



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



JO Number:  
2021-0120

JO Date:  
12/23/2021

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PR No.:  
2021-0294

PR Date:  
10/25/2021

CONTRACTOR/SUPPLIER **ERWIN TECSON ROMULO**  
 ADDRESS **25 Malipajo Street, Valle Verde 3**  
**Pasig City**  
 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
<b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b>  <b>SCOPE OF WORK AND DELIVERABLES</b>  <b>A. The Event (Creative Futures 2022)</b> 1. Help identify event dates for the Creative Futures in 2022 2. Develop the communication message, content direction and overall theme for the Creative Futures 3. Design the components of the Creative Futures including, but not limited to the program, conference topics and speakers, intermission and/or networking activities, and/or exhibits 4. Connect CITEM to industry experts, leaders and professionals who may be tapped as partners, featured artists, speakers, event attendees, sponsors, etc. 5. Oversee the teams (CITEM and/or outsourced) who will produce the designed program, and ensure that the identified communication message and content direction for the Creative Futures will be implemented on the event 6. Coordinate and conduct meetings with CITEM and the hired Program Producer and Coordinator for Creative Futures, when necessary.  <b>B. The Website</b> 1. Develop the communication message, and content direction for the CREATE Philippines website 2. Oversee the teams (CITEM and/or outsourced) who will develop the website, produce content for the website, and create/mirror content from the website to the social media channels of CREATE Philippines			Php990,000.00

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department

CONFORME:

**ATTY. SHIRLEY SISON-VESAGAS**  
**FOR ERWIN T. ROMULO**

Name & Signature of Contractor/Supplier

17 JANUARY 2022

Date

BUR No. **CMP-21121081**

DATE **12/29/2021**

AMOUNT **Php990,000.00**

Funds Available:

**MALERNA C. BUYAO**  
 Chief, Controllership Div.

Recommended by:

**MARJO F. EVIO**  
 Chief TIDS, Signature Events Team

Approved by:

**PAULINA SUACO-JUAN**  
 Executive Director



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PR No.: 2021-0294	PR Date: 10/25/2021	

CONTRACTOR/SUPPLIER <b>ERWIN TECSON ROMULO</b>	DELIVERY TERM .....
ADDRESS <b>25 Malipajo Street, Valle Verde 3 Pasig City</b>	PAYMENT TERM .....
MODE OF PROCUREMENT <b>SMALL VALUE PROCUREMENT</b>	PLACE OF DELIVERY .....
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<b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b> 3. Ensure that the identified communication message and content direction will be implemented on the website and social media channels of CREATE Philippines 4. Coordinate and conduct regular meetings with CITEM and the hired Content Producer/s for the CREATE Philippines website, Website Developers, and Community Manager/s for all social media platforms of CREATE Philippines 5. Update the creative direction, communication message, and content direction, when necessary, in response to the website and social media analytics, and other reports (i.e. surveys, feedback from stakeholders, etc.) provided by CITEM C. Overall Visual/Creative Direction of CREATE Philippines (Event and Website) 1. Develop the overall visual/creative direction of CREATE Philippines, particularly for the event and website, which includes the following: a. Graphic design direction b. Thematic campaign design c. Typography and font selection d. Content production supervision for single page layouts, multipage layouts and digital materials including video and streaming assets 2. Oversee content or materials (i.e. single page layouts, multipage layouts, digital materials including video and streaming assets, etc.) produced by CITEM and/or third-party suppliers to ensure consistency and cohesiveness with the identified overall visual/creative direction, communication message and content direction for the CREATE Philippines' event and website			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, CS Department  
 CONFORME:   
**ATTY. SHIRLEY SISON-VESAGAS**  
 FOR ERWIN T. ROMULO  
 Name & Signature of Contractor/Supplier  
 17 JANUARY 2022  
 Date

BUR No. CMP-21121081  
 DATE 12/29/2021  
 AMOUNT Php990,000.00  
 Funds Available:   
**MALERNA C. BUYAO**  
 Chief, Controllership Div.

Recommended by   
**MARJO F. EMIO**  
 Chief TIDS, Signature Events Team  
 Approved by:   
**PAULINA SUACO-JUAN**  
 Executive Director



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ADDRESS <b>25 Malipajo Street, Valle Verde 3</b>	PAYMENT TERM .....
<b>Pasig City</b>	PLACE OF DELIVERY .....
MODE OF PROCUREMENT <b>SMALL VALUE PROCUREMENT</b>	DATE OF DELIVERY .....

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT		
<b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b>  <b>D. Others</b> 1. Represent CITEM in media guesting, interviews, and other events where it is relevant to promote CREATE Philippines 2. Submit post-event report of the Creative Futures 2022 and conduct debriefing session with the CREATE Philippines project team 3. Submit report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc. Said report should be submitted to CITEM after the engagement period.  <b>PROPOSED TIMELINE OF DELIVERABLES</b> The hired Creative Director for CREATE Philippines 2022 should refer and follow the timeline specified below:  <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>Deliverables</b>                              • Present event proposal for the Creative Futures in 2022, including the event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, and exhibits, etc).                         </td> <td style="width: 50%; vertical-align: top;"> <b>Timeline</b>                              One month upon receipt of the Notice of Award                         </td> </tr> </table>	<b>Deliverables</b> • Present event proposal for the Creative Futures in 2022, including the event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, and exhibits, etc).	<b>Timeline</b> One month upon receipt of the Notice of Award			
<b>Deliverables</b> • Present event proposal for the Creative Futures in 2022, including the event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, and exhibits, etc).	<b>Timeline</b> One month upon receipt of the Notice of Award				

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  <b>ATTY. ANNA GRACE I. MARPURI</b> OIC-DM, CS Department  CONFORME:  <b>ATTY. SHIRLEY SISON-VESAGAS</b> FOR ERWIN T. ROMULO Name & Signature of Contractor/Supplier 17 JANUARY 2022 Date	BUR No. <u>CMP-21121081</u>  DATE <u>12/29/2021</u>  AMOUNT <u>Php990,000.00</u>  Fund Available: <b>MALERNA C. BUYAO</b> Chief, Controllership Div.	Recommended by: <b>MARJO E. EVIO</b> Chief TIDS, Signature Events Team  Approved by: <b>PAULINA SUACO-JUAN</b> Executive Director
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<b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b> <ul style="list-style-type: none"> <li>• Pitch a communication message and content direction for the website, and social media channels of CREATE Philippines</li> <li>• Present the overall visual/creative direction of CREATE Philippines (event and website)</li> <li>• Conduct debriefing session with the CREATE Philippines project team for Creative Futures 2022</li> <li>• Submit post-event report of the Creative Futures 2022</li> <li>• Submit report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc.</li> </ul>			To be scheduled after Creative Futures 2022 Not more than a month after Creative Futures 2022  Not more than a month after the engagement period specified in the contract
<b>PERIOD OF ENGAGEMENT</b> The Creative Director shall be contracted for a period of 12 months from January 01, 2022 or upon the issuance of the Notice of Award by CITEM Bids and Awards Committee (BAC), whichever comes later.			
<b>ESTIMATED BUDGET AND PAYMENT TERMS</b> The Contracted Price for the hiring of Creative Director for CREATE Philippines 2022 is PHP 990,000.00 (inclusive of applicable taxes) and shall be charged to the CREATE Philippines 2021 Budget.			

TOTAL AMOUNT IN WORDS:	Php
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BUR No. CMP-21121081  
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 AMOUNT Php990,000.00  
 Funds available:   
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 Chief, Controllership Div.

Recommended by:  
  
**MARJO E. EVIO**  
 Chief TIDS, Signature Events Team  
 Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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<b>HIRING OF CREATIVE DIRECTOR FOR CREATE PHILIPPINES 2022</b>  The proposed payment scheme for the project will be billed progressively upon the completion of the following milestones:  <table border="0" style="width: 100%;"> <tr> <td style="text-align: center;">Milestone</td> <td style="text-align: center;">Payment</td> </tr> <tr> <td>                             After presentation, submission, and approval of the following:                              • Event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, exhibits, etc.) of the Creative Futures 2022                              • Communication message and content direction for the website, and social media channels of CREATE Philippines                              • Overall visual/creative direction of CREATE Philippines (event and website)                         </td> <td style="text-align: center; vertical-align: top;">50%</td> </tr> <tr> <td>After submission of post-event report of the Creative Futures 2022</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>After submission of final report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc</td> <td style="text-align: center;">10%</td> </tr> </table>	Milestone	Payment	After presentation, submission, and approval of the following: • Event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, exhibits, etc.) of the Creative Futures 2022 • Communication message and content direction for the website, and social media channels of CREATE Philippines • Overall visual/creative direction of CREATE Philippines (event and website)	50%	After submission of post-event report of the Creative Futures 2022	40%	After submission of final report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc	10%			
Milestone	Payment										
After presentation, submission, and approval of the following: • Event dates, communication message, content direction, overall theme, and event components (program, conference topics and speakers, intermission and/or networking activities, exhibits, etc.) of the Creative Futures 2022 • Communication message and content direction for the website, and social media channels of CREATE Philippines • Overall visual/creative direction of CREATE Philippines (event and website)	50%										
After submission of post-event report of the Creative Futures 2022	40%										
After submission of final report/evaluation which includes observations, assessments, and recommendations on the implementation of the communication strategy and content direction, work/process flow, chosen platforms and promotional materials for CREATE Philippines, etc	10%										

TOTAL AMOUNT IN WORDS:	Nine Hundred Ninety Thousand Pesos	Php 990,000.00
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