



# PhilGEPS

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## Bid Notice Abstract

### Request for Proposal (RFP)

**Reference Number** 5289796  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** First Local Government Country Ecotourism Branding Workshop  
**Area of Delivery** Metro Manila

<b>Solicitation Number:</b>	2018-04-0128	<b>Status</b>	Active
<b>Trade Agreement:</b>	Implementing Rules and Regulations		
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Associated Components</b>	2
<b>Classification:</b>	Consulting Services	<b>Bid Supplements</b>	0
<b>Category:</b>	Consulting Services		
<b>Approved Budget for the Contract:</b>	PHP 600,000.00	<b>Document Request List</b>	1
<b>Delivery Period:</b>	3 Month/s		
<b>Client Agency:</b>		<b>Date Published</b>	14/04/2018
<b>Contact Person:</b>	Maria Alma O Almazan Administrative Officer III #351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 almaoalmazan@yahoo.com.ph	<b>Last Updated / Time</b>	14/04/2018 00:00 AM
		<b>Closing Date / Time</b>	18/04/2018 17:00 PM

#### Description

TERMS OF REFERENCE  
COUNTRY ECOTOURISM BRANDING WORKSHOP

#### I. BRIEF:

Project Name: LOCAL GOVERNMENT BRANDING WORKSHOP

No of pax: 210 pax

Date of workshop: JUNE 20-21, 2018

Venue/City of Destination: CEBU

The Philippine Department of Tourism (PDOT) is in need of the services of a Consultant/Training Provider/Facilitator with Proven Track Record in Brand Development and Tourism Marketing. The workshop will gather the local government unit representatives (Tourism Officers) of selected destinations to come together to develop an ecotourism country brand concept from which all ecotourism product development will be aligned to and to seek concurrence from participants to align development of their respective local product to this ecotourism country brand. The seminar will be maximized to develop a 2019 marketing plan, an output of which will serve to guide the DOT Market Development Group and the marketing arm of the department, thereby ensuring product development, market development, promotions and marketing are synchronized to one brand vision.

To ensure effective learning, the workshop will utilize a combination of different adult learning methodologies, such as

but not limited to: lectures, facilitator-led theory discussion, structured learning exercises workshop and other approaches that will enhance the participants' learning while fostering cooperation in the development of a country ecotourism brand and arrive to desired output.

To ensure the achievement of objectives within the limited seminar hours/days the provider will be also be required to:

- a. design a preworkshop worksheet and synthesize the data as input to the seminar/workshop proper design, the data is expected to aid in the development of the appropriate concept for ecotourism brand;
- b. design a post workshop activity to include a marketing template for the participating local government units to enable the development of a 2019 marketing plan for this proposed ecotourism brand concept; and
- c. assist the DoT in synthesizing the said data with the conduct of one review session to provide inputs and suggestions on how to refine the marketing plan 2019 based on the assumption of the brand concept to be furthered.

To achieve the objectives of the workshop, a consultant/provider will be tapped to assist in developing the workshop design and modules, facilitate to session to cull out insights, and facilitate a pre and post workshops activity for a synthesize data to achieve desired output.

## II. OBJECTIVES

### II. A. Workshop

The workshop will be designed to achieve the development and seek consensus on an ecotourism country brand concept that is aligned to the DoT sector's vision/roadmap from which all ecotourism products to be developed (reinvented) will be aligned to for the balance of this administration. It seeks to center ecotourism product development from a brand position. In this context, the workshop will communicate the sector's vision, roadmap and plans with the end to seek development of complementing projects from the participants while seeking alignment to the brand concept.

The objectives of this engagement in summary are:

1. Create synergy among the LGUs in the development of a country ecotourism brand;
2. To provide insights on ecotourism brand trends and evaluate in the context of the Philippines with the end to create an ecotourism brand appropriate for the current vision; and
3. To solicit the commitment of the LGUs in the implementation of product development aligned to this ecotourism country brand concept;

### II.B. Pre-workshop, Post workshop and Review Session

Pre-workshop and post workshop activities are designed to secure necessary data from participants to develop the desired output in absence of a 3rd and 40 day session. The objective is to allow for data to be synthesized by team (management) with the absence of the often parochial mindset interruption that disrupts open door session. These post activity materials will have also other desirable output to include:

1. material for content development of collateral material; and
2. Material to identify gap and areas of intervention if any

## III. METHODOLOGY

### Phase I: Pre-Work Activities

This will serve as the preparatory phase prior to the conduct of the LGU Workshop wherein the facilitation design, flow and activities will be finalized. This will also involve developing a survey that will gather relevant data to appreciate existing assets and LGU brand in aid to developing a brand concept for the Philippine ecotourism. This will also involve gathering data through meetings with the ecotourism team and if appropriate key stakeholders to be answered by selected participants of the ATOP members and the review of documents, such as but not limited to:

1. Workplan 2019 and roadmap of ecotourism;
2. National Ecotourism Strategic Action Plan (NESAP);
3. National Ecotourism Steering Committee of NESAP and Regional Ecotourism Council work program and accomplishments (2012-2020); and
4. National Tourism Development Plan (2016-2022)

The data will be synthesized to aid DOT ecotourism team in the concept development of the ecotourism country brand direction which will also serve as input in finalizing the design of the 2-day strategic workshop.

### Phase 2: Facilitation of a 2-day Strategic Session

During this phase, the facilitator will facilitate the workshop, assist in securing the consensus of the participating local government units in identifying the appropriate brand concept for the ecotourism product that will capitalize on the existing assets, opportunities and challenges identified in the preworkshop worksheet. The facilitator will facilitate the workshop to achieve alignment of participants' ecotourism product development to the brand concept and ecotourism

roadnriap being furthered.

The service provider will also develop an appropriate marketing template aligned to the proposed brand concept for the local government units to complete as post workshop activity. The template developed will be explained to participants.

At the end of the this phase the company will submit a completion report of the workshop and recommended interventions if any.

#### Phase 3: Strategic Review Session

The provider will conduct a one day review session with the ecotourism team and members whom the team deems appropriate for inclusion in the one day review session to review the synthesized data (post workshop assignment). This session will be done to provide inputs and suggestions to further refine the strategic brand plan and product development for 2019.s

#### Assumption:

It is foreseen that there will be consultancy sessions aside from the above-mentioned instances to better assist the team to arrive to its desired output.

The provider will provide the necessary tools, templates and materials to aid the participants in preparing their plans and strategies.

#### IV. SCOPE OF WORK/DELIVERABLES:

The Consulting Firm shall undertake the following tasks:

1. Design the 2-day program with break out session for the local government officials, DOT and agency officials;
2. Facilitate the session with the best available facilitator approved by the team;
3. Design and facilitate the pre and post work activities needed to include synthesis of the data for use in the 2 sessions;
4. Design and facilitate the 1-day strategic review session with the ecotourism team and concerned officials;
5. Document the outputs of the program;
6. Submit of a completion report;
7. Provide the equipment, materials, and logistical support needed for the conduct of the program; and
8. Design the template worksheet.

#### RESPONSIBILITIES:

The consultant's responsibilities are to:

1. Gather data from DDT's key people prior to the session;
2. Conceptualize and implement pre-work activities to secure data needed prior to the planning session,
3. Ensure the availability of a reputable facilitator eligible for the conduct of the program;
4. Design, customize and facilitate the chosen workshop module in coordination with the DoT;
5. Develop the appropriate pre-workshop and post workshop worksheet;
6. Assist DoT in synthesizing the data of the pre-workshop and post workshop
7. Provide a coordinator for the workshops to assist the facilitator and to document the workshops;
8. Provide the materials, such as pens, markers, meta cards, name cards, and cartolina are available for use during the workshop; and
9. Submit a Terminal Report covering the proceedings of the workshops, outputs during the workshop activities and exercises and recommendations on how to sustain and implement the learnings gained in the workshop or any immediate "next steps".
10. Provide the conference kit material including pen and notebook for 210 pax.

DOT's responsibilities are to:

1. Oversee that the pre-work required prior to the event is completed;
2. Provide the necessary documents and materials needed by the Consultant;
3. Invite and ensure the attendance of the targeted participants;
4. Provide the transportation, accommodation, venue and meals of facilitator, speaker(s) and coordinators for the duration of the workshop;
5. Provide the training equipment, such as LCD projector, projector screen, microphones, speaker, flip chart stands, and whiteboard and other materials required by the facilitator are available for use during the program.

#### V. EXPECTED OUTPUT

The expected outputs are:

1. Well managed workshops;
2. Design and monitoring framework for measuring achievement of program goals, objectives and outputs;
3. The development of an ecotourism country brand concept that is aligned to the DoT sector roadmap; and

4. Workshop report summarizing the process outcomes and evaluation.

#### VI. MINIMUM ELIGIBILITY REQUIREMENTS

The firm should have the following qualifications and experience:

1. In-depth understanding of an organization's requirements through the presence of personnel who have been connected with small, medium and large organizations in various industries;
2. Has existing reputable clients' base with at least 2 government agencies in the pool, preferably an agency with marketing and promotion function;
3. Experience in Training and organizational development with minimum 5 years of experience;
4. Proof of ability to deliver scope of work and provide a program that meets the objectives; and
5. Proposed program cost is within the approved budget.

The facilitator trainer to be deployed should have the following qualifications and experience:

1. Solid professional experience in marketing, advertising or related fields with minimum of 10 years' experience;
2. Proof of knowledge in planning and innovation strategy at the national and international levels, preferably tourism marketing related;
3. Must be a member in good standing of the Philippine Marketing Association or other similar association;
4. Preferably a graduate of Business Administration, Management, Marketing, Organizational Development, Industrial Economics/ Engineering or similar field; and
5. Proof of experience in tourism strategy and planning at the national level.

#### III. DURATION

The Consultant or Consulting Firm shall be engaged for a maximum of 3 months commencing from the issuance of Notice to Proceed.

#### IV. PROFESSIONAL FEE

The chosen Consulting Firm shall be paid the total amount of Php 600,000, to be sourced from the Ecotourism Sectors budget and to be paid in accordance with government procedure.

#### ACTIVITY /COST (PHP)

Program Development and conduct of  
2-day workshop for 210 participants  
Cost: 300,000

Conduct of 1-day strategic review session  
Cost: 100,000

Consultancy service for  
(a) Development of pre-workshop  
survey and synthesis work for said survey for use in workshop proper and development of brand  
concept;  
(b) development of post workshop materials and synthesis of the  
same for use in 1-day strategic  
review session with ecotourism  
team and other members and  
(c) assist DOT ecotourism team in the development of an ecotourism  
brand concept  
Cost: 200,000

**TOTAL PROGRAM COST 600,000**

#### Payment procedure:

Processing of payment shall be initiated upon certification by the end user (DoT) of satisfactory completion of services and issuance of billing statement by supplier

- 20% - after submission of workshop design
- 30% - after submission of pre-workshop results
- 30% - after conduct of workshop
- 10% - after completion of the review session with marketing plan recommendations
- 10% - after submission of completion report

#### V. CONTACT PERSON

Contact Person: ATTACHE GWENDOLYN S. BATOON, CESE

**Address DEPARTMENT OF TOURISM**

Office of Farm Tourism, Faith Tourism, Ecotourism and Convergence Program  
The New DoT Building, 351 Sen. Gil Puyat Ave. Makati City  
Contact Number (02) 459-5200 local 308/309

Note: All entries must be typewritten in your company letterhead

The WINNING BIDDER shall be determined based on the proposal that meets the DOT-END Users' objectives with an advantageous financial package cost and provided that the amount of bid does not exceed the above total budget.

Kindly submit the Eligibility Requirements listed below in a sealed envelope, indicating our Solicitation Number & Company Name in a sealed envelope, addressed to Ms. Maria Alma Almazan at DOT Bldg., 4th Floor, 351 Sen. Gil Puyat Avenue, Makati City

**ELIGIBILITY REQUIREMENTS:****1. Eligibility Documents Submission Form (Annex A)****2. Class "A" Documents:**

a. Mayor's/Business permit issued by the city or municipality where the principal place of business of the prospective bidders is located, or the equivalent document for Exclusive Economic Zones or Areas; and

(In case of recently expired Mayor's/Business permit, submission of the expired Mayor's/Business permit together with the official receipt (renewal) shall be accepted, provided that the renewed permit shall be submitted as a post-qualification requirement in accordance with Section 34.2 of the IRR of RA9184

For individual consultants not registered under a sole proprietorship, a BIR Certification of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit; and

\*\* For methods of procurement requiring Mayor's Permit and PHILGEPS Registration Number, Certificate of Platinum Membership may be submitted in lieu of the said documents.

**b. Philgeps Registration Number****c. Latest Income/Business Tax Return (For ABCs above Php500K)****d. Professional License/Curriculum Vitae/Company Profile****e. List of completed and ongoing projects****f. List of key personnel to be assigned to the contract to be bid, with their complete qualification and experience data (company)****g. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)**

Deadline for the submission of Bid: April 18, 2018 5:00 PM

**Created by** Maria Alma O Almazan

**Date Created** 13/04/2018

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