

**Reference No. TPB/RFQ-2016-01-019**

## **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:** TECHNICAL & BUSINESS WRITER FOR THE TOURISM PROMOTIONS BOARD'S ACCOMPLISHMENT REPORTS AND THE CHIEF OPERATING OFFICER'S SPEECHES

### **TERMS OF REFERENCE**

#### **Background:**

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism (PDOT) under the Republic Act No. 9593 otherwise known as the Tourism Act of 2009. It is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a Major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

Since 2011, TPB has been preparing Annual Reports and other publications to properly document the projects that the Corporation has accomplished for the past few years. These reports can be supplemental for research works and other compliances of the Corporation. In addition, reports are distributed to the TPB Board of Directors, Key Officials of DOT and its attached agencies, other concerned government agencies, and TPB Market Teams.

As President Aquino's administration will end in June 2016, the PDOT instructed TPB to prepare its Consolidated Report from July 2010 to June 2016 that shall encapsulate the depth, coverage and impact of TPB's activities and successes.

#### **Objectives:**

The objectives of this engagement are as follow:

1. Write the Main Report of TPB's 2015 Annual Accomplishment Report;
2. Write an Executive Summary of TPB's 2015 Annual Accomplishment Report;
3. Proofread and edit TPB's 2015 Annual Accomplishment Report;

4. Write the Consolidated Report of TPB from July 2010 to June 2016 that shall encapsulate the depth, coverage and impact of TPB's activities and successes; and
5. Draft the speeches of the Chief Operating Officer, as directed.

**Components:**

The TPB's 2015 Annual Accomplishment Report Executive Summary and Main Report of the TPB are expected to contain the following:

- A brief overview of the Tourism Promotions Board Mandate, Mission, Vision, Core Values, and Corporate Quality Policy
- ISO 9001:2008 Quality Management System
- Visit the Philippines Year 2015
- Visit the Philippines Again 2016
- Physical Rehabilitation
- Awards / Recognitions / Achievements
- Visitor Arrivals
- Marketing and Promotions
  - Sales Missions / Business Missions
  - Travel Trade Fairs / Consumer Fairs
  - Invitationals
  - Sales Presentations / Roadshows
  - Special Projects
  - Educational Programs / Product Updates
  - Membership Campaign
- Meetings, Incentives, Conventions, and Exhibitions (MICE)
  - Booked Events
  - Bid Assistance
  - MICE Trade Fair Participations
- Marketing Communications
  - Brand Management
  - Public Relations
- Corporate Planning and Business Development
- Management Information Systems
- Corporate Affairs
  - Finance
  - Personnel and Human Resources Development
  - Procurement and General Services

The Corporate Planning and Business Development (CPBD) Department shall provide the format required by the DOT in writing the Consolidated Report of TPB from July 2010 to June 2016.

**Scope of Work:**

The proposed engagement for the 2015 Annual Accomplishment Report shall cover the following work/deliverables:

- View reports and other relevant materials as may be requested by the consultant to be provided by the CPBD;
- Interview TPB personnel through the coordination of the CPBD Department for additional information or clarification if necessary;
- Write the Executive Summary;
- Write a narrative report (main report) based on the components listed above highlighting TPB's accomplishments in 2015;
- Proofread and edit the materials that the CPBD Department will be providing;
- Provide CPBD Department a first draft of the report for review;
- Modify the first draft based on CPBD Department's feedback and corrections;
- Provide the final draft of the report to CPBD Department;
- The writer may opt to work from his/her home office or any venue convenient to him/her. He/she must be easily accessible by telephone (landline or mobile), email, or meetings whenever necessary. In the same manner, the TPB contact person/s will also make themselves easily available to the writer;
- The writer must inform the TPB if there are any changes in his/her schedule.

**Deliverables:**

*A. 2015 Annual Accomplishment Report – 30 January 2015*

1. Executive Summary of TPB's 2015 Annual Accomplishment Report
2. Main Report (Narrative Report) of TPB's 2015 Annual Accomplishment Report
3. Detailed Report of Programs, Activities and Projects of TPB in 2015

\*Note: Deadline of submission may depend on the availability of materials to be provided by the CPBD Department.

*B. Consolidated Report from July 2010 to June 2016*

1. Executive Summary
2. Main Report (based on the prescribed format given by PDOT)

*C. COO's Speeches*

1. Draft of the speeches as directed by the Chief Operating Officer: From the contract signing until the end of engagement (maximum of 10)

\*Note: Any additional speeches can be billed at Php 5,000.00 per speech.

**Duration of Work:**

The writer shall be engaged for a maximum of six (6) months commencing from the effectivity of the contract.

**Estimated Budget:**

As remuneration for services rendered, the writer shall receive a professional fee of Four Hundred Thousand Pesos (Php 400,000.00) inclusive of all applicable taxes.

TPB reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set.

The indicative payment scheme is as follows:

<b>Outputs/Milestones</b>	<b>% of Payments</b>
Upon signing of contract and approval of proposed timelines/Gantt Chart	10%
Upon completion of work deliverables: A1 & A2 (Draft)	20%
Upon completion of work deliverables: A3 & Final Output of A1 & A2	15%
Upon completion of work deliverables: B2 (Draft) & Final Output of A3	30%
Upon completion of work deliverables: B1 (Draft) & Final Output of B2	15%
Upon completion of work deliverable: Final Output of B1	10%
<b>TOTAL</b>	<b>100%</b>

**Qualification of the Writer:**

- Has at least 3-year experience in technical and business writing;
- Had provided services to clients (both in public & private sector) in the last 3 years; and
- Has own proprietary tools.

**Proposal:**

The writer will be expected to submit technical and financial proposals which include:

- A brief profile and description demonstrating his/her ability to achieve tight deadlines and flexibility in meeting the client's needs;
- List and evidence of relevant work experience for at least 3 years;
- His/her Curriculum Vitae; and
- Tax Identification Number

Please address your quotation to the undersigned.

Thank you very much.

**NILO C. ABON**

Officer – In – Charge

Procurement and General Services Division

12 January 2015