of the agency</i>	15%
	Global network with international affiliates	15%
	Domestic only	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	At least 4 completed publicity campaigns	10%
	1-3 completed publicity campaigns	5%
	No completed publicity campaigns	0%
D.	<i>Years in Existence as Public Relations Agency</i>	10%
	5 years & above	10%
	Below 5 years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least one project with contract cost equal or greater than 12.5M PHP	10%
	Projects cost less than 12.5M PHP	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years of experience is met	20%
	Required number and positions of personnel with less than minimum years of experience is met	10%
	Required number and positions of personnel is not met	0%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	Number of on-going similar and related projects relative to capacity	
	None	5%
	5 or more projects with contract cost equal or greater than 20M PHP	10%
	3-5 projects with contract cost equal or greater than 20M PHP	15%
	1-2 project with contract cost equal or greater than 20M PHP	20%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the	20%

	project		
	I.	Similar projects handled	10%
	II.	Level of experience with similar nature of work	10%
B.	Expertise and Capability of the Firm		30%
	I.	Services rendered in completed projects in the past 3 years	
		Public Relations	10%
		Crisis Management	5%
		Data Analytics and Monitoring	5%
	II.	Experience and Credentials	
		At least three (3) successful campaigns related to Public Relations, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) international (outside Philippines) or local award related to Public Relations in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Plan of Approach and Methodology		50%
	I.	Publicity Plan	
		Tactics for effective reach and engagement	20%
		Messaging and content conceptualization	10%
		Additional services provided (within project budget)	10%
		Over-all Impact	10%
TOTAL			100%

IX. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the international network/s at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;
3. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the media campaign launched.
4. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
5. Any excess remuneration or compensation in the form of rebate from the international network/s shall be negotiated with the DOT in the form of additional advertising

materials and/or extended media placements, in order to maximize the effect and benefit of the campaign.

X. Contact Person

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