

Bid Bulletin No. 1

**Hiring of Marketing and Communications Consultant for the 2025 National Trade Fairs
Bidding No. 25-005**

February 18, 2025

This Bid Bulletin No. 1 is hereby issued to modify or amend the Bidding Documents.

Schedule of Proceedings

Activity	Schedule
Submission of Technical and Financial Documents and Opening of Technical Documents	<p>26 February 2025, 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/94808583990?pwd=ga6fxkmcsn09QVwEdatISKsrpQ2U9W.1</p> <p>Meeting ID: 948 0858 3990 Passcode: BAC2025</p>
Technical Presentation	<p>26 February 2025, 01:30 P.M., for the Technical Presentation through Zoom with the following details:</p> <p>Zoom meeting: https://zoom.us/j/98913871898?pwd=VN8uzuutteDnYax3zGnRF1rWgEF4Dc.1</p> <p>Maximum of 30 minutes presentation including the Q & A for each bidder. (The order of presentation will be based on the date & time of submission of bids.)</p> <p>Contact Person: Ms. Alma Esperanza D. Sta. Maria</p>
Opening of Financial Documents	<p>28 February 2025, 9:30 AM, for the Opening of Financial Documents through zoom video conference with the following details:</p> <p>Zoom Meeting: https://zoom.us/j/91587600285?pwd=rtu5lmbybgur5eUhZBIObn7z6wib1x.1</p> <p>Meeting ID: 915 8760 0285 Passcode: BAC2025</p>

TERMS OF REFERENCE

A. SPECIFIC DELIVERABLES AND TIMETABLE:

Deliverables:

1. PR seeding is in digital and printed promotion.
5. Five engaging event teasers for each national fair should include:

- Countdown Animation (10-30 seconds, 5 days leading to the event) to build anticipation and excitement for the fair. (Note: 5 animated countdown is different from the 5 animated posters.)
- Animated posters (up to five) showcasing visuals and highlights of the fair, emphasizing the event's unique aspects.
- At least 5 videos of past national events for each 2025 national fairs – Videos of 2024 NFF, NTF and NACF (10-30 seconds) that highlight the success and impact of previous fairs, giving potential attendees a review of what to expect.

These teasers should be optimized for each BMDPO platform, utilizing creative and attention-grabbing visuals and messaging to increase engagement and awareness.

7. At least six (6) engaging and diverse content pieces that highlight MSME participants and/or their products. Please refer to the TOR for the content formats. In BMDPO Social Media Platforms – Facebook, Instagram, Twitter and Youtube.

The posts that will be posted are the Pre-event teasers and countdown, opening ceremony, the featured MSMEs and products, activities during the duration of each events.

8. Develop success stories of 200 MSMEs

The 1 to 2 pages success stories with action photos of 200 MSMEs shall be compiled into an e-magazine and the layout must be approved by the Office of Senator Legarda.

Please refer to this link for reference of the e-magazine <https://bit.ly/23NACF>

9. Event teasers and same day edit are included.

10. Same day edit outputs is included.

The prospective bidders must develop creative marketing ideas highlighting the exhibitors' stories and products, exciting daily activities, well-known speakers, unique experiences, networking opportunities, likewise the overall atmosphere of the event to engage and meet the requirements of target markets, buyers and audiences. BMDPO will provide the NFF poster once approved for reference. Likewise, the NTF and NACF posters.

Please see attached logos of the National Trade Fair, National Food Fair, and National Arts and Crafts Fair.

For the livestreaming, the MarComms Consultant must provide the livestreaming switcher, broadband connectivity, laptop, streaming app, and operators. The consultant should coordinate with the Audio/Visual Equipment Contractor for the link of livestream switcher, etc.

For the guidance and information of all concerned.

SGD.

KRISTIAN R. ABLAN

Assistant Secretary

Chairperson, DTI Bids and Awards Committee

Conforme:

Name and Signature of
Authorized Representative
Date: _____

