



## Bid Notice Abstract

### Request for Quotation (RFQ)

**Reference Number** 7164743  
**Procuring Entity** DEPARTMENT OF TOURISM - NCR  
**Title** RE-INVENTING & RE-IMAGINING GLOCAL [GLOBAL + LOCAL] PRAXIS: A 21ST CENTURY BLENDED PEDAGOGICAL & MULTIMEDIA DEVELOPMENT OF THE KNOWLEDGE WORKER ECONOMY  
**Area of Delivery** Metro Manila

<b>Solicitation Number:</b>	DOT-NCR -2020-08-001	<b>Status</b>	<b>In-Preparation</b>
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	0
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b>	Goods	<b>Document Request List</b>	0
<b>Category:</b>	Services	<b>Date Published</b>	10/08/2020
<b>Approved Budget for the Contract:</b>	PHP 779,000.00	<b>Last Updated / Time</b>	09/08/2020 16:10 PM
<b>Delivery Period:</b>		<b>Closing Date / Time</b>	14/08/2020 17:00 PM
<b>Client Agency:</b>			
<b>Contact Person:</b>	Serafito Torio Celis Procurement Officer 351 Sen. Gil Puyat Ave. Makati City Metro Manila Philippines 63-2-4595200 Ext.212 63-2-5533530 dotncrgsu@yahoo.com.ph		

#### Description

##### TERMS OF REFERENCE

Full Service Production

Specializing in creating TV broadcast content, corporate communications branding and tourism plan development and a member of Global Sustainable Tourism Council to implement the conduct of the DOT-NCR Quarterly online learning courses for one run (September 2020)

##### BACKGROUND

Organizer : Department of Tourism-National Capital Region

No. of Pax : 2,000 participants (by Zoom); 100K FB viewership; 50K unique reach and 5K engagements; & free-to-air TV

Date of Seminar : Third Quarter of 2020 (to commence tentatively by second week of September 2020)

Time : 2 hours

Area : To be staged in a hotel venue in the Mega Manila area and broadcasted live via a user-friendly webinar platform and streamed live via social media

Components: podcast, documentary, live full production, webcast and simulcast across traditional and new media

## PURPOSE/OBJECTIVE

As travel and tourism continue to grapple with unprecedented disruption caused by the COVID-19 pandemic, with business stoppage, border closures, airline groundings, and stringent quarantine measures, the Department of Tourism (DOT) has responded in various fronts, from a comprehensive economic stimulus plan, as well as issuing health and safety guidelines for various tourism establishments and operations to follow under the 'New Normal,' to initiating online learning courses to support tourism stakeholders and workforce during the downturn.

Clearly, there is no turning back to old ways of conducting the tourism business, not in this time of pandemic. No less than Tourism Secretary Bernadette Romulo-Puyat calls on beyond business-as-usual approach in reviving tourism.<sup>1</sup> This somewhat runs parallel to the aphorism "if you do what you've always done, you'll get what you've always got." Time and again, the tourism chief has challenged tourism players "to look for new ways and think out of the box."

Amidst this uncharted territory now called the 'New Normal', the Department of Tourism- National Capital Region takes this as a unique opportunity to articulate 'big ideas' and tap into the country's rich "knowledge worker economy" in its aim to contribute to the national government's overarching goal of generating new knowledge towards human development and social transformation.

Conceptualized as a groundbreaking discourse, Re-inventing & Re-imagining Glocal [Global + Local] Praxis: A 21st Century Blended Pedagogical & Multimedia Development of the Knowledge Worker Economy is an offshoot of the Leadership Excellence Series 2020 and integrates (i) live and full production of the world-renowned TEDxTalk format, which is aimed at spreading ideas, in the form of short and powerful talks, and (ii) short documentary presentation to complement the discussion, while (iii) simulcast across new (podcast) and traditional media platforms (free-to-air TV broadcast).

### The pedagogy & the Knowledge Worker Economy

Built on a solid pedagogical foundation and theoretical principles, this project seeks to engage the public in global praxis while keeping them grounded on local reality. A formidable pool of experts composed of thought leaders, policy makers, academics and industry experts, otherwise known as the "Knowledge Worker Economy" will be tapped to collaborate and lead the public discourse.

### New Media: podcast and documentary presentation

Part of the Department's efforts to invest in technological innovations is the introduction of the multimedia components of documentary presentation and podcast in the delivery of this knowledge based program. Looking at the long-term, this latest addition of podcast will allow interested audience to download the digital audio files for easy listening, which can be linked to DOT-NCR's social media platforms, show notes, feature guest biographies, transcripts, additional resources, commentary, and even a community forum dedicated to discussing content. The documentary-style of presentation as juxtaposed with the presentation of the subject matter expert is a relative means to concretize abstract ideas and can be used as a good source of information and teaching material for future use.

### Blended delivery: Live and full production

To complement the current lineup of DOT Webinars, the Regional Office will be conducting a hybrid/blended learning program that will integrate technology with traditional event practices and full production to create new types of attendee experiences and content delivery tools. This will be conducted with at least the core group of the organizer and co-organizers, the speakers and the moderator to be digitally connected with participants in another or multiple locations.

### Classroom on air: Webcast, simulcast and free-to-air TV

To make this online learning course more inclusive and accessible to the general public and players and workforce of the tourism industry, the entire program will be broadcasted live via webcast across all digital assets of the DOT-NCR and will tap other partners for simulcast. The project also seeks to partner with government media for a possible free-to-air broadcast.

1. To reinvent and reimagine the tourism business, while offering creative ways to re-tool and re-skill tourism industry players and workforce;
2. To feature big ideas and out-of-the-box approach to regaining business confidence in a safe and sustainable manner amidst a backdrop of economic uncertainty;
3. To develop the "Knowledge Worker Economy";
4. To cement the position of the Regional Office as the center of digital learning in the Philippines.

## IV. REQUIREMENTS FOR SUPPLIERS

- i. Must be a Full Service Production specializing in creating TV Broadcast Contents, Corporate Communications, Branding and Tourism Plan Development and a member of the Global Sustainable Tourism Council;
- ii. Duly registered Philippine company with appropriate government agency;
- iii. With decades of experience working with top industry talents and universal brands, utilizing state of the art

equipment to produce premiere quality content;

iv. Highly experienced in producing contents that are of value to Filipino families specifically the dynamic young audience of today;v. Must be able to engage a DOT-Accredited training provider capable of designing, developing and managing an online learning course;

vi. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);

vii. Must provide a breakdown of prices and services included in the quotation complete with E-VAT and other government taxes;

viii. Amenable to government procedure or send-bill arrangement and preferably with Land Bank of the Philippines account;

ix. With office in Metro Manila.

x. SCOPE OF WORK/DELIVERABLES

#### PEDAGOGICAL DESIGN AND DEVELOPMENT OF THE LEARNING MODULE WITH GLOBAL + LOCAL PRAXIS

A. Pedagogical design and development of learning module with global + local praxis as an overarching goal and using current training needs, information and identified knowledge/capacity gaps and DOT-OIMD standards and the DOT-NCR's objectives as springboards;

B. Collaborate with the DOT-NCR team and integrated marketing team (co- organizers) in conceptualizing the program design, providing academic direction, selection of speakers/panelists/subject matter experts, assigning course topics, presentation, among others;

C. Where possible, help co-organizers engage directly subject matter experts/speakers/panelists and moderator on online learning course topics that will be agreed upon. Ensure all contents are aligned to the DOT-NCR directions, theme, topic and goals;

D. Make use of a webinar platform in implementing the quarterly online learning courses. Must include subscription to such platform (webinar plan and good for 2,000 participants) as part of their budget proposal, which may also be extended to the DOT-NCR training officers. Coordinate with co-organizers for its execution and livestreaming.

E. Assign appropriate manpower in utilizing DOT-OIMD provided links to online registration, post-evaluation forms in implementing the online learning course in collaboration with the co-organizers;

F. Submit post-online learning course report, complete with recommendations, SWOT analysis, or learner's response assessment.

G. Submit final documentation, proceedings, report and evaluation of the conference to DOT-NCR within 30 days after the completion.

#### MULTIMEDIA CONTENT PRODUCTION, STAGING, FULL PRODUCTION, BRANDING AND INTEGRATED MARKETING MANAGEMENT

A. Collaborate with the DOT-NCR and academic service provider in conceptualizing the documentary audio-visual presentation of an actual work of the subject matter expert/speaker/panellist.

B. Podcasting and uploading to podcast platforms including securing intellectual property rights, if needed; promoting downloads and engagements through paid ads, among others;

C. Collaborate with a DOT-accredited online learning course provider in designing program concept, theme, selection of speakers/panelists/subject matter experts and moderator;

D. Negotiate and provide for the professional fee to speakers/panelists/subject matter experts and moderator;

E. Be present and document all meetings (virtual or actual) of the secretariat and working committees;

F. Lead in engaging directly with subject matter experts/speakers/panelists and moderator on online learning course topics that will be agreed upon. Ensure all contents are aligned to the DOT-NCR directions, theme, topic and goals;

G. On top of all coordination with regard to the logistical requirements of the invited VIPs, speakers/panelists/subject matter experts and moderator;

H. Lease of venue, including provisions for meals for guests and members of the DOT-NCR and production team, secretariat room for the DOT-NCR team and accommodation to the event management team and excess payment in cases of overtime in ingress and egress;

I. Mount a full technical run of the program. Ensure Live Feed or Webcast over client social media platform or other platforms that client sees appropriate including free-to-air simulcast on TV;

J. Utilize high specs laptop for live hosting; BlackMagic Designs Web Presenter and the like; laptop with video mixer

for signal switching;

K. Ensure there is/are TV Monitors for Teleprompter; TV Monitor for Timers; Complete cables requirements; HDMI Splitters; Production Communication Set; Extension Cables; Power Distribution Box

L. Make use appropriate number of HD Camera for shooting; Audience interaction coordination;

M. Provide a same-day edited video of highlights, pocket-interviews; Live video and photo coverage of the program including behind the scenes video and audio snippets, raw copies of which will be turned over to DOT-NCR. Include pocket-interviews of subject matter experts/speakers, moderators, VIPS present.

N. May provide Stage, Lights and Sounds Systems, life-size TV (depending on the venue, if stage and other supplies are provided for free or negotiated). Setup the technical requirements, including sound and lighting system, Video and Audio monitor screens, TV as teleprompters, complete online streaming and live webcast equipment. Provide logistical needs needed for the setup, installation and dismantling of event requirements and the Event Management and Technical Team.

O. Provide Events Management; Events Integrator; Event Styling; Talent Coordination; Professional Lights & Sounds; LED Wall Rentals; Complete signal and power cables; backup pocket internet; HD video mixing console; Laptop with VMIX software or the like;

P. Creative/Production Management Team to conceptualize, design, manage, execute, coordinate, oversee the pre-production, during and post-production operations, audiovisual requirements, stage set up, stage backdrop and design, physical and technical requirements, continuity script and intro spiels, program flow (sequence guide), artistic content, animation and other elements and requirements of the online learning courses, with the approval of the end-user; Draft speeches/synthesis for the principal/s as needed;

Q. Design and publish (digital) conference information posters, e-invitations, souvenir program, and other materials, including pre-event and post-event Text on Videos (TOV), Zoom design/Webcast frames and screens; digital backdrops; title cards and banners for posting in various social media platforms. Ensure that branding is consistent with the DOT-NCR's branding requirements. Must include social media boosting costs.

R. Marketing Implementation Captioning, Boosting & Overall Marketing & Communications Management. Must include ad placements and preparation of media releases including seeding of press releases in major news organizations for print and broadcast; and Search Engine Optimization (SEO);

S. Submit an initial/complete manpower list that would include the names of ALL members of the production management team, host, and other suppliers/providers that will be assigned onsite during the main launch. Provide printed and soft copy of materials needed throughout the preparation and Event Proper.

T. Must include all administrative costs and professional fees of the production crew to include contracted talents (moderator, panel of experts/subject matter experts/speakers) production meeting costs and a full technical run of the program prior to the project implementation.

U. Coordinate with various suppliers and service providers for the logistical and technical needs of the event. Provide communications support to the project secretariat as needed during the duration of the project.

V. Proposal must include transportation logistics for the project secretariat, also considering overtime pay, parking and meals of the transportation provider.

W. Provide tokens of appreciation proportionate to the status of the subject matter experts/panelists/speakers, moderators and VVIP guests. Present a variety of choices of tokens for the DOT-NCR's approval. Package the tokens according to the DOT-NCR brand directions.

X. Ensure all activities are within the minimum health protocols set forth by the IATF.

Y. Submit terminal report as may be required by the secretariat.

#### xi. LEGAL/TECHNICAL REQUIREMENTS

1. Current Mayor's/Business Permit
2. Philgeps Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

#### xii. PAYMENT PROCEDURE

Government procedure and is subject to appropriate government taxes.

#### xiii. APPROVED BUDGET FOR THE CONTRACT (ABC):

TOTAL BUDGET: PHP 779,000.00

xiv. CONTACT PERSON: Mr. Dee A. Mandigma – Head, IMDU +639399165360 / damandigma@tourism.gov.ph  
copy furnish dotncr@tourism.gov.ph stcelis@tourism.gov.ph / ljalcantara@tourism.gov.ph

In view of the existing Modified Enhanced Community Quarantine in Metro Manila kindly email your

quotations/proposals for the above requirements together with a copy of the required valid documents and address it to Woodrow C. Maquiling, Jr., Regional Director, DOT-National Capital Region and send it thru email add: dotncr@tourism.gov.ph copy furnish celserafito@yahoo.com / ljalcantara@tourism.gov.ph

**Created by**                      Serafito Torio Celis

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