

PROPOSED TIMELINE FOR SSS DELIVERABLES

DELIVERABLES	ACTIVITIES	TIMELINE (calendar days from the receipt of NTP)
FIRST YEAR		
1. Communication Plan	a. Meeting with the Consultant	1 st to 5 th day
	a. Submission of Proposed Communication Plan	1 st to 30 th day
	b. Approval of PCEO	1 st to 45 th day
	c. Approval of SSC	1 st to 75 th day
2. Production of materials	a. Submission of storyboard, scripts, and print ad copies to SSS	1 st to 105 th day
	b. Review and clearance from BPOs	1 st to 120 th day
	c. Pre-production meeting	1 st to 121 st day
	d. Location shoot/recording/photo shoot	1 st to 130 th day
	e. Post-production	1 st to 150 th day
	f. Approval and acceptance of produced materials	1 st to 165 th day
3. Pre-evaluation campaign survey results	a. Submission of survey proposal and questionnaire to SSS	1 st to 170 th day
	b. Approval of PASED/PCEO	1 st to 175 th day
	c. Conduct of survey	1 st to 190 th day
	d. Submission of survey results	1 st to 205 th day
4. Media Plan including social media boosting approved by SSC	a. Submission of content calendar for social media boosting and comments to SSS Media Plan	1 st to 170 th day
	b. Approval of the Media Plan of the PCEO	1 st to 175 th day
	c. Approval of the Media Plan by the SSC	1 st to 190 th day
	d. Social media boosting	120 th to 365 th day
5. PR Plan	a. Submission of Proposed PR Plan including Editorial Calendar	1 st to 30 th day
	b. Approval of PCEO	1 st to 45 th day
	c. Implementation	46 th to 365 th day
	d. Seeding of stories (social and other digital media) <ul style="list-style-type: none"> • Regular Story - within two (2) days from receipt of request from SSS • Crisis Issue – within eight (8) hours from receipt of request from SSS 	46 th to 365 th day

6. Post evaluation campaign survey results for the 1 st year	a. Submission of survey proposal and questionnaire to SSS	1 st to 170 th day
	b. Approval of PASED/PCEO	1 st to 175 th day
	c. Conduct of survey	300 th to 320 th day
	d. Submission of survey results	321 st to 325 th day
SECOND YEAR		
1. Tactical Campaign	a. Meeting with the Consultant	December 2021
	b. Submission of Proposed Communication Plan	December 2021
	c. Approval of PCEO	1 st to 15 th day
	d. Approval of SSC	1 st to 30 th day
2. Production of materials	a. Submission of storyboard, scripts, and print ad copies to SSS	1 st to 60 th day
	b. Review and clearance from BPOs	1 st to 75 th day
	c. Pre-production meeting	1 st to 76 th day
	d. Location shoot/recording/photo shoot	1 st to 86 th day
	e. Post-production	1 st to 106 th day
	f. Approval and acceptance of produced materials	1 st to 121 st day
3. Pre-evaluation campaign survey results	a. Submission of survey proposal and questionnaire to SSS	1 st to 136 th day
	b. Approval of PASED/PCEO	1st to 141 st day
	c. Conduct of survey	1st to 156 th day
	d. Submission of survey results	1 st to 171 st day
4. Media Plan including social media boosting approved by SSC	a. Submission of content calendar for social media boosting and comments to SSS Media Plan	1 st to 126 th day
	b. Approval of the Media Plan of the PCEO	1 st to 131 st day
	c. Approval of the Media Plan by the SSC	1 st to 146 th day
	d. Social media boosting	75 th to 365 th day
5. PR Plan	a. Submission of Proposed PR Plan including Editorial Calendar	1 st to 30 th day
	b. Approval of PCEO	1 st to 45 th day
	c. Implementation	46 th to 365 th day
	d. Seeding of stories (social and other digital media) <ul style="list-style-type: none"> • Regular Story - within two (2) days from receipt of request from SSS • Crisis Issue – within eight (8) hours from receipt of request from SSS 	46 th to 365 th day
6. Post evaluation campaign survey results for the 2 nd year	a. Submission of survey proposal and questionnaire to SSS	1 st to 136 th day
	b. Approval of PASED/PCEO	1st to 141 st day
	c. Conduct of survey	300 th to 320 th day
	d. Submission of survey results	321 st to 325 th day