



DEPARTMENT OF TOURISM
PROCUREMENT MANAGEMENT DIVISION

MINUTES OF THE MEETING

Activity : Bids and Awards (BAC) Meeting
 Venue : 6TH Floor Multi-Purpose Hall
 Date and Time : 1300H, 27 April 2021

ATTENDEES:

BAC MEMBERS	BAC SECRETARIAT	PROJECT OFFICER
<ul style="list-style-type: none"> - DIR. MILAGROS Y. SAY - ATTY. JENNIFER A. OLBA - MR. RAYMUND GLEN A. AGUSTIN - MS. SUSAN NAGTALON 	<ul style="list-style-type: none"> - GODOFREDO R. MALDONADO JR. - MELANIE CLAIRE P. SINGZON - MARIA ALMA O. ALMAZAN - JOHN PHIRE P. VILLAMIN - NORJANNAH P. LUCMAN - RYAN CHRISTIAN G. CASA - VAL RAYMUND C. CERVANTES 	<ul style="list-style-type: none"> - ELISA JANE CAMUNGGOL - MARISTELLA CRUZ
<p>ADMINISTRATIVE SERVICE AND PROCUREMENT MANAGEMENT</p>	<p>BRANDING – TWG</p>	<p>BIDDER/REPRESENTATIVES</p> <ul style="list-style-type: none"> - TRIBAL DDB INC.
<ul style="list-style-type: none"> - DIR. MARY ANGELENE A. TOLENTINO 	<ul style="list-style-type: none"> - ASEC. HOWARD LANCE UYKING - JEM TURLA 	

PROCEEDINGS:

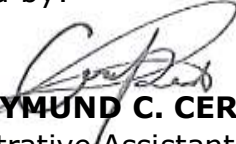
AGENDA ITEM	AGREEMENTS	OFFICE/PERSON IN-CHARGE	UPDATES/REMARKS
VIRTUAL PRE-BID CONFERENCE FOR THE PROCUREMENT FOR CONSULTING SERVICES FOR SOCIAL MEDIA AND STRATEGIC PLANNING	<ul style="list-style-type: none"> • It was clarified that the project targets both local and international audience and travellers • For the development of paid media campaigns, bidder will only be in charge of planning and ideation since buying and implementation will be care of the 	Asec. Howard Lance Uyking and Ms. Elisa Jane Camunggol (Branding)	

	<p>media agency but they were advised to propose their strategy to achieve the KPIs</p> <ul style="list-style-type: none">• KPIs are strictly for the social media agency; Social media agency's contribution will only be through content creation and media planning• KOLs will be used in all the social media platforms; Bidder may identify more social media platforms and recommend contents for each social media platform• Bidders were advised not just to focus on the pandemic but to be more forward oriented on how to make the audience look forward to travelling post-pandemic• It was also clarified that there are no changes in the templates and forms but bidders were advised to submit documents wherein the criteria and parameters in the rating sheet will be reflected in their documents particularly in the CVs• Bidder must also aim to not just engage the audience in social media like increasing the likes and shares but also to increase the traffic in the other platforms• To include in the pitch the bidder's plan on how to increase the KPIs as well as the proposed budget which may be implemented by the buying agency• End user advised the bidders to maximize the seven (7) months and to include the expenses from the first month• Bidders to include the availability (if 24/7) of the community managers in their proposal• End user office encourages the bidders to produce their own organic content but buying is allowed• Bidder may opt to enhance or propose new content buckets and must be included in the pitch		
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	<ul style="list-style-type: none">• Bidders are allowed to propose new social media platforms aside from those mentioned in the TOR• The objective of DOT is to inspire travel amidst the pandemic• All matters discussed during the meeting will be mentioned in the bid bulletin• No limit on the number of pages for TPF 2 (Consultant's References)• Use of digital signatures for CVs will be included in the bid bulletin• There is no need for credential introductions for the pitch presentations but will be included in the submission• End user office wants the bidders to maximize the budget and to see the dedicated team and the deliverables of each personnel during the presentation• It was clarified that bidder should factor in community management and production of content in the budget• Bidders may submit unnotarized bid securing declaration and omnibus sworn statement subject to post-qualification pursuant to GPPB Resolution No. 09-2020 (dated 07 May 2020)• Bidders will also 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.		
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	<ul style="list-style-type: none">• Deadline of submission of bids and opening date is still on May 10• Date of pitch presentation to be included in the bid bulletin• Additional clarification and queries can be submitted to the BAC secretariat until 30 April 2021 while the bid bulletin will be posted on 03 May 2021		
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Prepared by:



VAL RAYMUND C. CERVANTES
Administrative Assistant III

Noted by:



GODOFREDO R. MALDONADO JR.
Head, BAC Secretariat

Approved [] Disapproved

DIR. MILAGROS Y. SAY
BAC Vice-Chairperson