

REQUEST FOR PROPOSAL

Engagement of Training Service Provider for the Conduct of Online Training on Digital Marketing and Communication

P.R. No./Date Received: **2021-04-0056 / 26 March 2021**

RFQ/P No. / Date: **2021-04-0051 / 13 April 2021**

The Philippine Competition Commission invites all eligible suppliers, contractors and consultants to quote the best offer for the described item in the attached **Terms of Reference** subject to the Terms and Conditions and within the **Approved Budget for the Contract (ABC)**.

Required Documents/Information to be submitted as Attachments to the Quotation/Proposal:

- **Mayor's/Business Permit**
- **PhilGEPS Registration Number**
- **Notarized Omnibus Sworn Statement (may be submitted prior to issuance of Notice of Award)**
- **Signed Terms of Reference**
- **Documents stated in the Annex A of the Terms of Reference**

This pro-forma quotation maybe submitted through **registered** or **electronic mail** to the PCC Bids and Awards Committee (PBAC) Secretariat at above address or email to **npitalano@phcc.gov.ph** or **procurement@phc.gov.ph** on or before **19 April 2021, 12:00 NN** subject to the following **Terms and Conditions**:

1. All entries shall be typed or written in a clear legible manner.
2. No alternate quotation/offer is allowed, suppliers who submitted more than one quotation shall be automatically disqualified.
3. All prices offered herein are valid, binding and effective for THIRTY (30) calendar days upon issuance of this document. Alternative bids shall be rejected.
4. Price quotations to be denominated in Philippine Peso shall include all applicable government taxes subject to **(BIR 2306)** 5% R-VAT and **(BIR 2307)** 1% (PO) or 2% (JO) deductions.
5. PCC PBAC Technical Working Group may require you to submit documents that will prove your legal, financial and technical capability to undertake this contract.
6. Salient provisions of the IRR of RA 9184: Section 68 - Liquidated Damages and Section 69 - Imposition of Administrative Penalties shall be observed.
7. PCC reserves the right to reject any and all quotations, declare a failure, or not award the contract pursuant to Sec 41 of the same IRR.
8. In case of tie quotations, suppliers' presence are required during tie breaking through draw lots or toss coin.
9. In case supplier pro forma quotation is submitted, conditions will be governed by the submitted signed **Terms of Reference/Technical Specifications**.

Very truly yours,



JESON Q. DE LA TORRE
PBAC Chairperson

Item	QTY	ABC	Technical Specifications	Brand/Model	Unit Price	Total Amount
				(To be filled-up by the supplier)		
1	1	₱ 392,040.00	Engagement of Training Service Provider for the Conduct of Online Training on Digital Marketing and Communication Tentative Schedule: 26, 28, 30 April and 3,5, 10 May 2021 <i>Other requirements as indicated in the attached Terms of Reference</i>			
Total ABC		₱ 392,040.00	TOTAL Amount			
Instructions:			See attached Terms of Reference			

(Please provide **complete** information below)

We undertake, if our Proposal is accepted, to supply/deliver the goods in accordance with the specifications and/or delivery schedule.

We agree to abide by this proposal for the price validity period specified in the terms and conditions and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

Until a Purchase/Job Order or a Contract is prepared and executed, this Quotation/Proposal shall be binding upon us. We understand that you are not bound to accept the lowest or any Proposal you may receive.

Signature over Printed Name : _____

Designation/Position : _____

Name of Company : _____

Address : _____

Telephone / Fax : _____

E-mail Address : _____

Company Tax Identification Number : _____



TERMS OF REFERENCE

Engagement of a Training Service Provider for the Conduct of the Online Training on Digital Marketing and Communication

I. Rationale/Objective

The COVID-19 pandemic has led to the massive shift of organizations to the digital space. As the unit responsible for the capacity-building and advocacy initiatives of the Philippine Competition Commission (PCC), the Communications and Knowledge Management Office (CKMO) has moved online its conduct of activities and campaigns to continuously engage its stakeholders despite the lockdowns in place. Likewise, CKMO intensified development and deployment of information, education and communication (IEC) materials in social media platforms, such as the comic serial launched in 2020 titled “Pandemic and Competition Comics”.

Despite having adjusted to the “new normal” of online advocacy, there is a need to capacitate CKMO staff with the knowledge and skills required to optimize use of digital media, include social media, and attain awareness-raising, among other advocacy targets. The challenge has become greater with the reported rise of digital fatigue notably in the webinar space, thus raising the bar for effective and engaging advocacy activities under the new normal.

The training aims to enable the participants to:

- develop necessary skills to transition capacity-building and advocacy campaigns online;
- identify and build target audience online;
- learn how to leverage social media and other online platforms as a marketing tool;
- craft engaging social media posts and content;
- optimize cost-efficient digital ads; and
- evaluate the success of online marketing campaigns

II. Training Design/ Duration

The training service provider shall cover, but not limit the training design to the following topics:

1. Marketing and Communication in the New Normal

A. Introduction to Digital Marketing

- Offline vs. Online Digital Marketing
- Current digital marketing landscape: global and local trends and industry practices



B. Introduction to Various Online Marketing Platforms

- Social Media Marketing
 - Facebook
 - YouTube
 - Twitter
- Email Marketing
- Search Engine Optimization
- Others

2. **How to Drum-up Interest Online**

A. Targeting Ads

- Defining, analyzing, and building your target audience
- Market/audience sizing
- Determining user profiles per platform

B. Crafting Messages

- Creative approach/digital media visuals and messages
- Technical approach/content specifications (e.g., video limits, media file sizes, visibility settings, etc.)

C. Creating Campaigns

- Branding
- Drafting a social media plan or creating a social media calendar

D. Launching Campaigns

- The roles of an advertiser
- Requirements for boosting ads per platform (e.g., Google review and requirements, etc.)

3. **Defining the Unique Value Proposition in the Digital Market**

A. Feedback analysis

- Social media listening tool
- Monitoring online reputation (building audience trust and promoting online interaction thru effective response strategies for negative and positive social media feedback/ reviews)

B. Setting targets or key performance indicators

- Reach vs. impressions
- Defining CPM
- Defining engagement

C. Computing for ROI (achieving target vs. budget spent)

D. Advance metrics

Considering the PCC's alternative work arrangements amid the COVID-19 pandemic, the training shall be conducted online. The training service provider shall use the most suitable digital platform which is easily accessible for both the facilitator and the participants.

The program should run for six (6) session-days in April to May 2021, with a maximum duration of three (3) hours per session-day. Tentative schedule is on 26, 28, 30 April and 3, 5, 10 May 2021 at 1:30 to 4:30 PM.

III. Participants

The online training shall be participated by sixteen (16) CKMO technical staff and (2) OTC-PARD Staff.

IV. Scope of Work

The PCC will engage the services of a training service provider to accomplish the following tasks prior, during, and after the training:

A. Training Planning and Coordination

- i. Designate one (1) project coordinator to ensure the timely delivery of outputs and to coordinate with PCC in carrying out the procured services;
- ii. Prepare a training design customized for PCC technical staff, subject to approval of the PCC, and revise as needed per comments/ revisions of PCC;
- iii. Customize training approach to online mode with synchronous, asynchronous and/or breakout sessions;
- iv. Provide the logistics for each workshop, including the necessary equipment, e-training kits, and other online-accessible materials for the conduct of the training. Ensure that all technical requirements for the training are acquired, available, and properly working taking into consideration the shift to online learning;
- v. Conduct a dry run with the PCC designated personnel at least three (3) days before the first session-day and troubleshoot any online-related issue or problem that may arise.

B. Conduct/Management of Training Day

- i. Conduct the sessions online using the most suitable digital platform which is easily accessible both for the facilitator and the participants;
- ii. Provide online registration services;
- iii. Provide at least one (1) subject-matter expert or resource person to deliver the six (6) session-days of training based on the design approved by the PCC;
- iv. Provide a support team to ensure proper and timely delivery of service.
The team may include the following:
 1. training facilitator/s, and
 2. technical assistant/s.
- v. Allow access as co-host to designated PCC staff to assist in participant management and monitoring during the training proper.
- vi. Troubleshoot any online-training-related issue or problem that may arise;
- vii. Review and give feedback on reports/ outputs generated by participants during the training; and
- viii. Address learners' queries and encourage interaction among the participants.

C. Post-Training

Within one week (1) after the conduct of the last training day, the service provider should:

- i. Provide certificate of participation/ completion to eligible participants indicating the total number of training hours each participant has attended;
- ii. Submit to PCC the accomplished attendance sheet for every session with total number of hours accumulated by each participant;
- iii. Provide certification from the service provider that the complete set of certificates are provided to qualified participants; and
- iv. Original signed Documentation Report on the online training delivery and administration, feedback from participants, analyses of issues, and recommendations

V. Deliverables and Timelines

Below is the proposed schedule for each deliverable of the project:

DELIVERABLES	TIMELINE	% OF CONTRACT AMOUNT
a) Original signed online training design setting out the learning outcomes, delivery strategy and online training schedule, including various methodologies	At least 3 business days after the Notice of Award	50%
b) Conduct a dry run with the PCC designated personnel	At least 3 business days before the first session-day (i.e., 20 April 2021)	
c) Conduct of 1 st training day with corresponding synchronous, asynchronous and breakout sessions	26 April 2021	
d) Conduct of 2 nd training day with corresponding synchronous, asynchronous and breakout sessions	28 April 2021	
e) Conduct of 3 rd training day with corresponding synchronous, asynchronous and breakout sessions	30 April 2021	50%
f) Conduct of 4 th training day with corresponding synchronous, asynchronous and breakout sessions	3 May 2021	
g) Conduct of 5 th training day with corresponding synchronous, asynchronous and breakout sessions	5 May 2021	
h) Conduct of 6 th training day with corresponding synchronous,	10 May 2021	

asynchronous and breakout sessions		
i) Digital copy of final presentation and reading materials used during the training (to be sent to PCC in a USB flash drive and via email/cloud) j) Digital copy of certificates of participation/ completion to eligible participants indicating the total number of training hours each participant has earned k) Accomplished attendance sheet for every session with total number of hours accumulated by each participant l) Certification from the service provider that the complete set of certificates were provide to participants and accomplished attendance sheets were submitted to PCC m) Original signed Documentation Report of the online training delivery and administration, summary of pre and post training assessments, online training feedback from participants, analyses of issues, and recommendations	Maximum of five (5) business days after conduct of the Training (18 May 2021)	
TOTAL		100%

Payments to the training service provider shall be made based on the schedule above, supported by a Certificate of Satisfactory Service Rendered from the end user signifying the PCC’s acceptance of the deliverables. Corresponding documents and invoices/billing statement for each milestone shall also be submitted by the training service provider in three (3) hard copies to PCC for payment processing. Electronic/softcopies of the aforementioned documents shall also be submitted to PCC.

VI. Responsibilities of the Training Service Provider

The training service provider shall assume the following obligations:

- a) Ensure consistency of the design and delivery with the overall objective of the Online Training on Digital Marketing and Communication;
- b) Refrain from committing any variation to the approved training design and identified resource person/s, unless if due to acts of God, demise, and/or other force majeure events;
- c) Provide and shoulder all costs of necessary manpower, facilities, online equipment/software, and conduct all necessary preparatory and other activities

to accomplish the agreed scope of work and deliverables i.e. planning and coordination and learning materials production. Any additional costs incurred relative to any aspect of the training shall solely be charged to the training service provider and

- d) Meet/coordinate regularly with PCC during project duration to discuss activities, issues, and other concerns related to the training.

VII. Responsibilities of PCC

PCC shall assume the following obligations:

- a) Provide all information and materials relevant to accomplish the scope of work;
- b) Review and approve all materials and deliverables produced by the training service provider; and
- c) Assign staff to support and coordinate with the training service provider

VIII. Minimum Qualification and Requirements

- a) Duly licensed Filipino citizens/sole proprietorships or partnerships, corporations, and/ or cooperatives which ownership or interest thereof shall be at least sixty percent (60%) Filipino.
- b) Engaged in consulting and training services in Digital Media Communications/ Marketing for at least three (3) years;
- c) Has previous or on-going engagement/s with at least five (5) institutions in a similar or related program; at least two (2) of which were engagements with public/government sector; and
- d) Resource person/s or subject matter expert/s should have earned at least bachelor's degree related to the online training; and has/have at least three (3) years of experience in Digital Media Communications/Marketing; and similar engagements in both the public and private sector organizations.

Qualifications of the bidder will be evaluated based on the original signed extensive curriculum vitae submitted by the bidder. Also, for partnerships and corporations, bids will be evaluated based on the submitted: (a) DTI or SEC registration submitted indicating the year of registration and/or other relevant documents; (b) list of completed and on-going contracts or any proof of having provided online training on the subject matter such as list of clients; (c) copies of Certificates of Satisfactory Service Rendered / Certificates of Completion; and (d) original signed extensive curriculum vitae of the lead lecturer / facilitator / learning service provider to conduct the training program.

IX. Selection Criteria

The PCC shall select the most qualified service provider using the quality-cost based evaluation pursuant to the pertinent provisions of RA No. 9184 or the Government Procurement Reform Act. The 75%-25% technical-financial evaluation ratio shall be used for this purpose allocated as follows

Evaluation Criteria	Weight
Technical Proposal <ul style="list-style-type: none"> ▪ (20%) <i>Applicable Experience</i> ▪ (20%) <i>Quality of project personnel</i>, i.e., suitability of key staff to perform the project’s scope of work, general qualifications and competence including education and professional experience of key staff ▪ (60%) <i>Plan of approach and methodology</i>, i.e., clarity, feasibility, innovativeness, and comprehensiveness of the proposal 	75%
Financial Proposal	25%
Total	100%

The hurdle score for this project to pass in the evaluation is 80 percent.

X. Approved Budget for the Contract and Mode of Procurement

The approved budget for the contract (ABC) for this engagement is **THREE HUNDRED NINETY-TWO THOUSAND AND FORTY PESOS (PhP392,040.00)**, inclusive of all applicable government taxes and service charges.

The procurement of the Training/Consulting Services shall be undertaken through Negotiated Procurement – Small Value Procurement pursuant to RA No. 9184 and its revised Implementing Rules and Regulations (IRR).

XI. Mode of Payment

Payment shall be endorsed to the Director of the Communications and Knowledge Management Office; and the payment shall be released within fifteen (15) days upon receipt of the billing statement supported by a Certificate of Satisfactory Service Rendered, and the PCC ‘s acceptance of the deliverables listed above.

XII. Confidentiality of Data and Information.

To ensure protection of PCC information, service provider/s are expected to observe and abide by the established PCC Information Security Management System (PCC ISMS) and shall agree to sign a non-disclosure agreement.

All data, documents, records (collectively “Information”) to be provided to the Service Provider for purposes of delivering the Services are considered confidential information and shall remain the sole property of PCC. The Service Providers shall acknowledge the importance of maintaining security and confidentiality of the Information and agree to prevent unauthorized transfer, disclosure, or use of these Information by any third person or entity. Service Providers shall not use the Information for any purpose other than in connection with the Services. Service providers shall ensure that it will not retain, after completion of the Services with which Information was provided, all or any portion of the Information, in any manner whatsoever.

Upon completion of the Services, any and all Information shall be deleted. The Service Provider shall not keep any copy of the Information in either digital or physical format,

including, but not limited to notes, documents, memoranda, and other writing, electronic records, communications, and the like.

XIII. Liquidated Damages

If the training service provider fails to deliver any or all of the goods and/or to perform the services within the period specified in this contract, the Procuring Entity shall, without prejudice to its other remedies under this contract and under the applicable law, deduct from the contract price as liquidated damages, the applicable rate of one-tenth (1/10) of one percent (1%) of the cost of unperformed portion of every day of delay. Pursuant to the Section 68 of the aforementioned act. The maximum deduction shall be ten percent (10%) of the amount of the contract. Once the maximum is reached, the procuring entity reserves the right to rescind the contract, without prejudice to other courses of action and remedies open to it.

XIV. Dispute Resolution

Should any dispute related to the TOR and/or rights of the parties arise, the same shall be submitted to mutual consultation, mediation and arbitration, in the order of application. The venue of the proceedings shall be in Quezon City. In case of a court suit, the venue shall be the courts of competent jurisdiction in Quezon City, to the exclusion of all other courts; and

Any amendment or additional terms and conditions to the TOR must be in writing, signed and acknowledged by the Parties.

Approved by:



ARNOLD ROY D. TENORIO

Director III, Communications and Knowledge Management Office

CONFORME:
_____ Name and Signature of Authorized Representative
_____ Designation

Bidders are requested to submit the following documents

For sole proprietor

- a. Cover Letter
- b. Curriculum Vitae
- c. Copy of Diploma/ Certificate of Graduation
- d. Certificate of Trainings/ Seminar Programs Attended within the last 3 years
- e. List of client references with contact details
- f. List of all on-going and completed government and private contracts, including contract/s awarded but not yet started, if any, which is/are similar to the project to be bid
- g. Certificate of Satisfactory Service Rendered, or its equivalent, for completed government and private contracts
- h. Comments and suggestions of offeror on the TOR
- i. Description of the methodology and work plan for performing the project

For firm

- a. Cover Letter
- b. Company Profile
- c. List of client references with contact details
- d. List of all on-going and completed government and private contracts including contract/s awarded but not yet started, if any, which is/are similar to the project to be bid
- e. Certificate of Satisfactory Service Rendered, or its equivalent, for completed government and private contracts
- f. Comments and suggestions of offeror on the TOR
- g. Description of the methodology and work plan for performing the project
- h. Project Team composition and taskings
- i. Curriculum Vitae of Project Team members
- j. Certificate of Trainings/ Seminar Programs Attended by the Lead Training Service Provider/ Project Lead within the last 3 years

Financial Proposal

Financial Proposal with cost breakdown

RATING CRITERIA

CRITERIA	PARAMETERS	RATING SYSTEM		WEIGHT (%)
TECHNICAL PROPOSAL (75%)				
1.) Applicable Experience (20%)	1a) Years of experience in providing consultancy and training services human resource development, organizational development, learning organizations, change management, and/or coaching and mentoring	100	With more than three (3) years	40%
		90	With three (3) years	
		80	With less than three (3) years	
	1b) Number of institutions engaged within similar or related program/s	100	More than six (6) institutions	30%
		90	Five (5) institutions	
		80	Less than five (5) institutions	
	1c) Number of public/government institutions engaged with in similar or related programs	100	More than three (3) public/ government institutions	30%
		90	Three (3) public/ government institutions	
		80	Less than three (3) public/ government institutions	
2.) Quality of Personnel (20%)	2a) Educational attainment of the lead training service provider	100	PhD holder	40%
		90	MS/ MA holder	
		80	BS/ BA holder	
		0	No BS/ BA degree	
	2b) Years of work experience of lead training service provider as lead /lecturer/ facilitator in delivering training programs of similar nature to public and/or private sector organization	100	With more than three (3) years	60%
		90	With three (3) years	
		80	With less than three (3) years	
3.) Plan of approach and methodology (60%)	3a.) Work Plan	100	Very Good Characteristics under “good” are present. Decision points and the sequence and timing of activities are very well defined, indicating that the offeror has optimized the use of resources. The work plan is explained in relation to the proposed approach and permits flexibility to accommodate	50%

			contingencies.	
		90	<p>Good</p> <p>The work plan fits the TOR well; all important activities are indicated in the activity schedule and their timing is appropriate and consistent with the assignment outputs; and the interrelation between the various activities is realistic and consistent with the proposed approach. There is a fair degree of detail that facilitates understanding of the proposed work plan.</p>	
		80	<p>Satisfactory</p> <p>All key activities are included in the activity plan, but they are not detailed. There are minor inconsistencies between timing, assignment outputs, and proposed approach.</p>	
		70	<p>Poor</p> <p>Not all key activities are included in the activity plan, and there are major inconsistencies between timing, delivery of outputs, and proposed approach.</p>	
	3b.) Approach and Methodology	100	<p>Very Good</p> <p>Characteristics under “good” are present with additional activities/recommendations that add value to the project. Important issues are approached in an innovative and efficient way, indicating that the offeror have understood the main issues of the assignment and have outstanding knowledge of new solutions. The proposal details ways to improve the results and the quality of the assignment by using various approaches, methodologies, and knowledge.</p>	50%
		90	<p>Good</p> <p>The proposed approach is discussed in full detail, and the methodology is specifically tailored to the characteristics of the assignment and flexible enough to allow its</p>	

			adaptation to changes that may occur during project execution.	
		80	<p>Satisfactory The steps to carry out the different activities of the TOR is discussed generically. The approach is standard and not specifically tailored to the assignment. Although the approach and methodology are suitable, they don't include a discussion on how the offeror proposes to deal with critical characteristics of the assignment.</p>	
		70	<p>Poor The approach is not appropriate or suitable to the assignment.</p>	

FINANCIAL PROPOSAL (25%)

4.) Financial Proposal	Bid Amount	$= (LAP / AOP) \times \% \text{ Allocation}$ <p>Where: AOP = amount of offer in the financial proposal LAP = lowest amount offered among offerors % Allocation = percentage assigned to the financial proposal</p>	100%
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