

Request for Proposal

8 April 2022

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

Quotation No. **TPB-RFP 2022-04-114**

PR No. 3.035 2nd Posting

Requirement: Services of a Communications Adviser and Content Writer

Unit	Particulars	Total Cost
Lot 1	<p style="text-align: center;">Services of a Communications Adviser and Content Writer</p> <p>Technical Specifications:</p> <p><u>Background of the Project</u></p> <p>Communication has been an integral factor for the Tourism Promotions Board (TPB) as the marketing arm of the Department of Tourism (DOT). Effective communication plays a key role in TPB's planning and execution of its marketing strategies in promoting the Philippines as a top destination for travel. It also plays a significant role in building rapport and interacting with stakeholders and keeping them abreast with relevant information, especially in this time of pandemic.</p> <p>Thus, the services of a dedicated communications adviser and content writer is needed to ensure that the communication requirements of the agency with its stakeholders and clients/markets, are crafted and conveyed in an efficient and timely manner.</p> <p><u>Objective</u></p> <p>To contract the services of a Communication Adviser and Content Writer needed to provide original communication materials for the officials of TPB to support the agency's marketing and corporate activities as well as positively highlight TPB as the marketing arm of the Department of Tourism (DOT) and the Philippines as a travel destination.</p> <p><u>Scope of Work/Deliverables</u></p> <p>Under the general supervision of the Chief Operating Officer (COO), or those assigned by the Chief Operating Officer to supervise and/or coordinate, but not necessarily limited to, the following assigned duties:</p> <ol style="list-style-type: none"> a. Serves as the writer of speeches, remarks, talking points, articles, opinion editorials, and other public or internal commentaries by the Corporation; b. Work closely with the Office of the Chief Operating Officer (OCCO), the Corporate Planning 	<p>PhP120,00 0.00</p>

- and Business Development (CPBD) and Marketing Communications (MarCom) Departments as applies, in crafting statements, speeches, briefings, and press releases;
- c. Assists in the editing/revising of TPB Annual Reports and Quarterly Narrative Accomplishment Reports;
 - d. Maintains records of research and back-up materials that verify prepared speeches, articles, opinion editorials and other public or internal comments;
 - e. Works with media and creative staff as required, ensuring that important content messaging and materials are repurposed across digital platforms and channels;
 - f. Proofread and/or edit documents in English and Filipino languages; and
 - g. Undertake any other assignments related and/or incidental to the foregoing functions.

Terms of Conditions

- a. All outputs of the service provider include, but are not limited to, messages, speeches, feature stories, news articles, photos, videos, shall become and remain the property of TPB;
- b. All outputs of the service provider, including other forms of publicity, are subject to the approval of TPB (MARCOM project officer) prior to their release. Specific to the Annual Report, it is subject to the approval of the CPBD, MarCom and OCOO TPB offices;
- c. Some deliverables, related either to Q4 2021 and/or end-of-year/full year reports may require submission beyond 31 December 2021. The Technical Consultant is to complete all deliverables before or by **30 June 2022** as relates to this contract;
- d. The service provider shall not, at any time, directly or indirectly, use or disclose any of TPB’s confidential information except as authorized and within the scope of employment. The TPB has the right to request sight of, and copies of any and all records kept, on the proviso that the Technical Consultant is given reasonable notice of such a request;
- e. A Non-Disclosure Agreement shall be executed by the Technical Consultant with TPB, which shall form as integral part of the engagement;
- f. The Technical Consultant shall directly report to the Office of Chief Operating Officer (OCOO) and when applicable, coordinate with other offices or departments on assigned work; and
- g. The Technical Consultant must submit a Detailed Weekly or Monthly Accomplishment Report as needed during the period and timelines indicated within this contract. This report shall be submitted to the Chief Operating Officer for approval, which shall be the basis in processing the monthly payment to the technical consultant.

Period of Engagement

The engagement shall commence upon issuance of the Notice to Proceed until **30 June 2022** with final payment withheld until clearance for all deliverables is obtained from the OCOO and a Certificate of Complete and Satisfactory Service Delivery is issued by TPB.

Qualifications

- a. Bachelor’s Degree with relevant experience;
- b. With experience in writing feature articles, news/magazine articles; corporate communication, and speeches; and
- c. Flexible approach to work, with a keenness to adapt to meet changing work requirements.

Proposal

The Technical consultant shall submit the technical and financial proposals on the date, time, and manner prescribed in the Request for Proposal, which include:

- Professional License/Curriculum Vitae

- A brief profile and description demonstrating meeting the client’s needs;
- List and evidence of relevant work experience for at least five (5) years;
- His/her Curriculum Vitae;
- Tax Identification Number; and
- Certification of relevant training attended

Financial Requirements/Terms of Payment:

The Technical Consultant shall be paid on a monthly basis inclusive of all applicable taxes, computed based on contract price. Payment shall be made based on actual services delivered, which shall not exceed the contract price.

Milestone Deliverables to be captured in:	Period Covered
Weekly/Monthly Detailed Accomplishment Report on the services’ delivered work by the set deadline of the OCOO subject to COO’s approval.	Weekly or Monthly as needed during the period and timelines indicated within this contract

The supplier must have a Landbank account as payment to the aforementioned will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

Contract Person:

For particulars please contact:

Ms. Ryvet P. Cruz
 Office of the Chief Operating Officer
 E-mail address: ryvet_cruz@tpb.gov.ph
 Tel: 8524-0372 / 8525-9318 loc. 201 / 202 / 205

Rating Criteria:

CRITERIA	RATING
I. QUALITY OF PERSONNEL WHO MAY BE ASSIGNED TO THE PROJECT	20%
Profile and expertise of the bidder showing specification and/or experience as a writer/content creator with a minimum of at least five (5) years of experience: <ul style="list-style-type: none"> • 8-10 years of relevant experience (20%) • 6-7 years of relevant experience (15%) • 5 years of relevant experience (10%) <i>Covering the suitability of the personnel to perform duties of the particular assignments and general qualifications and competence including educational background, CV, and training of the personnel and similar outputs handled.</i>	
II. EXPERIENCE AND CAPABILITY OF THE CONSULTANT	30%
Experience of the consultant in handling similar nature of work.	

	<ul style="list-style-type: none"> Five (5) or more projects related to writing <p>1) Articles and Press Releases</p> <ul style="list-style-type: none"> - 1-3 Projects (5%); - 4-6 Projects (7%); and - 7-10 Projects (10%) <p>2) Editorials</p> <ul style="list-style-type: none"> - 1-3 Projects (5%); - 4-6 Projects (7%); and - 7-10 Projects (10%) <p>3) Speeches/Messages:</p> <ul style="list-style-type: none"> - 1-3 Projects (5%); - 4-6 Projects (7%); and - 7-10 Projects (10%) <p><i>The consultant has presented evidence in writing speeches, remarks, talking points, opinion editorials, public and internal commentaries, and other related materials.</i></p>		
	III. PLAN APPROACH AND METHODOLOGY	50%	
	a. Clarity, feasibility, innovativeness, and comprehensiveness of the presented materials such as but not limited to articles, news/magazine articles; corporate communication, and speeches		
	TOTAL	100%	
	*** Nothing Follows ***		
Terms of Payment	Please refer to the Financial Requirements/Terms of Payment of the project.		
Delivery	Upon receipt of the approved Notice to Proceed (NTP) until 30 June 2022.		
ABC	PhP120,000.00 inclusive of all applicable charges and taxes		

The last day for submission of **quotation** is not later than 12:00 noon on **18 April 2022**, thru e-mail at farhan_ambiong@tpb.gov.ph for the advance copy of the bid documents and the hard copy to the address provided below, subject to the Terms and Conditions attached herewith, duly signed by your representative and stating the shortest time of delivery to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please address your quotation to the undersigned.

Thank you very much.

ELOISA A. ROMERO

Administrative Officer V

Procurement and General Services Division

Contact Person

FARHAN M. AMBIONG

Contact No

(8)525-9318local 268

Price Validity shall be for a period of thirty (30) calendar days.

Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. *Business or Mayor`s Permit/Certification (as of 2022) (except for Professional/Individual Practitioner/s)*
2. *Income/Business Tax Return*
3. *Professional License/Curriculum Vitae/Company Profile*
4. *PhilGEPS Certificate/Membership (latest)*
5. *Notarized Omnibus Sworn Statement Omnibus Sworn Statement*
6. *List of completed and literary works for the last Five (5) years*
7. Certification of relevant training attended

Omnibus Sworn Statement (Revised)
[shall be submitted with the Bid]

REPUBLIC OF THE PHILIPPINES)
 CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

[If a sole proprietorship:] I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

[If a partnership, corporation, cooperative, or joint venture:] I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

[If a sole proprietorship:] As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

[If a partnership, corporation, cooperative, or joint venture:] I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. *[Select one, delete the rest:]*

[If a sole proprietorship:] The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a partnership or cooperative:] None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

[If a corporation or joint venture:] None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
 - a. Carefully examining all of the Bidding Documents;
 - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
 - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
 - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of ___, 20__ at _____, Philippines.

[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]

[Insert signatory's legal capacity]

Affiant

[Jurat]

[Format shall be based on the latest Rules on Notarial Practice]