

C. Question/Clarification raised during the Question and Answer portion of the Pre-Eligibility Conference:

Question	Clarification
Whether the CVs of the editorial team are required to be submitted.	The Managing Editor / Senior Writer will form an editorial team of 3 to 4 writers, including the Managing editor/Senior writer. The Bidder is required to submit only the CV of the managing editor/senior writer. The CVs of the other writers under the editorial team are not required to be submitted and is internal to the Bidder.

IV. CLOSING OF THE PRE-ELIGIBILITY CONFERENCE

There being no other matters to discuss, the pre-eligibility conference was adjourned at 10:54 AM.

For information.

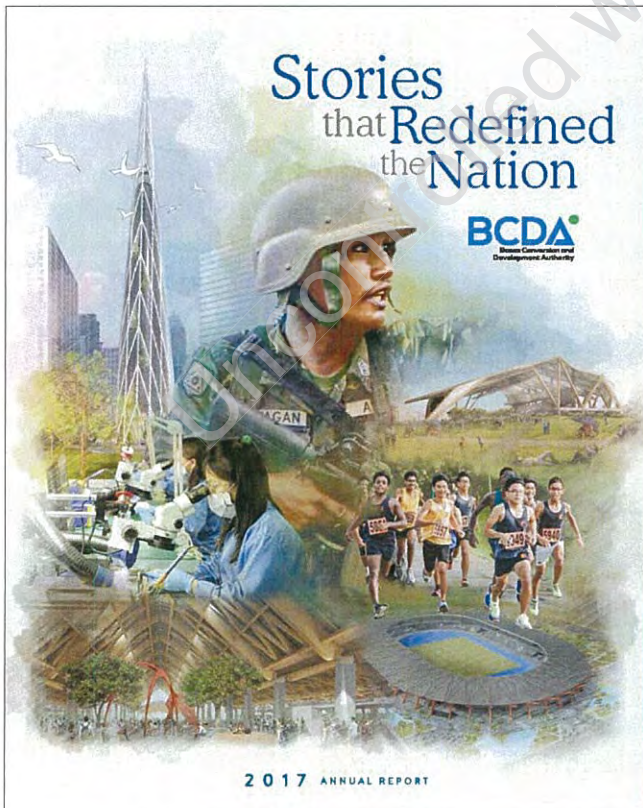
BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES


JOANNA EILEEN M. CAPONES
Vice-Chairperson



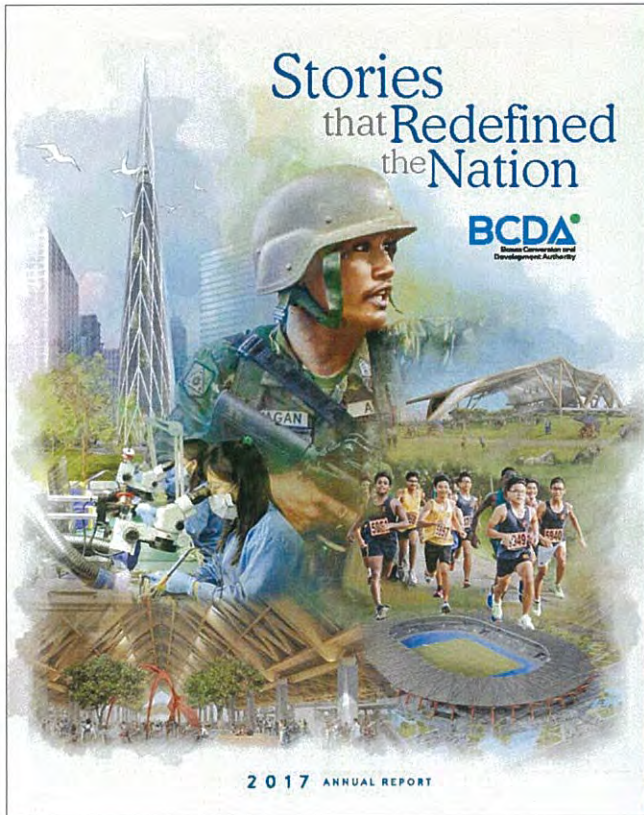
Consulting Services for Production of the BCDA 2018 Annual Report

March 1, 2019
10:00 AM



Rationale

- The BCDA Annual Report is a major communication tool of the Bases Conversion and Development Authority (BCDA) in informing the public about the authority's critical role on the Armed Forces of the Philippines (AFP) Modernization Program as stipulated in its mandate—Republic Act No. 7227 or the Bases Conversion and Development Act of 1992.
- Its publication is consistent with the government policy on transparency and integrity as it details and features BCDA's accomplishments for the year, pursuant to its mandates.
- The publication is also in compliance with the requirement of RA 7227, Section 10 (e) to "submit an annual report of the Conversion Authority to the President of the Philippines, President of the Senate, and Speaker of the House of Representatives" as well as the Governance Commission for Government Owned-and-Controlled Corporations' (GCG) requirements and policies on good governance which include integrity management, whistleblowing policy, code of conduct, among others.



Rationale

- The BCDA Annual Report highlights BCDA's achievements in the transformation of Metro Manila baselands into world-class business districts, the conversion of military reservations into alternative productive civilian use, and the overall development of Central Luzon and the country in general.
- Moreso, the report is an important channel to communicate the progress and accomplishments of BCDA's big-ticket projects included in President Rodrigo Roa Duterte's infrastructure program dubbed "Build Build Build", to wit: (1) Clark International Airport New Terminal Building, (2) Subic-Clark Cargo Railway Project, and the (3) New Clark City (NCC).
- BCDA's performance is presented in the sections on Financial Report, Corporate Governance, AFP Modernization Program/Asset Disposition Program, Infrastructure Development, Special Economic Zones, and Corporate Social Responsibility (CSR).

Objectives

- To promote better awareness among BCDA's stakeholders on its critical role in the AFP Modernization program;
- To showcase BCDA's accomplishments and outstanding collaborations within the 26 years of pursuing its mandate—as prescribed by its charter, Republic Act 7227 (Bases Conversion and Development Act of 1992);
- To disseminate accurate information on BCDA's stewardship of the country's resources in line with state policy on transparency and accountability;
- To update the stakeholders on the progress and accomplishments of the BCDA big ticket projects under the Build Build Build Infrastructure Program of the Duterte Administration.

Objectives

- To raise awareness on and appreciation for BCDA-administered economic zones and new Metro Manila economic districts, thereby establishing the Philippines as a prime destination for tourism and business;
- To promote BCDA as a state-run firm which upholds the values of transparency, integrity and good governance in its programs and projects; and,
- To comply with the requirements of RA 7227 and the GCG.

PROJECT SPECIFICATIONS

Title of the project	Production of the BCDA 2018 Annual Report
Approved Budget for the Contract (ABC)	One Million Five Hundred Thousand Pesos (PhP1,500,000.00) (inclusive of all applicable taxes, fees and incidentals charges)
No. of Pages	80 pages inclusive of cover
No. of Copies	1,000 copies with envelope
Sections	1) Special Messages; 2) BCDA's Asset Disposition Program 3) BCDA-administered economic zones 4) Infrastructure Development such as New Clark City, Clark International Airport, Subic-Clark Railway, among others 5) Corporate Social Responsibility Program 6) Financials * Subject to Changes by the Editorial Director, EVP Zosa
Binding	Perfect binding
Paper Stock	Cover : Special Paper (ex: 9 Lives 300gsm or better) Inside Page: Special Paper (ex: Neenah White 90-100gsm or better)
Overall	Full color, clean professional look

Scope of Services

- Concept/theme development and design of the Report;
- Editorial services (editorial management, research, copywriting, copyediting, and proofreading): Create an editorial team composed of 3-4 writers (including the managing editor/senior writer);
- Photography services inclusive of aerial shot of at least one (1) location using a drone; Total of ten (10) shooting days including shoot for the BCDA Board of Directors, top level officials and select staff;
- Printing services; and
- Others such as infographic creation, utilization of existing BCDA materials such as renders, maps, etc., perform press site activities as maybe necessary, among others. (Refer to the bidding documents for detailed list of deliverables)

Qualifications

- Consultant must strictly be a reputable corporate communication or advertising or marketing firm (can be design studios or agencies with graphic design/advertising as its main business) which has been in operations for at least three (3) years. In the case of joint ventures, the lead consulting firm should have at least three (3) years of business operation.
- The Consultant must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements.
- The identified members of the proposed creative team must have at least three (3) years experience in communication or advertising as related to his function in the team.

Qualifications

- The identified members of the proposed creative team must have handled at least three (3) creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) in a capacity related to his/her function in the team.
- The Consultant must have produced at least one (1) similar creative project which is similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) with a contract price amounting to 50 percent of the Approved Budget for the Contract (ABC).
- The Consultant must have produced at least two (2) similar creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) regardless of the amount.

Creative Team

- The creative team shall be composed of four (4) members. The proposed members are:
 - One (1) Account Manager
 - One (1) Creative Director;
 - One (1) Managing Editor/Senior Writer; and,
 - One (1) Photographer
- Note that the managing editor/senior writer will form an editorial team of 3-4 writers (including the managing editor).