Request for Proposal

13 July 2020

The **TOURISM PROMOTIONS BOARD**, thru the Bids & Award Committee (BAC), invites interested bidders to submit proposal for the hereunder project;

Request for Proposal No. TPB-PR.2020.07.203
PR No. 6.038   IPD PHITEX 2020 / 18 June 2020

Requirements : **SERVICES OF VIRTUAL PLATFORM DEVELOPER FOR VIRTUAL PHITEX 2020**

Project Title : **19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020**

Approved Budget for the Contract (ABC): **Nine Hundred Ninety-Three Thousand Two Hundred Pesos Only (Php 993,200.00)**

19ᵗʰ PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020, Virtual Edition
22-26 September 2020
Manila
Services of an ICT Company for the Virtual Event Platform

I.   BACKGROUND

PHITEX is the biggest government-organized travel trade event in the country first held in 1996. Patterned after the ASEAN Tourism Forum, this event hosts qualified international buyer delegates worldwide to participate in table-top business appointments with accredited Philippine tourism suppliers. Invited foreign participants are also given a chance to experience what the country can offer as a tourism destination during pre and post tours featuring key Philippine attractions and destinations.

Research reveals that 68% of business events have been cancelled or postponed due to the very recent COVID-19 pandemic. This has caused significant challenges for the tourism industry; digitization is one of the most effective ways to bridge us into the new normal.

For the first time, TPB shall host PHITEX Virtual Edition. This online exhibition shall provide an opportunity to experience innovative ways of developing new business connections and update global buyers with the latest Philippine tourism offerings. In

addition, it can maximize trackability where every registration, login, click, download and share, and other event tracking functionality has become easier than ever.

TPB needs services of an experienced company for the Virtual Event Platform to create, capture and develop a web virtual event platform made for the public audience with the aim to create engaging, creative and interactive virtual event.

II. COMPONENTS OF PHITEX, VIRTUAL EDITION

1. 2-day Travel Exchange
2. Five Webinars
3. Four Interviews
4. Two roundtable discussions
5. Speed networking sessions
6. Online games
7. Trivia
8. Surveys
9. Opening and closing receptions
10. Virtual tours
11. Videos-on-demand

III. SCOPE OF SERVICES

A. PROVISION OF AN ONLINE PLATFORM TO INCLUDE ALL THE COMPONENTS SPECIFIED ABOVE.

GENERAL REQUIREMENTS
1. The design must have rich content, highly engaging, provides real-time interaction;
2. Must have one-on-one chat, and video calling facility on a real-time basis;
3. Exhibitors can upload their downloadable contents like e-brochures, business cards, videos, etc.;
4. Must have break-out rooms for webinars, discussions, online games, interviews;
5. Registration page for all users to include important profile information;
6. Recording options
7. Interactivity/experiential options: chats, polls, questions, voting, etc.
8. Measurement: time in sessions, number of questions asked, click-through rate, attendee-to-registration ratio, etc.
9. Welcome video

VIRTUAL EVENTS PLATFORMS FEATURES
1. log-in and onboarding - Seamless log-in and onboarding specifying interests and other details relevant to the event
   Three (3) login Mechanism, can log in through

- SocMed,
- Custom Generated OTP (Email & SMS)
- Customised OTP

2. Virtual Sessions - An exhaustive view of the virtual event schedule for easy perusal. Attendees can;
   a. Detailed track wise agenda
   b. Set reminders, favorite session and take notes on a session
   c. Download speaker presentations
   d. View speakers speaking at the sessions
   e. Join session icon – attendees can easily click on the icon and join the session virtually
   f. Attendees engagement during the virtual sessions such as ask questions, raise their hands, emoticons and chat panelist and to other attendees.

3. Session screening and Live Q&A, attendees can;
   a. Easily screen the entire session
   b. Live stream the entire session remotely and on demand after the session ended
   c. Can interact with other attendees and panelists present in the live session
   d. Can ask away all their questions through the Q&A feature
   e. Speakers can highlight the questions that they are answering in an ongoing session
   f. Can leave feedback on a session once the screening is over pertaining to the speaker

4. Attendee Networking - garnering networking amongst all attendees and can;
   a. View, search, filter and sort attendee list
   b. Bookmark an attendee to talk to them later
   c. Take notes on attendee profiles
   d. Set up meeting at available time slots of an attendee
   e. Accept, reject and reschedule meetings
   f. Platform suggests TOP 10 attendees that someone should meet
   g. Chat with other attendees and speakers

5. Chat rooms
   a. attendees can do impromptu meetings by grabbing a chair at the networking lounge
   b. two (2) or four (4) people can be part of the meeting
   c. video pop up opens on the platform itself to facilitate in person video meetings
   d. table can be named to an exhibitor or a topic

6. Event News Feed - An exclusive event feed for your attendees to participate and create posts and polls & stay updated with event highlights. Added features such as;

a. Post text, image, video and links
b. Likes, comments on the posts
c. Post offering or requirement where other attendees can show interest
d. Create and participate in an poll
e. Speakers can schedule Polls and trigger at different times
f. Client can see who has voted for which answers

7. Contests / Games – engage your attendees by hosting games to take your virtual conferences to another level
    a. Host an entry contest, best response contest and quiz contest
    b. Choose winners by yourself or allow attendees to choose a winner basis engagement
    c. Top engaging attendees are showcased on the app
    d. A prize can be awarded to an attended for a maximum engagement

8. Partners and Exhibitors – a thorough fame-up of all partners and exhibitor involved in the event.
    a. Partners and Exhibitors profile listings
    b. Categorise your partners & exhibitors
    c. Brochures & documents available for download
    d. View company website and socmed links
    e. Schedule meetings & chat with individuals from these companies
    f. Exhibitors' products & services can be displayed with relevant details
    g. Exhibitors can showcase their company & product videos via Youtube on their profile

9. Speaker Lounge
    a. Attendees can uncover speaker profile
    b. View speakers details and all the sessions that the speaker will be speaking
    c. View and download speaker presentation
    d. Rate a speaker, bookmark them and take notes pertaining to the speaker

10. Analytics – analyse everything "Real-Time" happening across the events and make insightful decisions

11. Support - a Support Manager designated to the event for complete handholding in setting up the virtual event

B.   PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020 WEBSITE
          GENERAL REQUIREMENTS

1. Host, design, develop, test, implement, and maintain an interactive, appealing, and responsive website that will act as a virtual platform
2. Appropriate rendering on mobile and tablet as well as to different web browsers
3. Optimal website performance through the use of content management systems and other necessary modules/plug ins
4. Easily maintainable and effective front end, middleware, and database code using best practice coding languages appropriate for the platform
5. Provides accessible back-end support functionality for easy maintenance that should not require specialized skills on web development.
6. Will have Appropriate network bandwidth capacity to allow interruption-free use of the platform.
7. Functional and well-optimized Search Engine Optimization
8. Integrated cybersecurity measures to protect users and the data disclosed
9. Infomercial showcasing all about Phitex

SCOPE OF WORK

A. The website layout and pages are in accordance with the agreed content structure
B. Improve the on-line Registration System for Buyer and Seller delegates.
C. Send mass email blasts to participants.
D. Provide (Survey) Customer Satisfaction Feedback System.
E. Provide a Monthly Visitor Statistics – count of unique visits, pages/visits, average visit duration, percentage of new visits and Analytics/interpretation Report on the Visitor Statistics.
F. Phitex website and its database must be regularly backed-up.
G. Provide appropriate security measures to secure the web host against unauthorized intrusion and ensure minimal downtime of the web site.
H. The Web site and database must be hosted on a dedicated stand-alone high-capacity server with the following minimum specifications:

SPECIFICATIONS OF DEDICATED SERVER
• On a CDN (Content Delivery Network)
• 2 CPU CORES @ 3.1 GHZ
• 8 GB MEMORY
• 5 TB STORAGE
• 3 DEDICATED IPs
• UNMETERED BANDWIDTH
• FREE 3-YEAR SSL CERTIFICATE
• APPROPRIATE DATA SECURITY
• Stack for Virtual Platform
• Guaranteed 99.99% uptime
• 90% Pagespeed Insight result

I. Provide 24/7 technical support
J. Documentation – appropriate system documents to quickly guide users through specific tasks

K. TPB personnel training on how to upload / update / revise content information
L. The Phitex Website and its source codes are owned by TPB. Source codes, applications and databases must be turned over to TPB and installed in the TPB server on or before
the end of contract.
M. Creation of Three (3) G suite accounts with a 1 year validity
N. Coordination with the existing website provider on the transfer of the credentials and domain website and hosting.

IV. QUALIFICATION OF BIDDER

1. Bidder must have been in operation for at least ten (10) years.
2. Bidder must have an at least five (3) years of experience in providing and executing a Virtual Event platform and Web site design development.
3. Bidder must have had at least five (5) projects hosting online Virtual Events (2B/B2C) preferably in the travel trade.
4. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:

    ·   Project Manager (1 personnel)
    ·   Content Manager (1)
    ·   Graphic Designer (1)
    ·   Platform Developer (2)
    ·   Technical Support Team (2)

    Note: Bidders may recommend additional personnel deemed fit for the team following the scope of work and deliverables.

V. ELIGIBILITY REQUIREMENTS

1. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
2. Company Profile and Technical Proposal
3. Valid Mayor's permit / Business Permit
4. Income / Business Tax Return
5. Omnibus Sworn Statement
6. List of ongoing and completed projects within the past three (3) years similar or related to the requirements
7. List of personnel to be assigned to the project with their respective job description and work experience for the last three years

VI. BUDGET COST :

See the Approved Budget for the Contract (ABC)

VII. TERMS OF PAYMENT

1. Timeline and Gantt Chart (approved by TPB)
2. Mock-up designs (based on the approved theme) for
     a. Virtual Event Platform
     b. Website
3. Presentation of three (3) proposed concepts / designs for virtual event platform and website
	40% of the total contract price

4. Acceptance and approval of design template for the Virtual Event Platform and Website	20% of the total contract price
5. Complete implementation of all approved deliverables (virtual event platform is running and the website must have been launched at this time) 6. Full completion of deliverables to TPB	40% of the total contract price

VIII. ADDITIONAL REQUIREMENTS

Shortlisted Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach (subject for the date of presentation). The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

IX. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

X. RATING GUIDE FOR TECHNICAL PROPOSAL
Technical Bid/Proposal Criteria and Rating (85% passing score)

CRITERIA	RATING
I. Qualification of Personnel who may be Assigned to the Project	**10%**

Required qualifications and experience of the following key personnel in organizing Virtual events and Website development B2B/B2C events:

· Project Manager (1 personnel)
· Content Manager (1)
· Graphic Designer (1)
· Platform Developer (2)
· Technical Support Team (2)

Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)

Key personnel involved in the project must have
Three (3) or more years of relevant experience **(10%)**
Two (2) years of relevant experience   **(5%)**
One (1) year of relevant experience   **(2%)**
No relevant experience   **(%0)**

II. Firm Experience and Capability		30%

Service rendered in the previous completed projects in the past Three (3) years

Five (5) or more projects implemented in the past three (3) yrs   **(30%)**
Three (3)–Four (4) projects implemented in the past three (3) yrs   **(20%)**
One(1)-Two(2) project implemented in the past three (3) yrs   **(10%)**
No project implemented in the past three (3)   **(0%)**

III. Plan Approach and Methodology		60%

Functionality of the presented Virtual Event platform and Website design based on the features stated in the section II. Scope of Services

Bidder's proposal incorporate value-added features, components and strategies that can complement the requirements stated in the section II. Scope of Services **(60%)**

Bidder's proposal fully adheres to the requirements stated in the section II. Scope of Services **(50%)**

Bidders' proposal does not adhere to the requirementn stated in the section II. Scope of Services

(0%)		
TOTAL		**100 %**

Approved Budget for the Contract is inclusive of all applicable taxes. The cost of items in the bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the above mentioned approved budget.

Contact Person:

Mr. Emmanuel Zarate
Technical Committee
Virtual Philippine Travel Exchange 2020
Email address: eman_zarate@tpb.gov.ph

Please submit your proposal and legal documents not later than **17 August 2020** thru email at soc_torres@tpb.gov.ph or thru fax no. 02 8526-5971, subject to the Terms and Conditions attached herewith, stating the shortest time of delivery, duly signed by your representative to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please address your quotation to the undersigned.

Thank you very much.

ELOISA A. ROMERO
Head, Procurement and General Services Division

Contact Person	**SOCRATES G. TORRES**
Contact No	8525-93-18 loc. 266 soc_torres@tpb.gov.ph

Note: **All entries must be typewritten in your company letterhead.**

Price Validity shall be for a period of <u>thirty (30)</u> calendar days.

Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. SEC/DTI Registration Certificate
2. Updated Mayor's Permit/License
3. BIR Registration / TIN
4. Company Profile/Reference
5. PhilGEPs Certificate
6. Notarized Omnibus Sworn Statement
7. Annual Income Tax Return
8. List of ongoing and completed projects within the past three (3) years similar or related to the requirements
9. List of personnel to be assigned to the project with their respective job description and work experience for the last three years