

**Consulting Services for a Specialized Communication Program:
Strategic Regional Communication and Investor Relations Campaign For Clark
Bid Bulletin No. 1**

**Notice is hereby issued on the following amendments and/or clarifications relative to the bidding of the Consulting Services for a Specialized Communication Program:
Strategic Regional Communication and Investor Relations Campaign For Clark**

Reference	Concerns/Issues	Clarifications/Amendments
1. Item No. 4 of the Request for Expression of Interest published in the Daily Tribune on June 16, 2018.	Item No. 4 of the REI: "Prospective bidders must submit their Eligibility Documents on or before June 22, 2018, 10:00 a.m....xxx"	Please note that the deadline for submission of Eligibility Documents is on June 25, 2018, 10:00 a.m. . Opening of Eligibility Documents will immediately follow at 10:30 a.m. on the same day.
2. Section VI (Terms of Reference) of the Eligibility Documents:	" BUDGET: Eight Million Five Hundred Thousand Pesos (Php8,500,000.00) inclusive of all applicable taxes, fees, and incidental expenses"	Please note that the word "incidental expenses" has been replaced with " out-of-pocket expenses such as transportation, accommodation, press event materials, hospitality, and miscellaneous expenses of the proponent's project team. "
3. Section IV, Annexes A to C	Supporting documents such as Copy of Certificate of Completion or Proof of Final Payment will NOT be required during Eligibility Phase. It will be required during post-qualification phase.	Please note that "Supporting documents will NOT be required during Eligibility Phase. It will be required during the next phase as part of the technical proposal."

The following are clarifications to queries raised by the bidders during the Pre-Eligibility Conference held on June 19, 2018 and queries made via email up to the deadline for clarifications on June 20, 2018 at 5:00PM:

Queries	Clarifications
<p>1. <i>From EON:</i> In the absence of an audited Financial statement for 2017, can we submit our 2016 financial statement instead?</p>	<p>No. The requirement is the audited 2017 Financial Statement duly stamped received by BIR as stated in Item D, Section V of the Eligibility Documents</p>
<p>2. <i>From EON:</i> For proof of completed projects, you need us to submit Certificate of Completion or Proof of Final Payment. In the absence of the these, can we submit an official receipt?</p>	<p>Yes, you may. Just ensure that the official receipt, indicates that it is the final payment for a particular service or work rendered as proof that project is already completed.</p>
<p>3. <i>From EON:</i> For the summary of all CVs, there is a column that says "all relevant experience." Are we going to list down all projects they have handled?</p>	<p>Yes, please list down projects relevant to the position he or she will handle as part of their assigned team for the project. Please be guided by the prescribed forms. As stated in Annex E, the key personnel shall: <i>List all major accounts covering contracts within the period of June 2013 to June 2018. Major accounts refer to contracts with the following clients/industries: government, multinational, and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and /or business advisory services in the Asia Pacific region.</i></p>
<p>4. <i>From EON:</i> Should the actual contract for ongoing projects be submitted?</p>	<p>Certified true copies of the contracts should be submitted during the second stage of the bidding which is the Submission of Technical Proposals tentatively scheduled on July 11, 10 a.m. Only the shortlisted bidders will be required to submit the said documents.</p>
<p>5. <i>From EON:</i> Under the deliverables, there are events, press conferences, etc. Will we shoulder expenses for that? Is it already within the budget for the contract?</p>	<p>BCDA shall shoulder expenses related to the execution of identified press events. However, please note that the total approved budget cost for the contract amounting to PESOS: Eight Million Five Hundred Thousand (P8,500,000.00) is inclusive of all applicable taxes, fees, and out-of-pocket expenses such as transportation, accommodation, press event materials, hospitality and miscellaneous expenses of the proponent's project team.</p>

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<p>6. From <i>EON</i>: On the eligibility requirements which include a summary of all completed and ongoing contracts, are we going to submit the summary or the contract itself during the submission of eligibility documents?</p>	<p>For this, please use the format provided to represent the summary of all ongoing and completed contracts.</p> <p>As indicated in Annexes A to C, <i>Supporting documents will NOT be required during Eligibility Phase. It will be required during the next phase as part of the technical proposal.</i></p>
<p>7. From <i>EON</i>: In case we are considered eligible, should we also declare contracts bound by Non-Disclosure Agreements?</p>	<p>For those, submit first page, contract amount page where we can validate the amount, the signatory page and acknowledgement page.</p>
<p>8. From <i>KRA</i>: Should we be present during the Opening of Eligibility Documents?</p>	<p>Yes. Each firm is requested to attend or send a representative who will open the sealed document and check the documents should we have questions.</p>
<p>9. From <i>EON</i>: In the event that a key member of the communication team resigns in the middle of the project, what should we do?</p>	<p>The firm must submit a letter to BCDA informing us of the replacement for the team member who resigned. Further, he/she must be replaced by someone who has the same qualifications as required by BCDA or even higher than that.</p>
<p>10. From <i>EON</i>: On the composition of team, can we not declare the people who we will work with in case the core team is based here in the Philippines?</p>	<p>We will only evaluate the four (4) identified key personnel of the communication team namely: Communication Strategist, Project Director, Publicity Management Specialist, and Writer.</p> <p>Hence, declaration of additional staff coming from your regional affiliate may not be necessary and can just be internally arranged within your firm.</p>

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<p>11. From EON:</p> <p>With regard to the eligibility requirements for this bid, the proposed communication team in particular, we would like to ask if you may share a more detailed description of the following positions:</p> <ol style="list-style-type: none"> 1. Communication Strategist 2. Project Director 3. Publicity Management Specialist 4. Writer 	<p>The identified positions shall lead in the formulation of a highly-focused communication plan for Clark utilizing conventional and non-conventional communication strategies, methodologies, tools, and activities. Please refer to Section VIII of the Terms of Reference for the Scope of Work of the Communication team.</p> <p>Further, qualifications of each member of the team are stated under Section X, Item E of the Terms of Reference.</p> <p>Please be guided by the prescribed CV format for each key personnel.</p>
<p>12. From EON:</p> <p>May we also ask if you need inputs from our regional affiliate in all the markets you identified (i.e. ASEAN-member countries as well as China, Japan, Korea, Taiwan, Australia) for the Statements of Ongoing and Completed Contracts?</p>	<p>Yes. As stated in item D Under Section X. SELECTION OF THE CONSULTANT, "The Consulting firm must have an affiliate (regional communication firm) in the Asia Pacific Region that:</p> <ol style="list-style-type: none"> a. has at least five (5) years business operations; b. an established regional presence in handling clients in government, multinational and/or financial institutions, and doing investment promotions, stakeholder and reputation management, strategic communications solutions, cross-market research and/or business advisory services in the Asia Pacific region; c. has a strong and established presence in the ASEAN and the Asia Pacific region—with at least one (1) office within the region aside from the Philippines. d. has strong and established media network in the Asia Pacific, that includes ASEAN-member countries, as well as China, Japan, Hong Kong, Taiwan, and/or Australia. e. must have handled at least three (3) projects in the abovementioned industries amounting to at least half the price of the Approved Budget for Contract (ABC)." <p>This should be reflected in Annex B2 (Summary of all completed contracts submitted by the</p>

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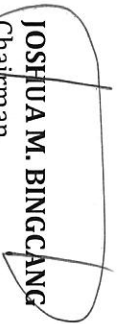
	Regional Affiliate) and C2 (Summary of all ongoing contracts submitted by the Regional Affiliate).
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REMINDERS:

1. **Deadline for the submission of Eligibility Documents is on June 25, 2018 (Monday), 10 a.m.**
2. **Opening of Eligibility Documents shall immediately follow at 10:30 am.**
3. **ALL PAGES of the Bidding Documents to be submitted should be initiated by the company's authorized representative using BLUE INK.**

In light of the foregoing considerations, any inconsistency therewith shall be deemed superseded.

Please be guided accordingly.



JOSHUA M. BINGCANG

Chairman
Bids and Awards Committee for Consultancy

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2