



SUPPLEMENTAL/BID BULLETIN NO. 1

This Supplemental/Bid Bulletin is issued to all prospective bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 07 August 2019 for the **Procurement of the Services of a Public Relation Agency for the Philippine International Dive Expo (PHIDEX) (DOT-BAC-IB No. 2019-014)**.

I. Under Section VI. Terms of Reference of the Bidding Documents

On the Media Management:

OLD PROVISION	NEW PROVISION
1. Organize 1 Press Conference before event implementation and handle the following: <ul style="list-style-type: none"> a. Reservation and payment for venue rental (Venue must be at least 4-star hotel within the Mall of Asia complex) b. xxx c. Provision of snacks and refreshments for participants of the press conference; xxx	1. Organize 1 Press Conference on <u>September 20, 2019 (10:00 a.m to 11:30 a.m)</u> and handle the following: <ul style="list-style-type: none"> a. Reservation and payment for venue rental <u>at Conrad Manila;</u> b. xxx e. Provision of snacks and refreshments for participants <u>(60 pax)</u> of the press conference; xxx

On the Strategic Positioning in Major International Dive Media Platforms:

OLD PROVISION	NEW PROVISION
Online / Web / Digital Media <ul style="list-style-type: none"> 1. Top Leaderboard Web Banner Placement featuring the Philippine International Dive Expo on the following: <ul style="list-style-type: none"> a. Online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month <ul style="list-style-type: none"> • Placement Period: September 2019; b. Online platform dedicated to showcasing Asia's best underwater photography, covering a range of topical issues (culture, current affairs, social, and environmental) from across 	Online / Web / Digital Media <ul style="list-style-type: none"> 1. <u>Top Leaderboard Web Banner Placement featuring the Philippine International Dive Expo on an online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month (Placement Period: September 2019);</u>

OLD PROVISION	NEW PROVISION
<p>Asia with at least 250,000 impressions per month</p> <ul style="list-style-type: none"> • Placement Period: September 2019; <p>2. 180-second Video Placement on an online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month – September to December 2019;</p> <p>3. Pre-event Double Page Spread Placement featuring the Dive Travel Exchange (TRAVEX) Business-to-Business (B2B) Program on the following:</p> <ul style="list-style-type: none"> a. One-time placement on a quarterly digital magazine used as the official publication of Asia’s largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500; b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000; c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures with a monthly readership base of 28,500; <p>4. Pre-event Double Page Spread Placement featuring the Philippine International Dive Expo (PHIDEX) on the following:</p> <ul style="list-style-type: none"> a. One-time placement on a quarterly digital magazine used as the official publication of Asia’s largest dive expo (with 60,590 visitor attendees to its 	<p>2. <u>Editorial Support covering the Philippines’ best underwater photography destinations on an online platform dedicated to showcasing Asia’s best underwater photography that also covers a range of topical issues (culture, current affairs, social, and environmental) from across Asia with at least 250,000 impressions per month;</u></p> <p><u>3.</u>180-second Video Placement on an online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month – September to December 2019;</p> <p><u>4.</u><u>One (1) Pre-event Double Page Spread Placement featuring the Dive Travel Exchange (TRAVEX) Business-to-Business (B2B) Program on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000;</u></p>

OLD PROVISION	NEW PROVISION
<p>last edition) with a monthly readership base of 23,500;</p> <p>b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000;</p> <p>c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures with a monthly readership base of 28,500;</p> <p>5. Post Event Editorial support for original content featuring the Philippine International Dive Expo (PHIDEX) on the following:</p> <p>a. Online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month;</p> <p>b. Quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500</p> <p>Print Media</p>	<p><u>5. One (1) Pre-event Double Page Spread Placement featuring the Philippine International Dive Expo (PHIDEX) Official Programs and Activities on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000;</u></p> <p>6. Post Event Editorial support for original content featuring the Philippine International Dive Expo (PHIDEX) on the following:</p> <p>a. Online platform dedicated to the dive community and industry with at least 1.4 Million impressions per month;</p> <p>b. Quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500 <u>(Placement Period: November 2019);</u></p> <p>Print Media</p>
<p>1. Pre-Event Double Page Spread Placement featuring the Dive Travel Exchange (TRAVEX) Business-to-</p>	<p><u>1. One (1) Pre-Event Double Page Spread Placement featuring the Dive Travel Exchange (TRAVEX) Business-to-Business (B2B)</u></p>

OLD PROVISION	NEW PROVISION
<p>Business (B2B) Program on the following:</p> <ol style="list-style-type: none"> a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500; b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000; c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures with a monthly readership base of 28,500; <p>2. Pre-Event Double Page Spread Placement featuring the Philippine International Dive Expo (PHIDEX) on the following:</p> <ol style="list-style-type: none"> a. One-time placement on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500; b. One-time placement on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000; c. One-time placement on a quarterly digital magazine that covers environmental issues, science, exploration, travel, heritage, arts, and cultures with a monthly readership base of 28,500; <p>3. Post Event Editorial support for original content featuring the Philippine International Dive Expo (PHIDEX) on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500.</p>	<p><u>Program on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms awarded with a monthly readership base of 27,000;</u></p> <p><u>2. One (1) Pre-Event Double Page Spread Placement featuring the Philippine International Dive Expo (PHIDEX) Official Programs and Activities on a quarterly digital magazine used as the official publication of the Hans Hass Fifty Fathoms award with a monthly readership base of 27,000;</u></p> <p><u>3. Post Event Editorial support for original content featuring the Philippine International Dive Expo (PHIDEX) on a quarterly digital magazine used as the official publication of Asia's largest dive expo (with 60,590 visitor attendees to its last edition) with a monthly readership base of 23,500 (Placement Period: November 2019)</u></p>

On the International Speaker Roster Curation:

OLD PROVISION	NEW PROVISION
1. xxx	1. xxx
2. Invite and manage international speakers	2. Invite and manage <i>at least 15</i> international speakers

On the Budget:

OLD PROVISION	NEW PROVISION
The total working budget is EIGHT MILLION TWO HUNDRED THOUSAND PESOS (Php 8,200,000.00) and should cover all requirements enumerated above.	The <i>approved total budget of contract</i> is EIGHT MILLION TWO HUNDRED THOUSAND PESOS (Php 8,200,000.00) and should cover all requirements enumerated above.
xxx	xxx

On Payment Terms:

OLD PROVISION	NEW PROVISION																				
The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:	The payment scheme for the campaign will be billed progressively upon completion of the following milestones:																				
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II. Changes on the Schedule of Procurement Activities:


OLD PROVISION	NEW PROVISION
1. Issuance of Supplemental Bid/Bulletin-August 12, 2019	<i>1. Issuance of Supplemental/Bid Bulletin – August 19, 2019</i>

OLD PROVISION	NEW PROVISION
2. Deadline of Submission and Receipt of Bids – August 19, 2019 (9:00 a.m.)	2. Deadline of Submission and Receipt of Bids – August 28, 2019 (9:00 a.m.)
3. Opening of Technical Proposal- August 19, 2019 (11:30 am.)	3. Opening of Technical Proposal- August 28, 2019 (2:00 p.m.)

The unamended portion of the bidding documents shall remain the same.

The contents of this Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of prospective bidders.


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

19 August 2019