

27 April 2018

**REQUEST FOR QUOTATION**

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

Quotation No. **TPB-PR 2018-04-251**

**Requirements: PR / MEDIA AGENCY FOR THE MEGA MEDIA FAMILIARIZATION TRIP**

Qty	Particulars	Estimated Unit Price	Estimated Total Amount
1 lot	<p><b>PROJECT:</b></p> <p>The Mega Media Fam Trip (MMF) is the first TPB institutional media project that focuses on the invitation of foreign media (print, broadcast, bloggers, vloggers) to experience the Philippines as a preferred destination in Southeast Asia focusing on the Filipino hospitality , natural and pristine settings, delectable food, rich heritage, and the most enlightening cultural interactions. It is also a venue for the media-savvy minds of the travel industry to come together, to network, to learn to take blogging and cover travel stories to the next level.</p> <p>Participants shall be brought to various parts of the country each centered on a particular theme in order to gather content for their publications, and inspire their followers and readers to visit the Philippines. This is also an excellent opportunity to liaise with the media to update them of the enticing attractions and exciting off-the-beaten path adventures of the country with the main intention of connecting with them and building mutually beneficial relationships.</p> <p>The event is on 15-21 June 2018.</p> <p><b>NO. OF DAY/S:</b> Seven (7)</p> <p><b>NO. OF EXPECTED PARTICIPANTS:</b> 300 Pax</p> <p><b>OBJECTIVES:</b></p> <p>To contract the services of a Communication / Public Relations Agency is needed to design and implement communication / public relations strategies and plan in order to positively highlight the Mega Media Familiarization trip.</p>	Php 700,000.000	Php 700,000.00

<p><b>REQUIREMENTS AND CONDITIONS:</b></p> <p><b>ELIGIBILITY</b></p> <p>a. The agency / company must be in operation for at least 5 years</p> <p>b. Being run by credible and competent management officers with vast experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit resumes/profiles of key officers and management executives to be assigned to the project, highlighting career backgrounds of at least five (5) years in the following:</p> <ul style="list-style-type: none"> <li>• Public Relations (local &amp; foreign projects)</li> <li>• Journalism (print &amp; broadcast, local &amp; foreign)</li> <li>• Advertising/Marketing/Corporate Communications</li> </ul> <p>c. Submit list of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) approved PR plans as samples</p> <p>d. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns.</p> <p>e. Can provide full-service PR, Media &amp; Marketing Communication solutions and consultancy. Please present company profile with a list of services offered.</p> <p><b>TECHNICAL</b></p> <p>a. Submission of a PR plan (including story angles, target print, TV and radio outfits for media guestings and event coverages) together with the proposal for traditional and digital media stating the following deliverables:</p> <ul style="list-style-type: none"> <li>• Three (3) seeded articles on May; six (6) seeded article on June, and; three (3) seeded article on July</li> <li>• Minimum of twenty (20) pick – ups per month All seeded releases should be published in 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines</li> <li>• Front page article in at least one major publication during the week of the event</li> </ul> <p>b. Assistance during press conferences in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups</p>		
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<p>c. Coverage during TPB events related to Mega Media Familiarization trip (PR agency shall assign a writer to join in media coverages within Manila and out of town, if needed)</p> <p>d. Preparation of speeches and messages for TPB, as required</p> <p>e. Content creation for advertorial, as required</p> <p>f. Preparation of social media content and assistance in handling TPB's social media sites (Facebook, Twitter and Instagram), as needed</p> <p>g. Monthly monitoring of published press releases with media values and ROI computation</p> <p>h. Representative of PR agency must seat in during the evaluation of applications of foreign participants</p> <ul style="list-style-type: none"> <li>• Must also submit report on the actual media mileage, promotions (blogs and social media) from foreign participants</li> </ul> <p>i. PR Agency to refer local bloggers who will participate and join tour legs</p> <p><b>FINANCIAL / Terms of Payment</b></p> <p>a. Must submit a financial bid in a separate sealed envelope.</p> <p>b. Monthly accomplishment report with copies/clippings of all materials produced and published.</p> <p><b>SELECTION CRITERIA</b></p> <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">CRITERIA</th> <th style="text-align: right;">RATING</th> </tr> </thead> <tbody> <tr> <td>FIRM EXPERIENCE AND CAPABILITY</td> <td style="text-align: right;">30</td> </tr> <tr> <td>1.1 Number of large scale events handled / to be handled (past/present/future) (15 pts)</td> <td></td> </tr> <tr> <td>1.2 Expertise in the field and manpower support to implement the project (15 pts)</td> <td></td> </tr> <tr> <td>PLAN OF APPROACH &amp; METHODOLOGY</td> <td style="text-align: right;">60</td> </tr> <tr> <td>2.1 Cohesiveness of the PR and Social Media Plan (10pts)</td> <td></td> </tr> <tr> <td>2.2 Excellence of proposed strategy and its ability to deliver the value proposition (10 pts)</td> <td></td> </tr> <tr> <td>2.3 In-house resources (10 pts)</td> <td></td> </tr> <tr> <td>2.4 Relevance of the concept to the project themes (10 pts)</td> <td></td> </tr> </tbody> </table>	CRITERIA	RATING	FIRM EXPERIENCE AND CAPABILITY	30	1.1 Number of large scale events handled / to be handled (past/present/future) (15 pts)		1.2 Expertise in the field and manpower support to implement the project (15 pts)		PLAN OF APPROACH & METHODOLOGY	60	2.1 Cohesiveness of the PR and Social Media Plan (10pts)		2.2 Excellence of proposed strategy and its ability to deliver the value proposition (10 pts)		2.3 In-house resources (10 pts)		2.4 Relevance of the concept to the project themes (10 pts)			
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