



ADVANCED SCIENCE AND TECHNOLOGY INSTITUTE

**BIDS AND AWARDS COMMITTEE
QUALITY-BASED EVALUATION
COMMUNICATIONS CONSULTING SERVICES**

CRITERIA		WEIGHT
1. Quality of Personnel		20%
Rating Factors		
1.1 Consultant 1 general qualifications, competence, education, and training: <ul style="list-style-type: none"> Graduate degree in any of these fields: Business Management, Mass Communications, Development Communications, Public Relations, Marketing, and the like. Honor or distinction in undergraduate or graduate degree. Seminars/trainings/conferences (participant or resource person). 	Graduate degree	5
	Honor or distinction in undergraduate or graduate degree	1.5
	Seminars/trainings/conferences	1
1.2 Consultant 2 general qualifications, competence, education, and training: <ul style="list-style-type: none"> Undergraduate degree in any of these fields: Business Management, Mass Communications, Development Communications, Public Relations, Marketing, and the like. Honor or distinction in undergraduate or graduate degree. Seminars/trainings/conferences (participant or resource person). 	Undergraduate degree	5
	Honor or distinction in undergraduate or graduate degree	1.5
	Seminars/trainings/conferences	1
1.3 Project Manager general qualifications, competence, education, and training: <ul style="list-style-type: none"> Undergraduate degree. Seminars/trainings/conferences (participant or resource person). 	Undergraduate degree	1.5
	Seminars/trainings/conferences	1
1.4 Project Technical Staff general qualifications, competence, education, and training: <ul style="list-style-type: none"> Undergraduate degree. Seminars/trainings/conferences (participant or resource person). 	Undergraduate degree	1.5
	Seminars/trainings/conferences	1
2. Experience and Capability of the Consultant		30%
Rating Factors		
2.1 Consultant 1 experience in the field of communications, public relations, marketing, branding, business/management advisory, and the like.	15 years and above	7.5
	11-14 years	5
	1-10 years	2.5
2.2 Consultant 2 experience in the field of communications, public relations, marketing, branding, business/management advisory, and the like.	15 years and above	7.5
	11-14 years	5
	1-10 years	2.5
2.3 The firm must have experience in similar projects relevant to the design and development	5 years and above	7.5
	3-4 years	5

CRITERIA		WEIGHT
of a communications plan for either government or non-government entities.	1-2 years	2.5
2.4 The firm must have completed similar projects relevant to the design and development of a communications plan for either government or non-government entities within the last three (3) years.	20 and above completed projects	7.5
	10 - 19 similar completed projects	5
	1 to 9 similar completed projects	2.5
3. Plan of Approach and Methodology		50%
Rating Factors		
3.1 The firm must have knowledge, skills, experience, and expertise in the development of strategic communications plan and production of relevant materials, procedures, and guidelines, as well as facilitation and conduct of workshops, trainings and other activities, related to the same.	Inception planning. Development of communication plan. Development of DOST-ASTI brand communication guideline.	30
	Cascading of strategic communication plan to DOST-ASTI internal team. Conduct of communication training workshop.	15
	Strategic advisory and guidance. Project management.	5
TOTAL		100
PASSING RATE		80