

TECHNICAL SPECIFICATIONS

SERVICES OF A TECHNICAL CONTENT WRITER FOR THE TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS

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 required 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 2023 shall cover the programs, projects, and activities undertaken by the Corporation from 01 January to 31 December 2023, 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.

Further, the Technical Content Writer will serve to write and shape the narratives and stories for TPB's Annual Report 2023 as a sharable Story/Journey Experience to an external audience. The writing must be clear, concise, correct, consistent, comprehensive, and compelling.

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 TPB Corporate Brochure, 2023 Mid-Year Executive Summary Report, and the 2023 Year-End Executive Summary Report. 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 Technical Specifications. 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 for face-to-face consultation at the TPB office as needed within the project period.

**RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS
SERVICES OF A TECHNICAL CONTENT WRITER FOR THE
TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS**

II. Objectives

1. Production and output of the TPB Corporate Brochure;
2. Production and output of the TPB Mid-year 2023 Executive Summary Report;
3. Production and output of the TPB Year-end 2023 Executive Summary Report;
and the
4. Production and output of the TPB Annual Report 2023 narrative (designed to complement digital and print design and production of the same)

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 the 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. Narrative write-up of the TPB Corporate Brochure
5. Story/Journey Experience/Narrative concept with the Reader in mind based on the TPB approved messaging with a minimum proposed three (3) themes applicable for the Annual Report 2023;
6. Revision of the narrative concept based on discussion results subject to end user approval to include preliminary outlines each for the Annual Report 2023, the Mid-year Report 2023 and the Year-end Report 2023;
7. Actual narrative drafts with all visual elements pegged each applicable for the Corporate Brochure, Mid-year Report 2023, the Year-end Report 2023, and the Annual Report 2023;
8. Editing, revision and proofreading related to content and/or language of the running draft and story flow each applicable for the Mid-year Report 2023, the Year-end Report 2023, and the Annual Report based on input from end user up to the final approved rendition as applicable
9. Coordination with the Project Officers assigned and graphic designer- layout artist on the alignment of narratives and visuals for the Annual Report 2023. The Content Writer shall also proof-res the texts as they are laid out by the graphic designer- layout artist.
10. Final narratives rewrite/draft in Word document format, including the table of contents, photo captions and credit information subject to end user approval up to the level of the TPB Chief Operating Officer.
11. Proofreading of the four (4) mock-ups applicable for the Annual Report 2023.
12. It is understood that the Service Provider can:
 - a. Be flexible and respond to the required changes to the drafts/reports as part of the review and feedback process;
 - b. Participate effectively in team-based, information-sharing collaborative environment;

RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS SERVICES OF A TECHNICAL CONTENT WRITER FOR THE TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS

- c. Focus on impact and results for the client; and
- d. Be available as needed for face-to-face consultation at the TPB office as needed within the project period.

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 31 March 2024.

Note: The proposed time frame may be adjusted subject to the recommendations of the provider and the approval of TPB and without any add cost implications to TPB.

V. TPB's Responsibilities as the End User:

1. Provide the Messaging, all raw data references for the narrative reports 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/interviews when scheduled;
4. Provide the Service Provider/Service Providers' team with a working area in TPB during visits (as applicable);
5. Ensure that an 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 Technical Specification.

The indicative payment scheme and timetable is as follows:

**RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS
SERVICES OF A TECHNICAL CONTENT WRITER FOR THE
TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS**

OUTPUT/MILESTONE AND INDICATIVE TIMELINE	% of Payments
Tranche 1 – from the issuance of the NTP to within the 2 nd week of January 2024	20%
<ol style="list-style-type: none"> 1. Upon satisfactory completion of the Corporate Brochure narrative 2. Upon satisfactory conduct and completion of the initial story conference, and 3. Approval of the Gantt Chart proposed by the End User 4. Upon completion and approval by TPB of the Mid-year Report for 2023 within mutually agreed timelines 	
Tranche 2 – within the 2 nd week of January to the 4 th week of February 2024	25%
<ol style="list-style-type: none"> 1. Upon completion and approval by TPB of the Year-end Report for 2023 within mutually agreed timelines 2. Receipt of story concept for the with the Reader in mind based on the TPB approved messaging with minimum of proposed three (3) themes applicable for the Annual Report 2023 3. Revision of story concept based on discussion results subject to end user approval to include the preliminary draft for the Annual Report 2023 4. Upon approval of the actual narrative first draft submitted for the Annual Report 2023 	
Tranche 3 – within the 4 th week of February 2024 to the 4 th week of March 2024	55%
<ol style="list-style-type: none"> 1. Editing, revision and proofreading related to content and/or language of the running draft and story flow each applicable for the Mid- year Report 2023, the Year-end Report 2023, and the Annual Report 2023 based on input from end user up to the final approved rendition as applicable 2. Upon approval of the final narrative draft in Word document format, including the table of contents, photo captions and credit information subject to end user approval up to the level of the TPB Chief Operating Officer 3. Upon satisfactory completion of the proofreading of the four (4) mock-ups applicable for the Annual Report 2023 4. Upon approval of final output by TPB (narrative with layout) applicable for the Annual Report 2023 	
TOTAL	100%
<i>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.</i>	

RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS SERVICES OF A TECHNICAL CONTENT WRITER FOR THE TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS

IX. Qualifications:

If the Service Provider is an individual:

1. Demonstrable, excellent comprehensive report writing skills. English fluency is required; The Service Provider must have a minimum of four (4) years' demonstrable experience in Corporate Communications and in handling complex information
2. The Service Provider will be expected to submit technical and financial proposals which includes:
 - a. A brief profile of the Technical Content Writer;
 - b. List and evidence of relevant work experience for at least four (4) years;
 - c. His/her Curriculum Vitae;
 - d. Sample works/portfolio (minimum of three outputs);
 - f. Gantt Chart submission as to the proposed implementation plan which clearly sets out the timeframes for each required output to ensure that the deadlines are met;
3. Evidence of a strong and stable internet connection subscription (proof of the latest ISP billing/statement of account indicative of a subscribed plan at the primary work address is sufficient)
4. The Service Providers' submitted portfolio must show evidence of:
 - a. Excellent information organization skills evidenced through the narrative flow and sustained messaging in the portfolio samples; and
 - b. Experience in producing corporate products including the writing and editing of Annual Reports or comparative output (e.g., Sustainability Reports, Integrated Annual and Sustainability Reports)
5. Ability to produce a compelling and sustained story narrative is evidenced through the sample portfolio for each sample work submission as a premium qualification

If the Service Provider is a Firm:

1. Must be duly registered Company in the Philippines and must be in operation for the last four (4) years.
2. Must be a Company handling corporate communication or similar project for the last for (4) years.
3. Compliance with Nos. 1 to 5 of the Qualifications for individuals above as to the assigned writer/s to be

X. Invitation to Suppliers:

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

1. A brief profile and description demonstrating the professional/ company qualification indicated in item IX;
2. Curriculum vitae of key personnel who will be assigned in the projects showing competency, experience and areas of specialization using the TPF6 Form;
3. List and evidence of relevant work experience for the last three (3) years (2021 – 2023 timeline)

**RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS
SERVICES OF A TECHNICAL CONTENT WRITER FOR THE
TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS**

PROJECT OFFICER/CONTACT PERSON:

Ms. SHERYLL KARUNUNGAN
Planning Officer III
Corporate Planning & Business Development Department
E-mail address: sheryll_karunungan@tpb.gov.ph
Tel. No: 525-6443 / 525-9318 local 212

**RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS
SERVICES OF A TECHNICAL CONTENT WRITER FOR THE
TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS**

(For use of the TPB BAC only)

REQUIREMENT: TECHNICAL/CREATIVE SERVICES		
PROJECT TITLE: SERVICES OF A TECHNICAL CONTENT WRITER FOR THE TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS		
APPROVED BUDGET COST (ABC): TWO HUNDRED AND FORTY THOUSAND PESOS ONLY (PHP240,000.00)		
PROPERTY/BIDDER NAME:		
TECHNICAL SPECIFICATION / RATING FACTORS (RF)	WEIGHT (%)	
I. TECHNICAL PROPOSAL		
Quality of project personnel; i.e., suitability of proponent/key staff to perform the project's scope of work, general qualifications and competence including education and the professional experience of the proponent/key staff	20%	
a. Profile and expertise of the key personnel to be assigned to the project, showing depth and variety of communications experience that includes technical and business writing and corporate content <ul style="list-style-type: none"> • With above five (5) years' experience — 10% • With four (4) to five (5) years' experience — 7% • With under four (4) years' experience — 0% 	(10%)	
b. Actual lead writing experience for a corporate annual report or "in-line" technical report such as a sustainability or integrated report within the past four (4) years <ul style="list-style-type: none"> • With experience — 10% • Without experience — 0% 	(10%)	
Experience and capability of the proponent/key staff in technical content report writing	30%	
c. Produced an annual Technical Report for a Top 500 Philippine Corporation through formal work engagement or consultancy within the past four (4) years <ul style="list-style-type: none"> • Produced more than (2) such annual Technical Reports for different companies — 15% • Produced at more than (2) such annual Technical Reports — 12% • Produced at least two (2) such annual Technical Reports — 10% • No such annual Technical Report produced — 0% 	(15%)	
d. Application of Governance Scorecard or International Reporting Standard in the produced report a plus factor <ul style="list-style-type: none"> • With experience — 10% • Without experience — 0% 	(10%)	
e. Flexibility in corporate writing content – plus factor if with a formal speechwriting engagement experience for the crafting of Messages to a specific audience and shifting writing perspectives <ul style="list-style-type: none"> • With experience — 5% • Without experience — 0% 	(5%)	

**RATING SHEET FOR THE EVALUATION OF THE TECHNICAL PROPOSALS
SERVICES OF A TECHNICAL CONTENT WRITER FOR THE
TPB ANNUAL REPORT CY 2023 AND OTHER TECHNICAL REPORTS**

II. COMPELLING NARRATIVE/STORY JOURNEY		
Ability to produce a compelling and sustained story narrative is evidenced through the sample portfolio for each sample work submission as a premium qualification	50%	
<ul style="list-style-type: none"> Messaging and journey story is clear in the sample works in the sense of: (50% total, 15% maximum per item) <ul style="list-style-type: none"> a. What is material to the Corporation (key priorities, drivers, goals, and channels) is clearly stated and communicated repeatedly/threaded throughout the report — 20% b. The reader gains a sense of directed engagement including the whys and hows of its chosen priorities, projects and actions throughout the report; inviting to read — 15% c. The character and values of the Corporation can be picked-up through the narrative throughout the report — 15% 	(50%)	
<ul style="list-style-type: none"> The narrative is average for annual reports or similar technical reports in the sample works — 20% The narrative is generic and/or does not convey a sustained story narrative. The Reader does not get a good sense of what is material for the Corporation, the hows and whys of directed priorities, projects and actions; Compliance on the production of a report only — 0% 	(20%)	

FACTORS	TOTAL R PER RF x %	
I. GENERAL SPECIFICATIONS	50%	
II. COMPELLING NARRATIVE/STORY JOURNEY	50%	
TOTAL (Passing Rate = 85%)		

BAC: _____

SIGNATURE: _____

DATE: _____