



Republic of the Philippines  
NATIONAL PRIVACY COMMISSION

TERMS OF REFERENCE  
DIGITAL MARKETING WORKSHOP

**I. Rationale**

The National Privacy Commission (NPC) is tasked to inform and educate the public about data privacy, data protection, and fair information rights and responsibilities, as provided in Section 9.c of the Implementing Rules and Regulations of the Data Privacy Act (DPA) of 2012. To be able to carry out this task more effectively, the Public Information and Assistance Division (PIAD) would like to hold a workshop on Digital Marketing on September 06, 2019.

Digital marketing is the utilization of digital technology (the internet, mobile phones, display advertising, etc.)

For NPC, any content released to the public relies heavily on the use of copywriting techniques and marketing psychology. It is essential in catching the attention of the audience, especially in today's overcrowded and noisy mass/social media space, where every brand is competing for everyone's limited attention. The combination of SEO, copywriting, and digital marketing will help PIAD produce high quality, engaging, and informative content.

PIAD would like to conduct this workshop offsite due to its long-term benefits both to the organization and employees. Offsite workshops are known to heighten employee engagement, focus, creativity, and retention.

A change of scenery helps employees find a fresh take on their responsibilities. Being in a different location away from the workplace eliminates distractions; ideas manifest and employees are more likely to grasp new information and remember what they have learned.

Professionals are acknowledging the correlation between offsite workshops and creativity. A management professor at the University of California in an interview with international media organization NPR said, *"Staying inside, in the same location, is really detrimental to creative thinking. It's also detrimental to doing that rumination that's needed for ideas to percolate and gestate and allow a person to arrive at an 'aha' moment"*.

Being a division that consistently needs creativity to deliver the NPC's mandate to the public in a compelling manner, PIAD would significantly benefit from this experience.

PIAD/vga

5<sup>th</sup> Floor, Delegation Bldg. Philippine International Convention Center Complex,  
Pasay City, Metro Manila, Phils. 1309  
[www.privacy.gov.ph](http://www.privacy.gov.ph) | [info@privacy.gov.ph](mailto:info@privacy.gov.ph)

Further, holding the workshop offsite will not interfere with the hearings currently being conducted by the Complaints and Investigation Division (CID) for online lending cases. CID has been conducting hearings twice a week every month at NPC's conference rooms.

## **II. Learning Objectives**

At the end of the workshop, participants will be able to:

- learn about digital marketing & branding
- create compelling copies
- design and create effective strategy on assessing NPC brand

Meeting these learning objectives will help the agency achieve its target in terms of increasing engagement in all its online platforms, primarily its website and social media accounts.

## **III. Topics**

To achieve the objectives, we propose to include the following topics in the workshop:

- A. Defining brand and digital marketing
- B. Strategy on a page: parameters to consider when assessing your brand, and designing a creative and effective online strategy structure
- C. Tips on how to build a brand
  - Big idea
  - Research spreadsheet
  - Audience persona
  - Necessary tools

## **IV. Qualification Requirements**

The supplier / speaker must:

- have at least three years of professional experience in digital marketing campaigns for well-known and established brands.
- be willing to conduct the program at an offsite venue
- shall include the following in the budget:
  - honoraria for the speaker/s
  - customization and development of the program
  - reproduction of workshop materials and supplies;

*PIAD/vga*

5<sup>th</sup> Floor, Delegation Bldg. Philippine International Convention Center Complex, Pasay City, Metro Manila, Phils. 1309  
URL: <http://privacy.gov.ph> Email Add: [info@privacy.gov.ph](mailto:info@privacy.gov.ph)


- services of 1 senior workshop assistant; and
- certificates of course completion

**VI. Approved Budget for the Contract**

ABC = P80,000.00

Prepared by:

Approved by:

  
**ANELLA VIANCHI G. AREVALO**  
*Technical Writer, PIAD*

  
**ROBELYN M. CRUZ**  
*Officer-In-Charge, PIAD*