



SUPPLEMENTAL/BID BULLETIN NO. 2

Procurement of Consulting Services for the Tourism Website Enhancement, Development and Maintenance (DOT-BAC REI No. 2021-010)

This **Supplemental/Bid Bulletin No. 2** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 13 July 2021 for the aforementioned project. This shall form part of the Bidding Documents

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

A. On the Terms of Reference

Under Item III. Objectives and Targeted Outcome

2. Strengthen Digital Presence of the Websites

a. Increase unique website visitors and page views and reduce bounce rate

- **Bidders will only prepare plans for SEO and SEM but implementation will not be part of their deliverables.**
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Under Item IV. Scope of Work and Deliverables

a. Refreshed Design and Concept (Marketing Website)

i. Online booking, scheduling, and paying system, including e-wallet

- **Bidders are open to partner with third party companies/suppliers for the booking system;**
- **Include an Itinerary Maker.**

ii. Night Mode

- **An option for the user to switch its theme to either light to dark mode.**

b. Refreshed Design and Concept (Corporate Website)

i. Proposed Sitemap, Wireframes, and Functional Specifications.

- **GAD, PCSSD, and HCIP are not part of the pitch presentation, they are more of the final output**

B. On the Bidding Documents

- **Under Section VII. Bidding Forms
Technical Proposal Forms**

Old Provision	New Provision
TPF. 2 Consultant's Reference	TPF. 2 Consultant's Reference
Relevant Services Carried out in the Last Three Years that Best Illustrate Qualifications	Relevant Services Carried out in the Last Five Years that Best Illustrate Qualifications

- Bidders are reminded to make sure that the criteria in the technical rating will be reflected in the Curriculum Vitae of the proposed personnel and other documents to be rated accordingly.
- Bidders will be allowed to submit unnotarized TPF.6 (Format of Curriculum Vitae for proposed Professional Staff), as well as the use of digital or electronic signature on the said form, pursuant to GPPB Resolution Nos. 16-2019 and 09-2020. However, bidders are required to submit the notarized forms during post-qualification.

C. On the Pitch Presentation

- Only bidders who will be declared compliant with the technical requirements on the Opening of Bids on July 26, 2021 will be required to present on July 27, 2021.
- The presentation to be prepared by the bidders should focus on the marketing website (www.philippines.travel) only;
- The bidders must provide their own competitor analysis and site audit of the marketing website (www.philippines.travel). They are expected to examine the current website to provide strategies and concepts to stay competitive and innovative versus the end-user's neighboring competitors such as Singapore, Vietnam, and the rest of SEA;
- The presentation will be rated based on the criteria identified under VII.B. Technical Bid/Proposal Criteria and Rating;
- Bidders will be given 30 minutes to present and another 30 minutes for the question and answer.
- Pitch Presentation for this campaign will be on 27 July 2021 at 2:30 P.M. Please see Zoom Meeting link below:

DOT Branding is inviting you to a scheduled Zoom Meeting

Topic: Pitch Presentation
Time: July 27, 2021 02:30 P.M. Asia/Manila

Join Zoom Meeting
<https://us02web.zoom.us/j/87932103940?pwd=WDROWTRBUndINlzzbERXdTJHL0Vidz09>

Meeting ID: 879 3210 3940
Passcode: branding

Likewise, please see the order of presentation below:

BIDDER	TIME
MyBusyBee, Inc.	2:30 P.M. – 3:30 P.M.
Tribal DDB, Inc.	4:00 P.M. – 5:00 P.M.

- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the original technical bid envelope.

For the guidance and information of all concerned.

19 July 2021


USEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson 