

**Creative Consulting Services for the Research, Concept Development, Copywriting and Editing, Photography, Design & Layout, and Printing of the BCDA 2011 Corporate Calendars**

**Bid Bulletin No. 3**

Notice is hereby issued on the following amendments and/or clarifications relative to the bidding for the Procurement of Creative Consulting Services for the Research, Concept Development, Copywriting and Editing, Photography, Design & Layout, and Printing of the BCDA 2011 Corporate Calendars.

Reference	Concerns/Issues	Clarifications/Amendments
1. <i>Sec. III. 27.2 d (ii) of Bid Date Sheet (BDS)</i>	<i>Current Mayor's permit issued by the city of municipality where...</i>	The complete statement should be: <i>Current Mayor's permit issued by the city or municipality where <u>the principal place of business of the bidder is located.</u></i>
2. <i>Sec. III. 30.4 (f) of BDS</i>	Submission of Other Documents to wit: a) <i>Printed copy of Presentation of the Technical Proposal (showing organization profile; two (2) design concepts; two (2) copywriting samples; two (2) themes with rationale; captions for photos)</i> b) <i>Electronic copy of the Oral Presentation of the Consultant's Technical Proposal</i> c) <i>Digital portfolio of the Photographer's Work</i>	Please be reminded that these documents shall be submitted as part of the Technical Proposal on 18 October 2010 (Monday) at 9:00 a.m.

Reference	Concerns/Issues	Clarifications/Amendments
3. <i>Sec. VI C (7) of Terms of Reference (TOR)</i>	Submission of Final Artwork	<p>The Consultant must submit to BCDA a layered e-file of the Final Artwork in the following formats:</p> <ol style="list-style-type: none"> <li>1. Adobe Photoshop or Adobe Indesign; and</li> <li>2. Adobe PDF</li> </ol> <p>E-file must be submitted together with the printed materials.</p>
4. <i>Sec. VII. TPF4A of Bidding Forms</i>	Correction of typographical error. TPF4A: Design Concepts and Copywriting Sample for the Performing the Project	The title of the form should be: TPF4A. Design Concepts and Copywriting Sample for Performing the Project.
5. <i>Sec. VII, Form of Contract Agreement of Bidding Forms</i>	Required Format of Contract	This form should be submitted and duly signed by the Authorized Representative of the Bidder.
6. <i>Checklist of Requirements</i>	Revised checklist for corrections and proper use of <b>tabs</b>	<p>A Revised Checklist of Requirements, showing proper tabulation of submittals is attached herein as Annex "A."</p> <p>Please note correction of title of TPF 4A and TPF4B indicated therein.</p> <p>Kindly note further that the checklist only serves as a guide in preparing the bid documents. It is still the responsibility of the bidder to read and understand the whole bid documents and comply with the requirements.</p>

Reference	Concerns/Issues	Clarifications/Amendments
7. <i>Timetable and Schedule of Activities</i>	Project duration and revised schedule	<p>It is reiterated that the timetable for the production of the BCDA 2011 Corporate Calendars is six (6) weeks. The Consultant shall deliver the corporate calendars on or before 20 December 2010.</p> <p>Please be further advised that the deadline of submission of bid documents is on to 18 October 2010 (Monday) at 9:00 a.m. Opening of bid documents shall follow at 9:30 a.m. An oral presentation shall be made by the bidders at 10:30 a.m.</p> <p>Opening of Financial Proposals is on 22 October 2010 (Friday) at 9:00 a.m.</p>

The following are clarifications to queries raised by the bidders during the Pre-Bid Conference last 4 October 2010:

Query	Clarifications
1. <i>May we know why the previous bidding failed?</i>	Bidding failed because there was a failure in negotiations.
2. <i>Can the Final Artwork be in Adobe Illustrator?</i>	No. The Final Artwork should be submitted to BCDA in the following formats: <ol style="list-style-type: none"> <li>1. Adobe Photoshop or Adobe Indesign; and</li> <li>2. Adobe PDF.</li> </ol>
3. <i>Do we already use the specifications in the Terms of Reference stated as our guide when we prepare our cost proposal?</i>	Yes.

<b>Query</b>	<b>Clarifications</b>
4. <i>Given the six week—3 weeks for production and another 3 weeks for binding, printing, we are worried about the period required for the drying of the plastic lamination. Is December 20 the deadline of full delivery?</i>	We have to work within the six (6) weeks. Yes, December 20, 2010 is the deadline of full delivery, but you may make partial deliveries before the deadline.

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

Please be guided accordingly.

  
**ELEANOR L. ADIENZA**  
Chairperson  
Bids and Awards Committee for Consultancy

**CHECKLIST OF TECHNICAL AND FINANCIAL PROPOSAL FORMS**

Approved Budget of Contract (ABC): Php1,000,000.00

BIDDING FORMS	
TAB	TECHNICAL PROPOSAL
1	Bid Security
2	TPF 1 Technical Proposal Submission Form
3	TPF 2A Consultant's References
4	TPF 2B Summary of Consultant's References
5	TPF 3 Comments and Suggestions of Consultant on the TOR & on the Data, Services, Facilities to be Provided by BCDA
6	TPF4A Design Concepts and Copywriting Sample for the BCDA 2011 Corporate Calendars
7	TPF 4B Description of the Methodology and Work Plan for the BCDA 2011 Corporate Calendars
8	TPF 4C Organization Chart Indicating Relationships Involved in the Project
9	TPF 5 Team Composition and Task Projects
10	TPF 6A CV of Account Director/Manager
11	TPF 6B CV of Creative/Art Director
12	TPF 6C CV of Copywriter/Editor
13	TPF 6D CV of Photographer
14	TPF 6E Summary of Proposed Professional Staff to be assigned to the Project
15	TPF 7 Time Schedule for the Creative Team Members and Support Staff
16	TPF 8 Activity (Work) Schedule
17	TPF 9 Request to Resubmit Sample Works
18	Form of Contract Agreement
19	Omnibus Sworn Statement
20	Three (3) Design Samples with certificates of satisfactory completion
21	Three (3) Printing Samples with certificates of satisfactory completion
22	Printed copy of the Presentation on the Technical Proposal (showing organization profile; two (2) themes; two (2) design concepts for cover and two (2) for inside pages; two (2) copywriting samples for the rationale of each design concept; captions for photos used)
23	Electronic copy of the Oral Presentation
24	Digital portfolio of the Photographer's Work
TAB	FINANCIAL PROPOSAL
1	FPF 1 Financial Proposal Submission Form
2	FPF 2 Summary of Costs
3	FPF 3 Breakdown of Price per Activity
4	FPF 4 Breakdown of Remuneration per Activity
5	FPF 5 Miscellaneous Expenses

Note: BCDA shall not assume any responsibility regarding erroneous interpretations or conclusions by the bidder out of the data furnished by BCDA in relation to this bidding. It is the responsibility of the bidder to ensure the completeness of its submission based on its diligence in complying with the requirements of the Bid Documents and its amendments.