

JOB ORDER

CITEM.STR.FR.006



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (832) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number:
2020-065

JO Date:
09/28/2020

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PR No.:
2020-0237

PR Date:
08/04/2020

CONTRACTOR/SUPPLIER **MARIA FRANCESCA B. BUSTAMANTE**

ADDRESS **115-A Connecticut St., Greenhills, San Juan**

MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

DELIVERY TERM _____

PAYMENT TERM _____

PLACE OF DELIVERY _____

DATE OF DELIVERY _____

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION

QTY/UNIT

UNIT PRICE

AMOUNT

Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

Php820,000.00

Service Provider Responsibilities and Deliverables	Manila FAME		Food Philippines x IFEX NKT FOOD Asia		Sustainability Solutions Expo x Create Philippines	
	Duration	Monthly Service Fees	Duration	Monthly Service Fees	Duration	Monthly Service Fees
Content Deliverables Digital Content Planning and Creation 1. Align with various departments and stakeholders to research, conceptualize and plan content for digital marketing initiatives. 2. Recommend digital content strategies based on the latest industry trends. 3. Produce minimum 50 content postings per month per project for digital marketing initiatives intended for target audiences such as buyers, exhibitors, and other stakeholders (media, general public, government, other industries). This includes but is not limited to newsletters, e-mail announcements, copy for video and digital ad units, real-time and post-dated event coverage, online articles, and social media. 4. Review copy for errors in grammar, punctuation and spelling, check for readability and style, and rewrite or guide junior staff in improving copy.	4 months	Php65,000.00	4 months	Php75,000.00	4 months	Php65,000.00
Community Management 1. Create and execute content (minimum numbers identified above per month) on the various projects assigned social media accounts in accordance to strategies set by the agency. Content types may include videos, infographics, gifs, email marketing, newsletters, photos, presentations, among others. 2. Support team's lead generation campaigns in both social, email, and other direct response marketing initiatives. 3. Monitor activity and insights in the social media accounts of the agency. 4. Answer inquiries and reply to comments on social media accounts. 5. Prepare and submit a comprehensive Social Media Analytics and Monitoring Report per project to help content teams respond to stakeholders.						

TC

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the PENALTY of 1/10 OF 1% of the TOTAL VALUE of this ORDER for EACH DAY OF DELAY. In case the contractor/supplier does not deliver within the due date, she shall be considered in default and will be liable to pay LIQUIDATED DAMAGES in the amount of _____ of the TOTAL AMOUNT unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. DIGITAL-20100631

Recommended by:

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 10/6/2020

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php820,000.00

ROWENA D. MENDOZA
 OIC-DM, Operations Group 2

Maria Francesca B. Bustamante
 Name & Signature of Contractor/Supplier

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUAZO-JUAN
 Executive Director

12 October 2020

Date

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QTY/UNIT

UNIT PRICE

AMOUNT

Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

Digital Content Planning and Creation

1. Align with various departments and stakeholders to research, conceptualize and plan content for digital marketing initiatives;
2. Recommend digital content strategies based on the latest industry trends;
3. Produce written content for digital marketing initiatives intended for each project's audiences such as buyers, exhibitors, and other stakeholders (media, general public, government, other industries). This includes but is not limited to newsletters, e-mail announcements, copy for video and digital ad units, real-time and post-dated event coverage, online articles, and social media.
4. Review copy for errors in grammar, punctuation and spelling, check for readability and style, and rewrite or guide junior staff in improving copy;

Community Management

1. Create and execute content on the various projects' assigned social media accounts in accordance to strategies set by the agency. Content types may include videos, infographics, gifs, email marketing, newsletters, photos, presentations, among others;

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. DIGITAL-20100631

Recommended by:

JAIME ANTONIO S. SANDOVAL

DATE 10/6/2020

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php820,000.00

ROWENA D. MENDOZA
 OIC-DM, Operations Group 2

Maria Francesca B. Bustamante
 Name & Signature of Contractor/Supplier

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUAGO-JUAN
 Executive Director

12 October 2020

Date



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08/04/2020

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CONTRACTOR/SUPPLIER **MARIA FRANCESCA B. BUSTAMANTE**

ADDRESS **115-A Connecticut St., Greenhills, San Juan**

MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

DELIVERY TERM _____

PAYMENT TERM _____

PLACE OF DELIVERY _____

DATE OF DELIVERY _____

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

- Support team's lead generation campaigns in both social, email, and other direct response marketing initiatives;
- Monitor activity and insights in the social media accounts of the agency
- Answer inquiries and reply to comments on social media accounts.
- Prepare and submit a comprehensive Social Media Analytics and Monitoring Report per project to help content teams respond to stakeholders' feedback;

Documentation of Work Rendered

- Submit a Monthly Accomplishment Report and official invoice of monthly services rendered to effect payment;

RESPONSIBILITIES OF CITEM

CITEM shall adhere to the following responsibilities:

- Conduct orientation on CITEM's projects, officers, and main mandate;
- Conduct a brand review of all of CITEM's projects and an update of all digital projects executed so far;

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. DIGITAL-20100631

Recommended by:

Jaime Antonio S. Sandoval
 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 10/6/2020

Anna Grace I. Marpur
 ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php820,000.00

Rowena D. Mendoza
 ROWENA D. MENDOZA
 OIC-DM, Operations Group 2

Maria Francesca B. Bustamante
 Maria Francesca B. Bustamante
 Name & Signature of Contractor/Supplier

Funds Available:
Malerna C. Buyao
 MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director

12 October 2020

Date

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CONTRACTOR/SUPPLIER **MARIA FRANCESCA B. BUSTAMANTE**

ADDRESS **115-A Connecticut St., Greenhills, San Juan**

MODE OF PROCUREMENT **SMALL VALUE PROCUREMENT**

DELIVERY TERM _____
 PAYMENT TERM _____
 PLACE OF DELIVERY _____
 DATE OF DELIVERY _____

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

3. Provide all pertinent data and information needed to facilitate coordination with CITEM's internal and external stakeholders;
4. Provide access to CITEM's digital accounts and shared documents where work will be documented
5. Conduct weekly meeting on an as-needed basis to determine status of each project's social media organic campaign execution;
6. Review and approve all content before releasing/publishing in the DTCP; and
7. Ensure monthly payment of service provider upon submission of required documents

BUDGET

Total budget for Content and Community Management for CITEM Digital Platforms is Php820,000.00. Also, bidding shall be on a per line item. A bidder who wins a project line item can also bid for and win other project line items:

TOTAL AMOUNT IN WORDS: _____ **Php**

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Very truly yours,

BUR No. DIGITAL-20100631

Recommended by:

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 10/06/2020

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php820,000.00

ROWENA D. MENDOZA
 OIC-DM, Operations Group 2

Maria Francesca B. Bustamante
 Name & Signature of Contractor/Supplier

Funds
MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:
PAULINA SUACO-JUAN
 Executive Director

12 October 2020

Date



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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

Projects	Monthly Budget	Duration	Total Budget
Manila FAME	Php65,000.00	4 months	Php260,000.00
Food Philippines and IFEX NXTFOOD Asia	Php75,000.00	4 months	Php300,000.00
Sustainability Solutions Expo and Create Philippines	Php65,000.00	4 months	Php260,000.00
TOTAL			Php820,000.00

Sources:

1. Manila FAME Annual Procurement Plan FY 2020: Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00
2. Food Philippines Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00
3. IFEX/NXT FOOD Asia Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

Jaime Antonio S. Sandoval
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

Maria Francesca B. Bustamante
Maria Francesca B. Bustamante
 Name & Signature of Contractor/Supplier

12 October 2020

Date

BUR No. DIGITAL-20100631

DATE 10/6/2020

AMOUNT Php820,000.00

Malerna C. Buyao
MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

Anna Grace I. Marpuri
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

Rowena D. Mendoza
ROWENA D. MENDOZA
 OIC-DM, Operations Group 2

Approved by:

Paulina Suaco Juan
PAULINA SUACO JUAN
 Executive Director

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Hiring of a Service Provider for Content and Community Management of CITEM Digital Platforms

- SSX Annual Procurement Plan FY 2020 -Content Distribution and Audience Building - Google Ads/LinkedIn/Other Outsourced Service Providers = Php205,000.00

CONTRACT DURATION

The contract shall be for four months and take effect upon the winning bidder's actual receipt of the Notice of Award.

PAYMENT

CITEM will process the payment of the winning bidder on a monthly basis and in four equal amounts detailed below upon submission of an Accomplishment Report (with Social Media Analytics and Monitoring Report) and official invoice of services rendered.

Projects	Monthly Budget	Duration	Total Budget
Manila FAME	65,000.00	4 months	Php260,000.00
Food Philippines and IFEX NXTFOOD Asia	75,000.00	4 months	Php300,000.00
Sustainability Solutions Expo and Create Philippines	65,000.00	4 months	Php260,000.00
TOTAL			Php820,000.00

TOTAL AMOUNT IN WORDS: **EIGHT HUNDRED TWENTY THOUSAND PESOS** | **Php 820,000.00**

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Very truly yours,

BUR No. DIGITAL-20100631

Recommended by:

DATE 10/6/2020

ATTY. ANNA GRACE I. MARPURI
OIC-DM, Operations Group 1

AMOUNT Php820,000.00

Rowena D. Mendoza
ROWENA D. MENDOZA
OIC-DM, Operations Group 2

CONFORME:

Approved by:

Funds Available:

Malerna C. Buyao
MALERNA C. BUYAO
Chief, Controllership Division

Paulina Suaco-Juan
PAULINA SUACO-JUAN
Executive Director

Maria Francesca B. Bustamante
Name & Signature of Contractor/Supplier

12 October 2020

Date