

Bid Bulletin No. 2

**“Consulting Service for the Creation of Marketing and Communication Plan for the 2023 BDTP Activities”
Bidding No. 23-001**

February 9, 2023

This Bid Bulletin No. 2 is hereby issued to modify or amend the Bidding Documents.

Schedule of Proceedings

Activity	Schedule
<p align="center">Submission and Opening of Technical and Financial Documents</p> <p align="center">and</p> <p align="center">Opening of Technical Documents</p>	<p>February 20, 2023, 9:00 AM, for the Submission of Technical and Financial Documents, and 9:30 AM for the Opening of Technical Documents through video conference with the following details:</p> <p>Zoom Meeting: https://zoom.us/j/92227916806?pwd=Ny9UclIJMFRFSFJhaEt5bINVMnhmZz09</p> <p>Meeting ID: 922 2791 6806 Passcode: BAC2023</p>
<p align="center">Presentation of Technical Proposal to the TWG as part of the Technical Evaluation</p>	<p>February 23, 2023, 9:30 AM, for the presentation of the technical proposal through video conference with the following details:</p> <p>Zoom Meeting: https://zoom.us/j/93497534468?pwd=ZXYYTWw0T1hFTmIKYVdRWmw1ODhxQT09</p> <p>Meeting ID: 934 9753 4468 Passcode: 131413</p>
<p align="center">Opening of Financial Documents</p>	<p>February 27, 2023, 9:30 AM, for the Opening of Financial Documents through video conference with the following details:</p> <p>Zoom Meeting: https://zoom.us/j/97735868244?pwd=U25RTzJXSFlvMXMvanDrWnl4WUEvQT09</p> <p>Meeting ID: 977 3586 8244 Passcode: BAC2023</p>

BIDS AND AWARDS COMMITTEE

TERMS OF REFERENCE

FROM	TO
Deliverables	
<p>National Food Fair and Trade Fair</p> <p><i>National Food Fair only</i> Produce sixteen (16) themed videos (minimum of 15 minutes per video) featuring MSME participants and/or their products. Themes will be <i>mukbang</i> sessions, easy-to-prepare recipes, snacks and beverages.</p> <p>The consultant will provide the products/supplies to be used for the <i>mukbang</i> sessions.</p>	<p>National Food Fair and Trade Fair</p> <p><i>National Food Fair only</i> Produce sixteen (16) themed videos (3 to 5 minutes) featuring MSME participants and/or their products. Themes will be <i>mukbang</i> sessions, easy-to-prepare recipes, snacks and beverages.</p> <p>The consultant will provide the products/supplies to be used for the <i>mukbang</i> sessions.</p>
<p>FIVE (5) BASAKAN SPECIAL PROJECT</p> <ol style="list-style-type: none"> 1. Prepare six (6) to ten (10) press information materials including post event for the digital and/or printed promotion in leading newspapers/publications, DTI and BDTP Communication Channels and social media accounts (FB, Instagram, Twitter, and YouTube) 2. Schedule and coordinate five (5) radio and two (2) TV guest appearances for BDTP and selected exhibitors with effort to include ANC and CNN. Prepare script/FAQs for radio and TV interviews. 3. Prepare program and script for the opening ceremony and ensure the smooth flow of the opening program. Make sure that the physical opening ceremony including the daily MSMEs activities will be livestreamed on FB, You Tube, Instagram and Twitter. 4. Prepare four (4) speeches: welcome, inspirational and keynote speech 5. Live digital coverage of the Opening Ceremony of the physical program and activities four (4) social media channels (FB, You Tube, Instagram and Twitter) of the Bureau. 6. Media monitoring and reposting of user-generated news/updates of the event. 7. Submission of post event report and social media data analytics with high-resolution photos and videos in two external USB drives 	<p>FIVE (5) BASAKAN SPECIAL PROJECT</p> <p>For the whole Bagsakan Special Projects: Nos. 1, 2, 6 and 7.</p> <p>For each Bagsakan Special Project: Nos. 3, 4 and 5.</p>

Output	
<p>GO LOKAL! PROGRAM B. Social Media Management and Content Development</p> <p>Two (2) Audio Visual Presentations (AVPs).</p> <p>Duration: Minimum of 30 seconds but not exceeding 2 minutes 30 seconds</p> <p>Publication: Go Lokal's Facebook, Instagram, YouTube and Twitter</p>	<p>GO LOKAL! PROGRAM B. Social Media Management and Content Development</p> <p>Total of Twenty (20) Audio Visual Presentations (AVPs) for the whole contract duration.</p> <p>Duration: Minimum of 30 seconds but not exceeding 2 minutes 30 seconds</p> <p>Publication: Go Lokal's Facebook, Instagram, YouTube and Twitter</p>

For the guidance and information of all concerned.

SGD.

ATTY. ANN CLAIRE C. CABOCHAN, CESO II

Assistant Secretary

Chairperson, DTI Bids and Awards Committee

Conforme:

Name and Signature of
Authorized Representative

Date: _____