

TERMS OF REFERENCE

SERVICES OF A CONTENT WRITER FOR THE TPB ANNUAL REPORT 2022 AND THE TPB CORPORATE BROCHURE

I. Background

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism (PDOT) under the Republic Act No. 9593 (or the Tourism Act of 2009). Its primary mandate is marketing and promoting the Philippines domestically and internationally as a major global tourism destination.

TPB, as an attached government agency of the Department of Tourism, is to produce and submit an Annual Report complying with the provisions of both Executive Order No. 292 (Administrative Code of 1987), Chapter 11 Section 43 and Republic Act 10149 (GOCC Governance Act of 2011), Chapter V, Section 25, (C) for a report submission on the Corporation's undertakings within a Calendar Year.

Therefore, the TPB Annual Report 2022 shall cover the programs, projects, and activities undertaken by the Corporation from 01 January to 31 December 2022, highlighting the Corporation's strategies, practices, and accomplishments in its fiscal and administrative operations. Primary audience are TPB's stakeholders, the Office of the President, lawmakers, government bodies or instrumentalities with oversight functions and the general public.

The Content Writer will serve to write and shape the narratives and stories for TPB's Annual Report 2022 as a sharable Story/Journey Experience to an external audience. The Content Writer has the primary and overall duty of ensuring that the final report output is produced as one cohesive document seamlessly integrating of all annual report components while keeping the Reader in mind imprinting strong visibility and partnership with TPB stakeholders including current and prospective partners.

Also to be produced are the Mid-Year Executive Summary Report, the Year-End Executive Summary Report and the TPB Corporate Brochure serving as a primer and at-a-glance communication tool to inform stakeholders and the general public on the mainline programs and activities of the TPB including on marketing and promotion strategies and its engagement approach. All of the reports have to be of a professional and high standard. Extreme care has to be taken with all information and especially with numeric data.

This project may be home/remote/offsite based subject to the specifications in this TOR. Note that due to the nature of the assignment, there may be periods of time when no actual writing, research or editing will occur. Regardless, the Service Provider shall be reporting on a weekly basis directly to Project Officer and should be available as needed for face-to-face consultation at the TPB office as needed within the project period.

II. Objectives

1. Production and output of the TPB Annual Report 2022 (digital and print);
2. Production and output of the TPB Mid-year 2022 Executive Summary Report;
3. Production and output of the TPB Year-end 2022 Executive Summary Report;
4. Production and output of the TPB Corporate Brochure (digital and print); and
5. Nos. 1 to 4 subject to this Terms of Reference, subject to this Terms of Reference, the agreed upon timelines and final approval by the end user.

III. Scope of Services/Outputs and Deliverables:

1. Availability of the Service Provider during the duration of work specified in this TOR;
2. Familiarization with TPB and its existing programs, including review of organizational documents and meetings with key staff;
3. Submission of a Gantt Chart subject to end user approval to serve as reference for the agreed upon deliverables and timelines;
4. Story/Journey Experience/Narrative conception with the Reader in mind based on the TPB approved messaging with minimum of proposed three (3) themes each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure.
5. Revision of the narrative conception based on discussion results subject to end user approval to include preliminary outlines each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure.
6. Actual narrative drafts with all visual elements pegged each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure.
7. Editing, revision and proofreading related to content and/or language of the running draft and story flow based on input from end user (maximum of three major revisions) each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure.
8. Coordination with the Project Officers assigned and graphic designer-layout artist on the alignment of narratives and visuals for the Annual Report and Corporate Brochure. The Content Writer shall also proof-read the texts as they are laid out by graphic designer-layout artist.

9. Final narratives rewrite/draft in Word document format, including table of contents, photo captions and credit information subject to end user approval up to the level of the TPB Chief Operating Officer.
10. Proofreading of the four (4) mock-ups applicable for the Annual Report and Corporate Brochure.

IV. Duration of Work

The engagement of the Service Provider will start from the date of receipt of the Notice to Proceed (NTP) until all deliverables have been complied with but should not exceed 28 February 2023.

The above excludes the proofreading of the four (4) mockups as indicated in this TOR which follows a different timeline.

Note: The proposed time frame may be adjusted subject to the recommendations of the provider and the approval of TPB.

V. TPB's Responsibilities as the End User:

1. Provide the Messaging, all raw data references and narrative report needed by the Service Provider;
2. Provide input and feedback in a timely manner;
3. Invite and ensure the attendance of key staff as necessary to meetings when scheduled;
4. Provide the Service Providers' team with a working area in TPB during visit (as applicable)
5. Ensure that and online facility (i.e. online video conferencing) in case of virtual meetings, as agreed upon by the Service Provider and TPB; and
6. Pay the professional fee as specified in this TOR

VII. Approved Budget for the Contract

The Approved Budget for the Contract is **Two Hundred and Forty Thousand Pesos (PhP 240,000.00)**, inclusive of all applicable taxes. Fees will be paid in percentage tranches based on the output/milestone deliverables indicated in the Terms of Payment in VIII.

VIII. Terms of Payment

Supplier preferably with a Landbank account. Payment 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.

TPB reserves the right to withhold all or a portion of payment if performance is deemed unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set; or all other factors in breach of this TOR.

The indicative payment scheme is as follows:

Output/Milestone	% of Payments
Tranche 1	
Upon satisfactory completion of the: <ol style="list-style-type: none"> 1. Pre-consultancy meeting, and 2. Approval of the Gantt Chart proposed by the End User 3. Receipt of story conception with the Reader in mind based on the TPB approved messaging with minimum of proposed three (3) themes each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure. 	20%
Tranche 2	
Upon satisfactory approval of the: <ol style="list-style-type: none"> 1. Revision of story conception based on discussion results subject to end user approval to include preliminary drafts each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure. 2. Actual narrative drafts submitted each applicable for the Annual Report, the Mid-year Report, the Year-end Report and the Corporate Brochure 	25%
Tranche 3	
<ol style="list-style-type: none"> 1. Upon satisfactory approval of revised second major revision based on input from end user (maximum of three major corrections) applicable for the Annual Report and Corporate Brochure 	15%
Tranche 4	
<ol style="list-style-type: none"> 1. Upon approval of the final narrative drafts each applicable for the Annual Report, the Mid-Year Report, the Year-end Report, and the Corporate Brochure. 	30%
Tranche 5	
<ol style="list-style-type: none"> 1. Upon satisfactory completion of the proofreading of the four (4) mock-ups applicable for the Annual Report and Corporate Brochure 2. Upon approval of final output by TPB (narrative with layout) applicable for the Annual Report and Corporate Brochure 	10%
TOTAL	100%

Note: The indicative payment scheme and corresponding Output/Milestone payments may be amended based on the Project Gantt proposal of the Service Provider and subject to mutual agreement between the Service Provider and TPB.

IX. Qualifications:

1. The Service Provider must be a Filipino and PhilGEPS registered; preferably with research and/or economics background in addition to English language proficiency
2. The Service Provider must have a minimum of three (3) years' demonstrable experience Corporate Communication and in handling complex information
3. The Service Provider will be expected to submit technical and financial proposals which includes:
 - a. A brief profile of Content Writer;
 - b. List and evidence of relevant work experience for at least 3 years;
 - c. His/her Curriculum Vitae;
 - d. Tax Identification Number;
 - e. Evidence of a strong and stable internet connection subscription; and
 - f. Other R.A. 9184 requirements as deemed necessary
4. The Service Providers' submitted portfolio must show evidence of:
 - a. Demonstrable, excellent comprehensive report writing skills. English fluency is required;
 - b. Excellent organizational skills;
 - c. Experience in producing corporate products including the writing and editing of Annual Reports;
 - d. Demonstrated ability to meet deadlines and work under pressure
5. It is understood that the Service Provider has the ability to:
 - a. Be flexible and respond to changes to graphics as part of the review and feedback process;
 - b. Participate effectively in team-based, information-sharing collaborative environment; and
 - c. Focus on impact and results for the client
 - d. Be available as needed for face-to-face consultation at the TPB office as needed within the project period.

X. Invitation to Suppliers:

The Service Provider is expected to submit technical and financial proposals which shall include:

- A brief profile and description demonstrating the professional/company qualification indicated in item IX;

- Curriculum vitae of key personnel who will be assigned in the projects showing competency, experience and areas of specialization using the TPF6 Form;
- List and evidence of relevant work experience for the last three (3) years (2020-2022 timeline);
- The winning Service Provider shall be determined in accordance with the process of R.A. 9184 and its Revised Implementing Rules and Regulations.
- The Service Providers' method statement/plan of approach must be responsive to the Scope of Work and clearly outline the proposed methodology/ approach. The method statement/plan of approach should articulate what value the Service Provider will add in achieving the stated objectives for the project. A proposed implementation plan must accompany the Service Providers' proposal and must clearly set out the timeframes for each required output to ensure that the deadlines are met.

PROJECT OFFICER/CONTACT PERSON:

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