

Bid Bulletin No. 4

**“Consulting Service for the Development of DTI Strategic Communication Plan”
Bidding No. 23-003A**

April 18, 2023

This Bid Bulletin No. 4 is hereby issued to modify or amend the Bidding Documents.


A. Schedule of Proceedings

Activity	Schedule
Submission of Technical and Financial Documents and Opening of Technical Documents	April 26, 2023, 9:00 AM, for the Deadline of Submission of Eligibility Documents, and 9:30 AM for the Opening of Eligibility Documents through video conference with the following details: Join Zoom Meeting https://zoom.us/j/98200918478?pwd=d1VhUjVnZ3Mwa1lxZHkzdVFoWnJUZZz09 Meeting ID: 982 0091 8478 Passcode: BAC2023
Opening of Financial Documents	May 2, 2023, 9:30 AM, for the Opening of Financial Documents through zoom video conference with the following details Join Zoom Meeting https://zoom.us/j/95216467333?pwd=REVCb2cwQi9Oc3BzWDhFZGhPODVpQT09 Meeting ID: 952 1646 7333 Passcode: BAC2023

B. Section VI. Terms of Reference

FROM	TO
<p>I. CONTEXT/BACKGROUND</p> <p>DTI's industrialization strategy envisions the development of four industry clusters, with enormous potential for retooling, upgrading, upscaling and innovating technologies. These clusters are (1) Industrial, Manufacturing, and Transport (IMT), (2) Technology, Media and Telecommunication (TMT), (3) Health and Life Science (HLS), and (4) Basic Needs and Resilient Economy (BNRE). It also supports micro, small, and medium enterprises (MSMEs) through financing, capacity building, digitalization, program management and</p>	<p>I. CONTEXT/BACKGROUND</p> <p>DTI's industrialization strategy envisions the development of four industry clusters, with enormous potential for retooling, upgrading, upscaling and innovating technologies. These clusters are (1) Industrial, Manufacturing, and Transport (IMT), (2) Technology, Media and Telecommunication (TMT), (3) Health and Life Science (HLS), and (4) Basic Needs and Resilient Economy (BNRE). It also supports micro, small, and medium enterprises (MSMEs) through financing, capacity building, program management</p>


BIDS AND AWARDS COMMITTEE

<p>marketing support. The MSMEs are expected to generate income and local employment for many Filipinos as they develop new goods and services that may compete in the global market.</p>	<p>and marketing support. The MSMEs are expected to generate wealth and local employment for many Filipinos as they develop new goods and services.</p>
<p>II. OBJECTIVES: 2. Facilitate at least one workshop involving internal and external stakeholders especially lead information/communication officers of DTI and its attached agencies that will lead to the development of the DTI Strategic Communication Plan;</p>	<p>II. OBJECTIVES: 2. Facilitate at least one workshop involving internal and external stakeholders of DTI that will lead to the development of the DTI Strategic Communication Plan;</p>
<p>V. GHANNT CHART OF ACTIVITIES</p> <ol style="list-style-type: none"> 1. DTI Communication Audit 2. Scoping and Assessment 3. Group workshop and presentation of DTI Communications Plan to the select internal and external stakeholders of DTI 4. Selection and Orientation of the DTI Communications and Crisis Management Monitoring Teams 5. Training and handhold mentoring sessions with DTI Communications and Crisis Management Monitoring Teams. 6. Setting up a Communication & Feedback mechanism compatible with DTI operations 7. Twice a month online alignment meeting with the Communications and Crisis Management Monitoring Teams <ol style="list-style-type: none"> 1. Evaluation Meeting with the Professional Consultants 	<p>V. GHANNT CHART OF ACTIVITIES</p> <p>A. Project Implementation</p> <ol style="list-style-type: none"> 1. DTI Communication Audit 2. Scoping and Assessment 3. Group workshop and presentation of DTI Communications Plan to the select internal and external stakeholders of DTI 4. Selection and Orientation of the DTI Communications and Crisis Management Monitoring Teams 5. Training and handhold mentoring sessions with DTI Communications and Crisis Management Monitoring Teams. 6. Setting up a Communication & Feedback mechanism compatible with DTI operations 7. Twice a month online alignment meeting with the Communications and Crisis Management Monitoring Teams <p>B. Post Project Implementation</p> <ol style="list-style-type: none"> 1. Evaluation Meeting with the Professional Consultants.
<p>VIII. QUALIFICATIONS OF THE CONSULTANT</p> <p>A. Technical Proposal (80%)</p> <ol style="list-style-type: none"> 1. List of accomplished similar projects with contract amounts no less than P1,000,000 2. Qualifications of Key Personnel 3. Proposed Methodology and Implementation Plan 	<p>VIII. QUALIFICATIONS OF THE CONSULTANT</p> <p>A. Technical Proposal (80%)</p> <ol style="list-style-type: none"> 1. List of accomplished similar projects with contract amounts no less than P1,000,000 (20%) 2. Qualifications of Key Personnel (30%) 3. Proposed Methodology and Implementation Plan (50%) <p>B. Financial Proposal (20%)</p>
<p>OTHERS:</p> <p>Additional References:</p> <p>DTI Vision and Mission</p> 	

https://docs.google.com/presentation/d/1ogKbb25M-OTmF1zASqka9Uj0PXRXhCG2/edit?usp=share_link&oid=103575488649681187066&rtpof=true&sd=true

DTI Enterprise Scorecard

<https://drive.google.com/file/d/14AxPG1LTwvgtUQcWQ8GapvVnjS99UWk4/view?usp=sharing>

CLARIFICATIONS:	ANSWERS:
<p>Communication Audit:</p> <p>a. Will the DTI be able to nominate or connect us to internal and external stakeholders (provision of names/contact details and actual endorsement of the agency)?</p> <p>b. To help with our scoping, can you give us examples of internal and external stakeholders (personalities, positions, or organizations)?</p> <p>Development of Communication Plan:</p> <p>a. Is it possible to already share DTI's most updated core values, strategic plans, and core message?</p> <p>b. Will we be given a copy of DTI's existing communication manuals, protocols, and mechanisms?</p>	<p>a. Certainly, once the most qualified project bidder has been selected for the project, the DTI will provide the consultant with the names of internal and external stakeholders who can participate in the survey, group workshop and interviews in order to get their diverse perspectives and opinions on how to improve the current DTI Communication Plan (i.e., identifying the challenges and policy directions of DTI).</p> <p>b. The information required for the scoping study will be given to the project's most experienced project consultant. We shall rely on the consultant's professional experience and skills to help us with the current tasks.</p> <p>a. The DTI's recent VMG and core values are still in the draft stage and therefore, the information should be shared internally among the DTI employees/agencies including the project bidders. It is our sincere desire that the process of consultation with internal and external stakeholders would offer a platform for validating and obtaining the opinions and diverse perspectives of both parties.</p> <p>b. The firm that will be engaged will have access to the DTI's existing reference materials relevant to the development of the Strategic Communications Plan to serve as a guide. A TWG will be formed to guide and support the process of developing the Plan.</p> 

<p>Capacity Building (Training and Mentoring):</p> <p>a. What are the current roles of the participants of the training? Are they currently in the practice of communication or a similar role (i.e. media/communications related)?</p> <p>b. For training, is it possible to pull out all 46 participants to attend one training session simultaneously?</p> <p>c. Does the DTI have preference for training formats? in-person, hybrid, virtual?</p> <p>d. For training, should we include or exclude venue and meals in the scope and financial proposal? (Venue and meals are explicitly excluded in the workshop deliverable.)</p>	<p>a. Yes, the majority of the target trainees work as focals for communication for their respective offices. However, we want to increase their capacity for managing communication crises while adhering to suggested standards and protocols and effectively utilizing communication resources. We hope to address the needs of DTI's people, system, structure, and resources.</p> <p>b. Most of the participants will come from the national central office but there are also participants from 16 regions. Possible to pull out simultaneously. However, the training sessions must be supported by handhold mentoring in order to ensure technology transfer improving the performance of trainees in terms of knowledge, attitude and skills.</p> <p>c. Yes, we prefer face-to-face for a big group training. Other formats can be used for mentoring and other capacity development activities.</p> <p>d. There is a separate budget for the venue and meals for the big group training.</p>
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C. Section VIII. Appendices

Appendices may be accessed through this link:

<https://drive.google.com/file/d/1NMQRyCFOaphcEgc38Ltz4UcumCnUVmJ/view?usp=sharing>

For the guidance and information of all concerned.

JOEL R. CRUZ

Director

Vice Chairperson, DTI Bids and Awards Committee

Conforme:

Name and Signature of
Authorized Representative

Date: _____