



## REQUEST FOR PROPOSAL

1. The Philippine Institute for Development Studies (PIDS) invites all eligible individual consultants to submit proposals for the **Video Production and Photo, and Video Documentation of the 2024 Annual Public Policy Conference**.
2. The Approved Budget for the Contract (ABC) is **PhP231,000**.
3. Interested consultants must submit the following documents using PIDS the prescribed forms:
  - a) Curriculum Vitae of the proposed Consultant(s)<sup>1</sup>
  - b) Technical Proposal Form<sup>1</sup>
  - c) Financial Proposal Form<sup>1</sup>
  - d) Filled out Data Privacy Notice and Personal Data Protection Form<sup>1</sup>
  - e) Statement of Completed contracts<sup>2</sup>
  - f) Statement of All Ongoing and Awarded But Not Yet Started Contracts<sup>2</sup>
  - g) Notarized Omnibus Sworn Statement (for ABC above PhP50,000.00)<sup>1</sup>
  - h) Income/Business Tax Returns (for ABC above PhP500,000.00)<sup>1</sup>
  - i) PhilGEPS Registration Number (certificate or screenshot)<sup>1</sup>
  - j) Valid Mayor's/Business Permit (Firm) or BIR Certificate of Registration<sup>3</sup> (Individual).
4. Interested consultants may obtain further information from the Procurement Management Division at telephone via email at [procurement@pids.gov.ph](mailto:procurement@pids.gov.ph).
5. The Institute shall adopt the Quality-Based Evaluation procedure in selecting consultants based on the attached Terms of Reference.
6. The deadline for submission of proposals is on **22 July 2024 (5:00 PM)** addressed to:

The BAC Chairperson for Consultancy  
Services c/o The BAC Secretariat  
Procurement Management Division  
18/F Three Cyberpod Centris – North Tower, EDSA cor. Quezon Ave., Quezon City

Proposals may also be submitted through email at [procurement@pids.gov.ph](mailto:procurement@pids.gov.ph).

7. PIDS reserves the right to reject any or all of the proposals, declare a failure of bidding, or not award the contract if there is evidence of collusion, including any act that restricts, suppresses, or nullifies competition, or if there is a failure to follow the prescribed bidding procedures. PIDS also reserves the right to waive any required formality in the proposals received and select the proposal it determines most advantageous to PIDS.

  
**DR. VALERIE GILBERT T. ULEP**  
Chairperson  
PIDS-BAC for Consultancy Services

Reference No.:2024-232

<sup>1</sup>Applicable for individual consultants and firms

<sup>2</sup>Applicable for firms only

<sup>3</sup> Individual consultants must issue Official Receipt (OR) during payment.

## **TERMS OF REFERENCE**

### **I. Project Title**

Video Production and Photo and Video Documentation of the 2024 Annual Public Policy Conference (APPC)

### **II. Background and Objectives**

The Philippine Institute for Development Studies (PIDS) conducts the APPC as the highlight of its Development Policy Research Month (DPRM) celebration held every September.

The APPC aims to convene experts and researchers in the social sciences to flag to policymakers the critical issues that must be addressed in the immediate term. It serves as a platform to further bridge research and policymaking and promote evidence-based planning and policy formulation in the Philippines.

With the theme, *“Securing a Future for All by Growing a Resilient Middle Class”*, this year’s APPC aims to explore strategies for leveraging global trends to expand the middle class in the Philippines.

The middle class is a crucial driver of socioeconomic development in the Philippines. As articulated in the country’s long-term vision, *Ambisyon 2040*, the goal is to become a predominantly middle-class society where no one lives in poverty. Middle class households play a vital role in fueling economic growth through their investment and consumption patterns. As skilled taxpayers, the middle class also contributes the majority share of taxes that fund critical public infrastructure and services. Furthermore, a thriving middle class promotes social mobility, as adequate incomes allow for advancement up the economic ladder. These multiple roles played by the middle class also foster conditions for greater political stability, as they have a vested interest in maintaining justice, order, and prosperity.

Middle class growth has had unintended consequences since middle-class families opt out of public services and contribute to traffic congestion. The middle class has also been vulnerable to economic shocks and welfare losses. It also exhibits susceptibility to populist capture that can undermine governance. Hence, adaptive policies and governance strategies are vital to sustainably expand the middle class. Opportunities exist like tapping global mega-trends around digitalization, platform economies, remote work and climate action which can open up new avenues for wealth creation and social mobility. But binding constraints around inequality, competitiveness, infrastructure and human capital must also be resolved, ensuring no one is left behind.

To better understand and advocate for this cause, the APPC will be a one-day event featuring four simultaneous sessions. The conference will begin with an opening session, followed by a morning plenary session with keynote speakers. In the early afternoon, four breakout sessions will run concurrently, allowing for in-depth discussions on specific topics. The day will conclude with all participants reconvening for a closing plenary session in the late afternoon.

Hiring a service provider for video production is necessary to create promotional videos that summarize the theme and the importance of the conference. Meanwhile, photo and video documentations of the event are crucial for capturing key moments and ensuring comprehensive coverage.

### III. Production staff and crew

Composition:

- 1) Director
- 2) Videographers
- 3) Photographers
- 4) Production assistants/lightpersons
- 5) Scriptwriter
- 6) Professional voice over narrator
- 7) Professional camerapersons
- 8) Video editor
- 9) Graphic artist
- 10) Sound engineer/Boom operator

### IV. Service/Output

#### 1) Production Deliverables:

- a. **Logo Animation:** Create a five- to ten-second animated logo of the text “22nd Development Policy Research Month” and the DPRM theme “Empowering Filipinos through Middle Class Expansion amid Global Megatrends”;
- b. **Promotional Videos:**
  - Produce a three- to five-minute promotional video of the APPC for its 10<sup>th</sup> year anniversary and a one- to two-minute video cut of the full video for social media posting;
  - Produce a three- to five-minute promotional video highlighting the APPC theme and a one- to two-minute video cut of the full video for social media posting;
- c. **Event Documentation:** Provide photo and video documentation of the APPC; and
- d. **Same-Day Edit Video:** Deliver a three- to five-minute same-day edit video featuring the highlights of the APPC.

#### 2) Footage and Photography:

- a. Capture all necessary footage for the promotional materials; and
- b. Take high-quality photos during all video shoots and event proceedings.

#### 3) Equipment Provision:

- a. Supply all required video, sound, and lighting equipment for the shoots and event coverage.

#### 4) Conceptualization and Production:

- a. Manage the entire process of conceptualization, scriptwriting, development, editing, and production of all deliverables; and
- b. Coordinate closely with the PIDS-Research Information Department (RID) throughout the project to ensure alignment with project goals and standards.

#### 5) Submission of Raw Materials:

- a. Provide all raw footage of videos and photos in an editable format; and
- b. Submit these materials on a hard drive to the RID at the project's conclusion.

### V. Allotted budget: PHP231,000.00

## **VI. Specific Scope of Work and Obligations**

### **a. Production team**

*In close coordination with PIDS, the team shall be responsible for the following:*

1. Develop a comprehensive script and storyboard for the promotional videos and logo animations to ensure a clear and cohesive narrative;
2. Mobilize a dedicated team, including a writer, camerapersons, photographers, and editor, to film and direct on-site for interviews, footages, and event documentation;
  - Ensure all video and photos are captured in at least full HD resolution.
3. Conduct thorough photo documentation and video recording using professional equipment such as digital HD cameras and a digital editing workstation that includes audio editing and graphics capabilities;
  - Adhere to proper decorum by wearing presentable long-sleeved attire during on-site photo/video documentation, especially during the APPC.
4. Utilize advanced editing software, such as Adobe After Effects CS5 or other updated and appropriate graphics software, for high-quality production;
5. Present the edited package of video recordings to PIDS-RID for review and feedback prior to the submission of the final outputs;
6. Produce all necessary materials and components, including concept art and design, animation, sound editing, voice over, and motion graphics, based on the approved script and any materials supplied by PIDS;
7. Edit, package, and deliver the final videos and photos in an editable format, ready for use in other applications and purposes; and
8. Ensure full adherence to copyright laws in the use of footage, images, photos, music, and other content. Any breach of copyright shall be the sole responsibility and accountability of the contractor.

### **b. Philippine Institute for Development Studies**

1. Supply the production team with the detailed background information about the intended use of the videos;
2. Highlight key messages that must be conveyed in the video and provide guidelines for its production;
3. Thoroughly review the outputs of the production team;
4. Provide constructive feedback and recommend necessary revisions to ensure the final products meet quality and content standards;
5. Approve all final outputs from the production team, ensuring they align with the project's goals and specifications;
6. Provide all necessary logistical information and support required for the documentation of the APPC;
7. Compensate the production team according to the agreed-upon amount, recognizing their professional services and efforts.

## **VII. Qualification requirements**

The production team must have the following qualifications or its equivalent to undertake the responsibilities mentioned above:

- Minimum of two (2) years of experience in operating video cameras and editing equipment, photo and video documentation for events; or any equivalent combination of experience and/or education that provides equivalent knowledge, skills, and abilities;

- In-depth understanding of photography, video production, and broadcasting, including relevant rules and regulations;
- Familiarity with field production techniques and standards;
- Proficient in visualizing and effectively shooting concepts;
- With a team composed of individuals holding bachelor’s degrees in Radio/TV, Film, Fine Arts, or a related field;
- Demonstrated ability to provide audio-visual equipment and technical support for moderate to large-scale conference presentations and seminars;
- Experienced in lighting, video, and audio recording, and in creating broadcast-quality information products;
- Advanced photography skills, with at least one (1) year of experience in photo documentation for events.

Previous samples of event coverage outputs, completed AVPs, certificates, and related documents shall be asked to demonstrate knowledge and experience.

The production team will be rated using the criteria below. The rating sheet is provided in Annex 1.

<b>Criteria</b>	<b>Percentage</b>
Years of experience in operating video cameras and editing equipment, photo and video documentation for events	25%
A team composed of individuals holding bachelor’s degrees in Radio/TV, Film, Fine Arts, or a related field	20%
Sample works demonstrating experience in providing audio-visual equipment and technical support for moderate to large-scale conference presentations and/or seminars ( <i>e.g., same-day edit videos, corporate videos, thematic videos for events, event photo coverage, event video coverage</i> )	25%
Creativity and appeal of provided outputs/sample work	20%
Experience working with PIDS	10%
<b>TOTAL:</b>	<b>100%</b>

### **VIII. Duration of Work & Payment Schedule**

The project will be undertaken from July to October 2024. The AVP producer is expected to communicate regularly with the assigned project coordinator of the Institute during the whole duration of the project. Both parties will communicate through email, phone, and meetings (virtual and/or face-to-face) during the duration of the project.

This project shall follow the proposed work plan and payment schedule below. Any changes in the schedule shall be agreed upon by both parties.

**A. Timetable**

Activities	July	August				September				October	
		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2
Initial meeting between parties to discuss the objective of the project, expectations of both parties, scope of work and outputs, deadlines, etc.	Jul 29										
Presentation of initial two-column scripts for both promotional videos		Aug 5									
Editing/review by PIDS of draft two-column scripts		Aug 8									
Submission of revised two-column draft script		Aug 9									
Video shoot on the President's message and other B-rolls			Aug 14								
Submission of first drafts of AVPs with logo animation				Aug 19							
Feedback of PIDS				Aug 21							
Submission of second draft of AVP and logo animation					Aug 26						

Activities	July	August				September				October	
		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2
Last minute revisions/final edits					Aug 28						
Submission of final render of the promotional video and logo animation in HD					Aug 30						
Submission of staff and equipment list for APPC coverage/ documentation						Sep 3					
Briefing for APPC coverage/ documentation							Sep 10				
APPC coverage/ documentation								Sep 19			
Onsite submission of same-day edit (SDE) video of APPC highlights								Sep 19			
Submission of the edited photos of APPC highlights <b>in online drive</b> for website and social media posting									Sep 23		
Submission of all video and photo files (including raw and edited files) <b>in HD</b>											Oct 10


**B. Terms of Payment**

<b>Activity/ Deliverable</b>	<b>Payment</b>
Submission of proposed storyboard after the conduct of the video and photo shoot	20%
Submission of initial output	50%
Submission of final output and complete set of files	30%
<b>TOTAL</b>	<b>100%</b>

Submitted by:

  
**Maria Alyssa L. Esguerra**  
OIC-Division Chief  
Public Affairs Division

Reviewed by:

  
**Dr. Sonny N. Domingo**  
OIC-Department Manager III  
Research Information Department

**CONFORME:**

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Name of contractor and signature



Annex 1. Criteria for Rating of Production Teams

Criteria	Percentage	Points
Bachelor's degree in radio/TV, film, fine arts, or a related field	20%	10 points for bachelor's degree  +5 points per graduate or postgraduate degree +1 point for every completed related training, course, or workshop (based on certificated provided)
Years of experience in operating video cameras and editing equipment, photo and video documentation for events; or any equivalent combination of experience and/or education that provides equivalent knowledge, skills, and abilities	25%	20 points for two years of experience as specified  +1 point for every year more than the required two years of experience
Sample works demonstrating experience in providing audio-visual equipment and technical support for moderate to large-scale conference presentations and/or seminars  <i>(e.g., same-day edit videos, corporate videos, thematic videos for events, event photo coverage, event video coverage)</i>	25%	8 points for submission of complete set of sample works: one (1) photo set of corporate event documentation, one (1) corporate or thematic AVP, and (1) SDE video, and (1) logo animation  In excess of the above: +1 point for every corporate or thematic AVP or SDE video +1 point for every photo set of corporate event coverage  8 points for experience in handling at least two (2) moderate to large-scale events and/or seminars  In excess of the above: +1 point for every completed moderate to large-scale corporate event +1 point for every completed moderate to large-scale event and/or seminar held by a research institution
Creativity and appeal of provided outputs/sample work	25%	
Experience working with PIDS	5%	+5 points for a previously completed project or engagement with PIDS
<b>Total:</b>		<b>100%</b>