



TOURISM PROMOTIONS BOARD

Fourth Floor, Suites 7, 10-17 Legaspi Towers 300, Roxas Boulevard, Manila, Philippines 1004 • Tel.: (632) 525-9318 to 27
Fax: (632) 521-6165 / 526-5971 / 525-3314 • Email: info@tpb.gov.ph • Website: http://www.tpb.gov.ph

Reference No. TPB-PR-017/2014

REQUEST FOR PROPOSAL

The **Tourism Promotions Board (TPB)**, thru the Bids & Awards Committee (BAC), invites interested bidders to submit proposals for the hereunder project:

Project : MICE Conference (MICECON) 2014
4 - 7 June 2014
Fontana Hot Spring Leisure Parks, Clark, Pampanga

PROCUREMENT OF PR AGENCY TERMS OF REFERENCE (TOR)

1. Eligibility Requirements:

- a. Must be Filipino-owned, operated and legally registered PR, media information and communication company under Philippine laws
- b. Must be accredited by the Philippine Government Electronic Procurement Systems (PHILGEPS)
- c. Must have a minimum of five (5) years experience in PR, media information and communication;
- d. Must have satisfactorily completed projects of similar nature in the past three (3) years
- e. Must have its own effective media buying capabilities; have linkages with local media buying agencies; and have clout with bloggers and various social networking sites

2. Legal / Technical Eligibility Documents:

- a. DTI Business Registration / SEC Certificate
- b. Mayor's Permit or License to Operate
- c. BIR Registration with TIN
- d. PhilGEPS Certificate
- e. Company Profile
- f. List of events handled in the past five (5) years
- g. Statement of copies of completed contracts or similar nature in the last three (3) years
- h. Statement and copies of executed PR and Publicity plans

3. Scope of Services

- a. Devise publicity plan before, during and after MICECON 2014; and with consideration of details specifically under Sections VIII & IX of the Project Brief
 - Pre-Event (February – May 2014)
 - Exposures of four (4) different news stories in at least three (3) major newspapers (Phil. Star, Phil. Daily Inquirer, Manila Bulletin) and one (1) regional MICE publication per month
 - Weekly feeds to social networking sites, MICECON Twitter and FB Accounts
 - Event proper (4 - 7 June 2014)

- At least three (3) newspaper exposures (write-ups and photo releases) in three (3) major news dailies (Phil. Star, Phil. Daily Inquirer, Manila Bulletin) during the week period of MICECON
 - At least two(2) media bloggers to cover the MICECON in Clark
 - At least two (2) exposures in two (2) major local and international magazines (write-ups and photo releases) (different dates)
 - Regular daily feeds on MICECON Twitter & FB Accounts
 - At least one (1) exposure to MICE publication
 - Conduct a Press Conference, (date and venue, TBA)
 - Draw up list of media invitees and ensure their attendance in the presscon
 - Draft questionnaires
 - Prepare media briefing kits in coordination with MICECON Secretariat
 - Supervision of Media Lounge at the conference venue
- Post Event (08-30 June 2014)
 - At least three (3) newspaper exposures (advertorial and photo releases) in three (3) major news dailies (Phil. Star, Phil. Daily Inquirer, Manila Bulletin)
 - At least two (2) exposures (write up and photo releases) in two (2) major lifestyle/travel & tourism related magazines or MICE publications (regional and Asia-wide)
- b. Compile all publicities of the event on a monthly basis for submission to TPB
- c. The contract period shall be for five (5) months (1 February – 30 June 2014)

4. Proposal Submission

The bidders are required to submit to TPB their sealed financial bids/proposals stating their monthly fees from February to June 2014, indicating pre, proper and post event PR charges and the total amount for the proposed PR Plan for MICECON 2014.

Approved Budget for the Contract (ABC):

Two Hundred Fifty Thousand Pesos (P250,000.00) inclusive of all applicable taxes
(Php50,000 per month, February to June 2014)

Bids exceeding the budget shall be disqualified.

For particulars please contact Ms. Neng Miranda / Ms. Marge Mitchel at telephone numbers 523-8960 or 5259318 loc. 233/264

INSTRUCTION TO BIDDERS:

Please submit your Eligibility, Technical and Financial Bids in two (2) copies, in sealed envelope addressed to the BAC Chairperson, to be submitted to the BAC Secretariat on 28 January 2014, 10:00 A.M. c/o Diana Sarmiento, Administrative Department, TPB, 4th Floor Legaspi Towers 300 Roxas Boulevard, Manila (tel. no. 525-9318 loc. 215/208).

17 January 2014

SOLITA D. SORIANO

Chairman

Bids & Awards Committee