

CRITERIA	RATING	
I. QUALITY OF PERSONNEL WHO MAY BE ASSIGEND TO THE PROJECT	20%	
<p>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:</p> <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%) <p><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></p>		
II. EXPERIENCE AND CAPABILITY OF THE CONSULTANT	30%	
<p>Experience of the consultant in handling similar nature of work.</p> <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%	
<p>a. Clarity, feasibility, innovativeness, and comprehensiveness of the presented materials such as but not limited to articles, news/magazine articles; corporate communication, and speeches</p>		
TOTAL	100%	