

**TERMS OF REFERENCE  
VIRTUAL EFFECTIVE WRITING WORKSHOP  
25-27 May 2021**

**I. RATIONALE**

As part of its Learning and Development Program, the Tourism Promotions Board (TPB) desires to conduct a virtual training as follows:

- Learning Program : Virtual Effective Writing Workshop
- Schedule : 25-27 May 2021  
With at least 4 hours of virtual learning sessions per day
- No. of Participants : 40 pax
- Platform : Zoom

**II. OBJECTIVES**

At the end of the session, participants would be able to:

- a. provide an understanding of the role and purpose of written documents such as memoranda, executive briefs/ summary, reports, proposals, minutes of the meeting, progress reports, and the likes;
- b. have awareness on the framework, key principles and guidelines, and techniques for organizing contents for effective written business communication; and
- c. develop skills to write technical information clearly and concisely and make complex data and detailed information meaningful to the non-technical reader.

**III. QUALIFICATIONS**

- A. Bidder must have at least three (3) years of experience in providing training and learning interventions in government and private offices.
- B. Bidder must submit a customized proposal tailor-fit to the organization's needs and objectives not generic, one-size-fits-all materials including course outline
- C. Bidder must be able to provide qualified subject matter experts based on the stated specifications.
- D. Bidder must be able to provide for use in this project a licensed zoom account to host the entire online training.
- E. Bidder must be able to provide a moderator and program management committee that will take care of the online training using zoom technology.
- F. Bidder must provide list of key persons involved with respective work assignments during preparation and actual learning session such as project management team and moderators and the like, with their curriculum vitae.

#### IV. ELIGIBILITY REQUIREMENTS

- A. Make a presentation (maximum of 10 minutes) of their Plan Approach / Methodology.
- B. Technical requirements:
  - 1. Submit evaluation instrument to be used by supervisors to measure the effectiveness of the training and improvement of the participants based on, but not limited to the abovementioned objectives and the expected outcome below:
    - a. develop skills to write technical information clearly and concisely; and
    - b. make complex data and detailed information meaningful to the non-technical reader.
  - 2. Submit a list of completed projects for the past 3 years in the private and government offices with a brief description and amount of contract. For government offices, must submit at least one of the following:
    - A. Notice of Award (NOA)
    - B. Purchase Order (P.O.)
    - C. Event Contract, and/or Notice to Proceed (NTP);
  - 3. Submit proof of licensed zoom account that will host the entire online training;
  - 4. Submit a list of qualified subject matter experts with their respective Curriculum Vitae based on the stated topics;
  - 5. Submit a customized proposal tailor-fit to the organization's needs and objectives—not generic, one-size-fits-all materials including:
    - Course outline
    - List of key persons involved with respective work assignments during preparation and actual learning session and curriculum vitae
  - 5. Submit a statement of acceptability of the schedule of the abovementioned Scope of Deliverables.
- C. Deliverables
  - Pre-Session:
    - 1. Must submit a proposed course outline for approval of the end-user
    - 2. Poster Announcement or Teaser video
  - In-Session:
    - 1. Administer pre-test and post-tests within the learning sessions;
    - 2. Zoom moderator and program management committee
  - Post-session:
    - 1. Provide evaluation instrument to be used by supervisors to measure the effectiveness of the training and improvement of the participant's in product development

2. Provision of certificates, post-program/terminal reports, and raw and edited file recordings of the whole learning session
3. 30 to 60 seconder video highlights of the session

**V. CRITERIA FOR EVALUATION**

<b>Proposal</b>	<b>Weight</b>
Technical Proposal	85%
Financial Proposal	15%

**Technical Bid/Proposal Criteria and Rating (80% passing score)**

**VI. Approved Budget for the Contract (ABC)**

The Approved Budget for the Contract is **ONE HUNDRED EIGHTY THOUSAND PESOS (Php 180,000.00)** inclusive of all applicable fees and taxes. The winning bid shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of bid does not exceed the above-mentioned approved budget. The deadline for submission of bids should be at a time and place specified in the request for quotation (RFQ).

**VII. Terms of Payment**

Payment within 30 days upon full completion of the services with deliverables and submission of the invoice.

**RATING SHEET**

<b>CRITERIA</b>		<b>Score</b>	<b>Rating</b>
<b>I.</b>	<b>Firm Experience and Capability</b>	<b>30 points</b>	
	1 Has been involved in providing training and learning interventions in government and private offices: <ul style="list-style-type: none"> <li>➤ More than 3 years (15)</li> <li>➤ At least 3 years (10)</li> </ul> 2 Conducted virtual learning sessions using zoom platform: <ul style="list-style-type: none"> <li>➤ 20 sessions and above (15)</li> <li>➤ Above 10 sessions but less than 20 (10)</li> <li>➤ 10 sessions and below (5)</li> </ul>		
<b>II.</b>	<b>Qualification of Subject Matter Expert who will be assigned to the Project</b>	<b>30 points</b>	
	1 Experience in Conducting Learning Session <ul style="list-style-type: none"> <li>➤ 5 years and above conducting learning sessions (15)</li> <li>➤ More than 3 years but less than 5 years of conducting learning sessions (10)</li> <li>➤ At least 3 years conducting learning sessions (5)</li> </ul> 2 Conduct of Learning Session about the topic <ul style="list-style-type: none"> <li>➤ Conducted more than 10 sessions (15)</li> <li>➤ Conducted 10 sessions and below (10)</li> </ul>		
<b>III.</b>	<b>Plan of Approach and Methodology</b>	<b>40 points</b>	
	1. Bidder's proposal of the course outline; new strategies/ideas/activities during the actual learning session (20) 2. Relevance of the customized topics to the organization's needs and objectives (15) 3. Proof of licensed zoom account that will host the entire online training (5)		
<b>TOTAL</b>		<b>100 points</b>	

**\*\*\* Nothing Follows \*\*\***