



Republic of the Philippines

## National Economic and Development Authority NBAC for Consulting Services

### BID BULLETIN No. 1

#### ***PROCUREMENT OF CONSULTING SERVICES FOR THE DEVELOPMENT AND IMPLEMENTATION OF A STAKEHOLDER ENGAGEMENT, COMMUNICATION AND RESEARCH RESULTS DISSEMINATION STRATEGY FOR THE NATIONAL LONG-TERM VISION***

TO : THE SHORTLISTED FIRMS

The deadline for submission of proposals and the corresponding schedule for the opening of the Technical Proposals for the subject procurement are moved as follows:

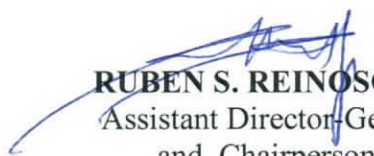
From	To
<b><i>Deadline for Submission of Proposals</i></b>	
<i>Date:</i> 13 October 2015, Tuesday <i>Time:</i> 12:00 P.M. <i>Place:</i> Office of the Assistant Director-General for Investment Programming (OADG-IP), 4/F NEDA-sa-Pasig Building, 12 Saint Josemaria Escriva Drive, Ortigas Center, Pasig City	<i>Date:</i> <b>20 October 2015</b> , Tuesday <i>Time:</i> <b>12:00 P.M.</b> <i>Place:</i> OADG-IP, 4/F NEDA-sa-Pasig Building, 12 Saint Josemaria Escriva Drive, Ortigas Center, Pasig City
<b><i>Opening of Technical Proposal</i></b>	
<i>Date:</i> 13 October 2015, Tuesday <i>Time:</i> 1:30 P.M. <i>Place:</i> OADG-IP Conference Room, 4/F NEDA-sa-Pasig Building, 12 Saint Josemaria Escriva Drive, Ortigas Center, Pasig City	<i>Date:</i> <b>20 October 2015</b> , Tuesday <i>Time:</i> <b>1:30 P.M.</b> <i>Place:</i> OADG-IP Conference Room, 4/F NEDA-sa-Pasig Building, 12 Saint Josemaria Escriva Drive, Ortigas Center, Pasig City

Hereunder are clarifications on the subject procurement:

Particulars	Clarification/Amendment
Conduct of Market Research	The Advertising Agency / Strategic Communications Firm is required to conduct a market research on the campaign's target audience as provided under Section IV (Scope of Works) of the Terms of Reference (TOR). Apart from the information/data resulting from its own market research, the Firm may also utilize the initial and final results of the focus group discussions (FGDs) and the national survey initiated by NEDA, which will be provided to the Firm once available.

Online Engagement	The Advertising Agency / Strategic Communications Firm is required to include a strategy for online engagement within Phase 1 <i>[originally scheduled for September to December 2015, but may be adjusted to a total of four (4) months beginning from the issuance of the Notice to Proceed (NTP)]</i> .
Approved Budget for the Contract (ABC)	The ABC for the subject undertaking is PhP15.0 million, inclusive of all applicable Government taxes and charges. This shall cover all activities the Advertising Agency / Strategic Communications Firm deems necessary to accomplish the deliverables provided in the TOR for this procurement. This budget does not cover those for the FGDs and the national survey.
Budget and Timeline for Phase 2 of the Stakeholder Engagement, Communication, and Research Results Dissemination Strategy	The duration of Phase 2 is January to December 2016. The initial budget for this activity is approximately PhP7.3 million, although NEDA is still looking for additional funds.
Other Communication Materials	Most of NEDA's printed publications and infographics are available at <a href="http://www.neda.gov.ph">www.neda.gov.ph</a> while AVPs are available at <a href="https://www.youtube.com/user/NEDAPhils">https://www.youtube.com/user/NEDAPhils</a> .

Issued on the 12<sup>th</sup> day of October 2015, Pasig City.

  
**RUBEN S. REINOSO, JR.**  
 Assistant Director-General  
 and, Chairperson  
 NEDA Bids and Awards Committee  
 for Consulting Services (NBAC-CS)