

**DEPARTMENT OF TOURISM – MIMAROPA  
TOURISM DEVELOPMENT DIVISION**

**TERMS OF REFERENCE**

(Services of Online Training Provider)

**I. PROJECT TITLE**

**USE OF ICT IN DIGITAL MARKETING PHASE 2: SOCIAL MEDIA MARKETING WORKSHOP**

Host Agency: Department of Tourism MIMAROPA

Dates of Implementation: September 9-10, 2021

**II. PROJECT BACKGROUND**

The Department of Tourism – MIMAROPA conducted a Webinar on the Use of The Department of Tourism – MIMAROPA conducted a Webinar on the Use of Information Communication Technology (ICT) in Digital Marketing last July 28-30, 2021. The workshop aimed to build the capability and enhance the skills of the Local Government Units (LGUs) and Private Stakeholders in the region to increase opportunities and outputs through online collaboration / networking, social media presence, and data management. The phase 1 of the training has gathered an overall total of 151 participants from the public and private stakeholders. With the success of its first phase, the Regional Office will be extending its efforts to tackle more on the possibilities of digital marketing in the region.

In line with this, a 2-day hands-on workshop program on Social Media Marketing is designed for phase two of the webinar which will be conducted on September 9-10, 2021 via zoom platform. The workshop aims to further assist the LGUs and stakeholders of the region to create a more effective way in developing and executing their digital marketing plans, including aspects such as development of content scheme, use of social media, advertising and tracking and monitoring. This will help them reach their market by showcasing their tourism attractions and activities, create content that clicks with tourists, optimize findability in search and manage online reputation.

**III. DOCUMENTARY REQUIREMENTS FOR ONLINE PROVIDERS**

- Current Mayor's Permit / Business Permit / BIR Certification (for Individual)
- PHILGEPs' Registration Number or Certificate of Platinum Membership
- Registration Certificate from SEC or DTI
- Original or certified true copy of duly notarized Omnibus Sworn Statement Specific Requirements

**IV. TECHNICAL DESCRIPTION / SPECIFICATIONS**

Duly Licensed Online Training Provider should be able to provide the following:

- Two (2) runs of whole day (8 hours) online workshop;

- Program Development – curriculum relevant to industry needs and standards;
- Resource person must have had trainer experience with tourism stakeholders, has an in-depth background on Digital Marketing, and aware on MIMAROPA provinces' tourism industry situation;
- Must have conducted seminars around the country;
- Engagement of Industry Experts as Resource Speakers;
- Platform set-up to ensure that training will run smoothly/Must have Zoom capability;
- Develop publication materials that will be posted on DOT IVB's Facebook page and Instagram for promotion
- Develop and administer pre-registration and feedback/post-evaluation in consultation with the End-user;
- Provide Host and Moderator during the Webinar;
- Issuance of E-certificates/Certificates of Attendance;
- Provide training/session materials without further charges or fees;
- Provide Photo Documentation, zoom recording, and Post-activity Report
- Must be residing in Metro Manila; and
- Must be able to provide the requirements on **send bill arrangement**

#### V. PROPOSED WORKSHOP SCHEDULE

Below is the tentative outline of the webinar per run:

DAY	PROPOSED TOPICS	NO. OF PARTICIPANTS
DAY 1	<ul style="list-style-type: none"> <li>• Recap of Traditional Media and Digital Media</li> <li>• How to Create an Effective Digital Campaign</li> <li>• Content Management</li> <li>• Content Calendar</li> <li>• Copywriting</li> <li>• Branding</li> <li>• Media Placement</li> </ul>	45 pax
DAY 2	<ul style="list-style-type: none"> <li>• Workshop Proper and Critiquing</li> </ul>	45 pax
<p><i>Note: Program Development curriculum relevant to industry needs and standards from the service provider is requested. This may be revised.</i></p>		

#### Tentative Schedules of the Webinars:

The tentative date for the workshop is on September 9-10, 2021. Each province and the City of Puerto Princesa have allotted fifteen (15) slots for their LGUs and stakeholders.

Date	Participants
September 9, 2021	AM Session: Palawan, Puerto Princesa City & Marinduque  PM Session: Oriental Mindoro, Occidental Mindoro & Romblon
September 10, 2021	AM Session: Palawan, Puerto Princesa City & Marinduque  PM Session: Oriental Mindoro, Occidental Mindoro & Romblon

**VI. APPROVED BUDGET FOR THE CONTRACT**

**ONE HUNDRED FIFTY THOUSAND PESOS**  
 (₱ 150,000.00) inclusive of all applicable taxes

**VII. PROJECT OFFICER/CONTACT PERSON**

**MARC RAMIRO R. ORTIZ LUIS**  
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