



SUPPLEMENTAL / BID BULLETIN NO. 2

This Supplemental/Bid Bulletin is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on 19 July 2019 for the **Procurement of the Services of a Local Public Relations Agency (REI No. 2019-012)**.

I. The following portions of the Bidding Documents are hereby amended as follows:

- **On the Terms of Reference**

OLD PROVISION		NEW PROVISION	
IV. Scope of Work Deliverables and Budget Allocation		IV. Scope of Work Deliverables and Budget Allocation	
Scope of Work	Deliverables	Scope of Work	Deliverables
<i>International event coverage</i>	Press release development, photo & video coverage of international events held abroad as identified by the Department of Tourism	<i>International event coverage</i>	Press release development, photo & video coverage of international events held abroad as identified by the Department of Tourism <u>Additional:</u> <u>Coverage of one (1) International Event - World Travel Market (WTM)</u> <u>Agency to fly in 3 Editors / Publishers. Agency will shoulder the expenses (airfare, allowance, accommodation) of editors / publishers.</u>
<i>Communications Training</i>	Conduct two (2) whole day trainings to equip designated spokespersons with skills on effective ways to engage with the media and other influential personalities.	<i>Communications Training</i>	Conduct two (2) whole day trainings to equip designated spokespersons with skills on effective ways to engage with the media and other influential personalities. <u>Additional: Agency to shoulder the accommodation of participants (minimum of 50 pax, maximum of 75 pax)</u>
<i>Crisis Management</i>	<ul style="list-style-type: none"> • Develop the Crisis Communication Manual Content • Prepare response and contingency plan as well as communication protocols 	<i>Crisis Management</i>	<ul style="list-style-type: none"> • Develop the Crisis Communication Manual Content • Prepare response and contingency plan as well as communication protocols <u>Additional: The material will be digital but should also be ready for printing.</u>

	<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 		<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
<i>News, social media and sentiment monitoring</i>	<ul style="list-style-type: none"> • Weekly reports on traditional and social media news, issues and sentiments • Recommend actions to be taken 	<i>News, social media and sentiment monitoring</i>	<ul style="list-style-type: none"> • Daily reports on traditional and social media news, issues and sentiments • Recommend actions to be taken
<i>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</i>	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 or 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.	<i>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</i>	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 PR agency with select DOT employees. The objective of which is to initiate the development and set guidelines or 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.
V. Project Duration and Budget Allocation		V. Project Duration and Budget Allocation	
2. The Approved Budget of Contract (ABC) for the project is Twenty-Five Million Pesos (PhP 25,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.		2. The Approved Budget of Contract (ABC) for the project is Twenty-Five Million Pesos (PhP 25,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.	
		<u>Additional Clause: The compensation to be paid for the agency shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.</u>	
VIII. Criteria for Rating		VIII. Criteria for Rating	
B. Technical Bid/Proposal Criteria and Rating		B. Technical Bid/Proposal Criteria and Rating	
Criteria:		Criteria:	
C. Plan of Approach and Methodology – (50%)		C. Plan of Approach and Methodology – (50%)	


<p>I. Publicity Plan</p> <p>Tactics for effective reach and engagement (20%)</p> <p>Messaging and content conceptualization (10%)</p> <p>Additional services provided (within project budget) (10%)</p> <p>Over-all Impact (10%)</p>	<p>I. Publicity Plan</p> <p>Tactics for effective reach and engagement (20%)</p> <p>Messaging and content conceptualization (10%)</p> <p>Additional services provided (within project budget) (10%)</p> <p><u>Over-all Strategy and Methodology (10%)</u></p>
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II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

- Some topics that the PR agency can cover are as follows:
 1. Accreditation (travel scams and DOT's efforts to protect its tourists)
 2. Rehabilitation of popular tourist destinations
 3. Trainings to front liners (TOPCOP, PWD)
 4. Gender Development in tourism
 5. Infrastructure developments and initiatives of the DOT
 6. DOT's foray into farm and culinary tourism
 7. Importance of international events participation and hostings for the Philippines
 8. Socio-economic contributions of the attached agencies of the DOT
- The PR agency is to cover DOT and all its attached agencies.
- There is no minimum number of partnered KOLs (Key-Opinion-Leaders) as long as it's covered by the budget.
- Shortlisted bidders who will be declared "passed" during the opening of technical bids on 01 August 2019 will be required to present on 02 August 2019 at the DOT Multi-Purpose Conference Room, 6th Floor, DOT Building, as part of the Technical Bid evaluation. Drawing of lots shall be used to determine the sequence of presentation.
- A maximum of thirty (30) minutes will be given for each agency for its presentation. The bidders are required that their presentation should be more of an overview on how DOT is perceived right now considering its efforts. The bidders should present a strategy on how to improve DOT's public perception.
- After the presentation, bidders are required to submit ten (10) sets of print-outs and flash drive of their presentation.
- The target market are social media savvy people as we want to strengthen our social media presence and manage the image of DOT online.
- Bidding agencies are to provide a media mix sample.

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.


d/ASEC. ROBERTO P. ALABADO III
 Chairperson, Bids and Awards Committee
 Department of Tourism