

## **TERMS OF REFERENCE**

### **I. PROJECT TITLE**

Philippine International Dive Expo (PHIDEX) Media and Communications Agency

### **II. PROJECT DURATION**

5 Months

### **III. DESCRIPTION**

The Office of Product and Market Development (OPMD) – Product Monitoring and Evaluation (PMED) is in need of the services of a full-service media and communications agency to conceptualize and implement a strategic public relations and digital communications for the hybrid Philippine International Dive Expo (PHIDEX) in Cebu.

The Philippine International Dive Expo (PHIDEX) is the Philippines' largest platform for the diving community since 2019, mobilizing industry experts, stakeholders and dive enthusiasts in one communal space to foster the collaboration of innovative ideas, sustainable solutions, and economic opportunities.

Organized by the Philippine Department of Tourism (PDOT) as the only institution in the region that exclusively mounts a Dive Travel Exchange (TRAVEX), PHIDEX offers expansive networking prospects for decision makers, communities, and individuals with a passion for all things diving.

### **IV. MINIMUM REQUIREMENTS**

- Must be registered as a Philippine Government Electronic Procurement Systems (PhilGEPS) Platinum Member;
- Must be willing to provide services on a send-bill arrangement based on government procedure;

### **V. REQUIRED PERSONNEL**

<b>Required Personnel</b>	<b>Minimum Years of Experience</b>
1. Account Manager / Head of Accounts	10 years
2. Strategy Manager	10 years
3. Public Relations (PR) Manager	5 years
4. Social Media Manager	3 years
5. Influencer Relations Manager	3 years
6. Copywriter	3 years
7. Graphic Artist	3 years
8. Website Developer	3 years

### **VI. SCOPE OF WORK AND DELIVERABLES**

- **Overall Campaign Strategy Development**
  - Design and implement a comprehensive, cohesive, and relevant strategic communications plan, inclusive of public relations management and digital marketing campaign management, for the Philippine International Dive

Expo (PHIDEX) event in October 2021. The strategic communications plan must be relevant to the event components and must promote, increase awareness of, drive visitor traffic to, and sustain the conversation on the event;

- **Public Relations Management**

- Develop schedule of press release content in complete collaboration with the end-user;
- Generate international and local media list in collaboration with the end-user;
- Develop and maintain relationships with key media relevant to the dive market that will translate to an increase in positive exposure for PHIDEX;
- Develop relevant story angles and generate at least 4 press releases or features (with provision for at least 2 revisions) to heighten awareness of, promote attendance to, and sustain the conversation on PHIDEX;
- Distribute/seed press releases to approved target international and local media and secure at least 10 pick-ups per press release or feature;
- Coordinate with relevant media for interview requests and other media-related concerns;
- Develop media briefing kits including media Q&A and executive briefing for DOT Officials for confirmed press interviews;
- Assist Dive Philippines with crisis communication management, as necessary;
- Function as press office to handle media inquiries and requests related to PHIDEX;
- Provide the services of an on-site PR Team to cover the 3-day PHIDEX event in Cebu on October 22 to 24, 2021 (must include budget provision for transportation, accommodation, and meals);
- Organize a Press Conference (hybrid set-up) for PHIDEX with 4 DOT Officials (on-site and remote) on October 22, 2021;
  - Invite and ensure attendance of at least 30 media representatives (print, broadcast, and online) to attend via Zoom;
  - Invite and ensure onsite attendance of at least 5 media representatives (must include budget provision for transportation, accommodation, and meals of invited media);
  - Conduct briefing for DOT Officials and invited media;
  - Prepare at least 50 media briefing kits with promotional materials related to the event for distribution to identified media;
  - Conduct technical run-through before the hybrid press conference;
  - Hire services of a competent host / moderator with relevant industry background to facilitate and moderate the press conference;
  - Provide photo and video documentation of the press conference;

- **Influencer Engagement**

- Identify and engage the services of at least 30 key dive influencers / opinion leaders (20 international and 10 local) to heighten awareness of, promote attendance to, and sustain the conversation on PHIDEX across relevant social media channels, including Facebook and Instagram;
- Develop an appropriate influencer agreement, terms and conditions, and posting guide with deliverables (including 10 to 15 social media posts per influencer, i.e., Facebook post, Facebook story, Instagram post, Instagram story, for the duration of the campaign, in collaboration with the end-user);
- Manage and monitor influencer deliverables;

- **Digital Marketing**
  - **Social Media Management**
    - Manage Dive Philippines social networking sites (Facebook and Instagram) for the duration of the engagement through regular feed of infographics, shared posts, and milestones related to PHIDEX;
    - Develop content calendar covering the duration of the engagement for the Dive Philippines Facebook and Instagram pages with at least 2 original content posts per week for the duration of the engagement (includes creative design with provision for up to 2 major revisions per post) that are in line with the objectives of PHIDEX;
    - Maintain 9:00 AM to 5:00 PM (Philippine Time) customer service management on Facebook and Instagram (includes monitoring and responding to comments and inquiries);
    - Design and implement a Facebook and Instagram boosting campaign that will contribute to increasing the audience growth rate (follower count) by 15% on both platforms at the end of the campaign;
    - Target audience for the boosting campaign must include the following markets: United States, Germany, South Korea, Japan, France, Italy, Spain, Thailand, and Taiwan;
  - **Content Partnerships**
    - Secure and develop content for at least 3 branded content partnership spots on established online media outlets with at least 1M social media followers and 6M monthly website page views;
- **Creative Content Development**
  - Design high-resolution graphics for the following collaterals:
    - 1 x Key Event Visual
    - 5 x Event Banners (including Schedule of Activities, Dive Conference Highlights, Event Sponsors)
    - 3 x Event Invitations (Press Conference, Event Proper, Dive Party)
  - Create 1 30-second teaser video featuring key PHIDEX components to promote attendance to the Show (storyboard and content for end-user approval);
  - Create 1 2-minute post-event video featuring PHIDEX highlights and soundbites from key participants to sustain the conversation on the event (storyboard and content for end-user approval);
- **Website Hosting and Redesign**
  - Host, redesign, test, implement, and maintain the existing PHIDEX website ([www.phidex.asia](http://www.phidex.asia)) as an interactive and responsive standalone website for the event with the following features / content:
    - **Home Page**
      - Display “Register Now” button for visitors to sign up based on 4 registration categories (Consumer Attendee, Trade Attendee, Exhibitor, and Media);
      - Display event key visuals with relevant event information and major event partner logos;
      - Display latest news on the event;

- **About Page**
  - Publish information on the event organizers (Department of Tourism and the Philippine Commission on Sports Scuba Diving);
  - Publish information on the Dive Philippines brand;
  - Publish information on the PHIDEX Event and components;
- **Visitors Page**
  - Display information on exhibition venue, exhibitor floorplan, exhibition hours, and accommodation options;
- **Exhibitors Page**
  - Display information on exhibitor entitlements and stand booking procedure;
  - Display information on the participating exhibitors (100 exhibitors) such as the following:
    - Company Name
    - Company Logo
    - Brief Company Profile
    - Destination Represented
    - Contact Information
    - Official Website
    - Official Social Media Pages
- **Program Page**
  - Display information on official program of activities including the following:
    - Dive Conference / Panel Discussion program including schedule/timeslots, speaker profile, speaker photo, topic, and talk summary;
    - Dive TRAVEX program;
- **Press / Media Relations Page**
  - Download section for relevant press content, including, but not limited to, the following:
    - Official logos;
    - Contact Information;
    - Official press releases;
    - Post-Show reports;
    - Other media coverage;
- Develop desktop and mobile responsive website design that is aligned with key campaign visuals;
- Provision of website copywriting services;
- Renewal of 1-year domain and server hosting for the existing [www.phidex.asia](http://www.phidex.asia) website;
- Provision of at least 60 GB bandwidth capacity per month;
- Provision of at least 10 GB SSD disk space;
- Provision of access to user-friendly content management system;
- Provision of standard website maintenance for the duration of the contract;
- Provision of website warranty for a period covering 90 days from the final approval of the website to ensure bugs, glitches, and other issues are addressed and fixed;

- **Monitoring and Reporting**

- Monitor press releases on print, online, and broadcast media, as applicable;
- Compile all international and local exposures on a monthly basis;
- Coordination with DOT Overseas Offices on international exposures for inclusion in monitoring reports;
- Generate monthly performance reports for all components;
- Prepare analysis of monthly performance reports for all components;
- Generate report on final media reach, values, and mileage earned for all components.

## VII. BUDGET

The total working budget is **TEN MILLION ONE HUNDRED NINETY FIVE THOUSAND SIX HUNDRED TWENTY FIVE PESOS (P10,195,625.00)**, inclusive of all applicable government taxes, and should cover all requirements enumerated above. Contract duration shall be for 5 months upon receipt of the Notice to Proceed.

Breakdown of budget allocations (in percentage) as follows:

<b>Project Component</b>	<b>% of Allocation</b>
Overall Campaign Plan Development	5%
Public Relations Management	28%
Influencer Engagement	20%
Digital Marketing	30%
Creative Content Development	9%
Website Hosting and Redesign	8%

## VIII. PAYMENT TERMS

<b>Milestones</b>	<b>Payment %</b>
Submission and approval of overall campaign plan	5%
Submission and approval of international and local media list	10%
Submission and approval of Facebook and Instagram content calendar	15%
Submission and approval of website design and roster of influencers to be engaged	15%
Submission and approval of the first- and second-month accomplishment report	25%
Submission and approval of terminal report for the whole campaign	30%
<b>Total</b>	<b>100%</b>

## IX. RATING CRITERIA

**Stage 1** – Submission of Eligibility Documents

**Stage 2** – For shortlisted bidders, submit brief credentials, proposed campaign plan, technical, and financial proposal.

1. Shortlisted bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed

campaigns to the members of the Bids and Awards Committee (BAC) and the end-user during the pitch presentation.

2. A maximum of 45 minutes will be given to each agency for its presentation. A 15-minute question and answer portion with the BAC and the end-user will follow after the pitch presentation.
3. The presentation will be rated based on the criteria set for “Technical Bid Criteria for Rating: C. Plan of Approach and Methodology”. Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

A. Eligibility Check and Shortlisting Criteria Rating (70% Passing Score)

Applicable Experience of the Consultant / Company – 50 pts.

Qualification of Personnel Assigned – 45 pts.

Current Workload Relative to Capacity – 5 pts.

<b>I.</b>	<b>Applicable experience of the consultant / company</b>	
<b>A.</b>	<b>Appropriateness of the agency for the assignment</b>	
<b>1.</b>	Bidder is an Agency that offers Public Relations Management, Digital Marketing, and Website Development Services.	<b>10 pts.</b>
	Bidder is an Agency that offers Public Relations Management and Digital Marketing Services.	5 pts.
	Bidder is an Agency that offers Public Relations Management or Digital Marketing Services.	3 pts.
<b>B.</b>	<b>Relevance of the company portfolio to the project</b>	
<b>1.</b>	<b>Campaign Plan / Strategy Development</b>	
	Bidder has completed 2 or more Campaign Strategy Development / Campaign Plan Development projects / contracts.	<b>5 pts.</b>
	Bidder has completed 1 Campaign Strategy Development / Campaign Plan Development project / contract.	3 pts.
<b>2.</b>	<b>Public Relations Management</b>	
	Bidder has completed 15 or more Public Relations Management projects / contracts.	<b>15 pts.</b>
	Bidder has completed 8 to 14 Public Relations Management projects / contracts.	10 pts.
	Bidder has completed 1 to 7 Public Relations Management projects / contracts.	5 pts.
<b>3.</b>	<b>Social Media Management</b>	
	Bidder has completed 15 or more Social Media Management projects / contracts.	<b>15 pts.</b>
	Bidder has completed 8 to 14 Social Media Management projects / contracts.	10 pts.
	Bidder has completed 1 to 7 Social Media Management projects / contracts.	5 pts.
<b>4.</b>	<b>Website Development</b>	
	Bidder has completed 4 or more Website Development projects / contracts.	<b>5 pts.</b>

	Bidder has completed 1 to 3 Website Development projects / contracts.	3 pts.
<b>II. Qualification of personnel assigned</b>		
<b>A. Years of Experience – Account Manager / Head of Accounts</b>		
	More than 10 years	<b>15 pts.</b>
	10 years	10 pts.
<b>B. Years of Experience – Strategy Manager</b>		
	More than 10 years	<b>15 pts.</b>
	10 years	10 pts.
<b>C. Years of Experience – Public Relations Manager</b>		
	More than 5 years	<b>10 pts.</b>
	5 years	3 pts.
<b>D. Years of Experience – Other Personnel</b>		
	More than 3 years	<b>5 pts.</b>
	3 years	3 pts.
<b>III. Current workload relative to capacity</b>		
A.	Bidder has at least 2 on-going projects.	<b>5 pts.</b>
	Bidder has no on-going projects.	3 pts.
<b>Total</b>		<b>100 pts.</b>
<b>Passing Score</b>		<b>70 pts.</b>

B. Technical Bid Criteria for Rating

*Qualification of personnel to be assigned – 35 pts.*

*Experience and capability of the firm – 30 pts.*

*Plan of approach and methodology – 35 pts.*

<b>I. Qualification of personnel to be assigned</b>		
<b>A. Account Manager</b>		
	Assigned Account Manager has supervised more than 3 Public Relations (PR) or Social Media campaigns in his or her entire career.	<b>10 pts.</b>
	Assigned Account Manager has supervised 1 to 3 Public Relations (PR) and/or Social Media campaigns in his or her entire career.	3 pts.
<b>B. Public Relations (PR) Manager</b>		
	Assigned Public Relations Manager has implemented more than 3 publicity campaigns in his or her entire career.	<b>5 pts.</b>
	Assigned Public Relations Manager has implemented 1 to 3 publicity campaigns in his or her entire career.	3 pts.
<b>C. Social Media Manager</b>		

	Assigned Social Media Manager has overseen the delivery of content in social media pages for more than 3 projects in his or her entire career.	<b>5 pts.</b>
	Assigned Social Media Manager has overseen the delivery of content in social media pages for 1 to 3 projects in his or her entire career.	3 pts.
<b>D.</b>	<b>Influencer Relations Manager</b>	
	Assigned Influencer Relations Manager has liaised with media or influencers for more than 3 projects in his or her entire career.	<b>5 pts.</b>
	Assigned Influencer Relations Manager has liaised with media or influencers for 1 to 3 projects	3 pts.
<b>D.</b>	<b>Copywriter</b>	
	Assigned Copywriter has written feature articles and event press releases for 3 or more projects in his or her entire career.	<b>5 pts.</b>
	Assigned Copywriter has written feature articles and event press releases for less than 3 projects in his or her entire career.	3 pts.
<b>E.</b>	<b>Graphics Artist</b>	
	Assigned Graphics Artist has provided visual design services for 3 or more projects in his or her entire career.	<b>5 pts.</b>
	Assigned Graphics Artist has provided visual design services for less than 3 projects in his or her entire career.	3 pts.
<b>II.</b>	<b>Experience and capability of the firm</b>	
<b>A.</b>	<b>Relevant Projects Carried Out in the Last 5 Years</b>	
1.	Bidder has provided Public Relations (PR) Management or Digital Marketing services for at least 2 exhibition or conference projects.	<b>10 pts.</b>
	Bidder has provided Public Relations (PR) Management or Digital Marketing services for 1 exhibition or conference project.	5 pts.
2.	Bidder has provided Public Relations (PR) Management or Digital Marketing services for at least 4 tourism or travel-related projects.	<b>15 pts.</b>
	Bidder has provided Public Relations (PR) Management or Digital Marketing services for 1 to 3 tourism or travel-related projects.	5 pts.
3.	Bidder has provided Public Relations (PR) Management or Digital Marketing services for at least 2 dive event-related projects. (i.e., dive show, dive conference, underwater photography competition, freediving competition, or dive familiarization tour)	<b>5 pts.</b>
	Bidder has provided Public Relations (PR) Management or Digital Marketing services for 1 dive event-related project. (i.e., dive show, dive conference, underwater photography competition, freediving competition, or dive familiarization tour)	3 pts.



<b>III.</b>	<b>Plan of Approach and Methodology</b>	
<b>A.</b>	Agency's proposed campaign strategy and plan is relevant to the project objectives of promoting the event, driving visitor traffic / attendance to the exhibition, and sustaining the conversation on the event post implementation.	<b>10 pts.</b>
<b>B.</b>	Agency's proposed key campaign visuals are relevant to the dive market / dive industry and aligned to the objectives of the Dive Philippines brand.	<b>10 pts.</b>
<b>C.</b>	Agency's proposed international and local influencers / key opinion leaders are relevant to the dive market / dive industry.	<b>10 pts.</b>
<b>E.</b>	Agency proposed additional strategies beyond the identified scope of work that are relevant to the project objectives.	<b>5 pts.</b>
	<b>Total</b>	<b>100 pts.</b>
	<b>Passing Score</b>	<b>70 pts.</b>

**X. CONTACT INFORMATION**

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