

Bids and Awards Committee

SUPPLEMENTAL/BID BULLETIN ADDENDUM NO. 2020-053

Project Title:

Services of Virtual Platform for the 6th Regional Travel Fair (ITB No. 2020-037)

In reference to the Pre Bid Conference held last October 14, 2020, this Bid Bulletin No. 2020-053 dated October 16, 2020 is issued to clarify, modify or amend items in the Bidding Documents, accordingly, this shall form an integral part of the Bidding Documents:

ORIGINAL SPECIFICATIONS

Technical Specifications

Note: Bidders must state either "Comply" or "Not Comply" in the column "Statement of Compliance" against each of the individual parameters of each Specification:

Statement of Compliance Bidders must Item state here either "Comply" or "Not Specification Comply **OBJECTIVES:** The event aims to regain public interest to travel domestically following the new norms in travel. To increase again the volume of domestic travelers as well as domestic tourism expenditure through the selling of different tour packages that will encourage tourists to travel locally. Aside from the economic benefits to our country, the event enhances efforts to combat seasonality and increase the level of the culture of tourism/travel among **Filipinos**

NEW SPECIFICATIONS

Technical Specifications

Note: Bidders must state either "Comply" or "Not Comply" in the column "Statement of Compliance" against each of the individual parameters of each Specification:

Item	Specification	Statement of Compliance Bidders must state here either "Comply" or "Not Comply
1	OBJECTIVES: The event aims to regain public interest to travel domestically following the new norms in travel. To increase again the volume of domestic travelers as well as domestic tourism expenditure through the selling of different tour packages that will encourage tourists to travel locally. Aside from the economic benefits to our country, the event enhances efforts to combat seasonality and increase the level of the culture of tourism/travel among Filipinos	

Also, to encourage the Public; mainly, the potential domestic tourists, to visit the Virtual Business to Consumer (B2C) platform to transact with various exhibitors who sell domestic tour packages, accommodations, transportation, and airline tickets, MICE facilities, etc. COMPONENTS OF 6TH COMPONENTS OF 6TH **REGIONAL TRAVEL FAIR REGIONAL TRAVEL FAIR** (VIRTUAL AND ONLINE (VIRTUAL AND ONLINE **EDITION) EDITION)** A. Tourism Forum (Webinar) A. Tourism Forum (Webinar) **10 December 2020 10 December 2020** The Tourism Forum is focused The Tourism Forum is focused on educating tourism on educating tourism stakeholders which aims to stakeholders which aims to update the knowledge and update the knowledge and enhance the understanding of enhance the understanding of the following topics: the following topics: (500 participants composed of (500 participants composed of Tourism Stakeholders) Tourism Stakeholders) Participants' Participants' orientation/familiarizatio orientation/familiarizatio 2 2 n on technical know-how n on technical know-how on Virtual B2B and B2C on Virtual B2B and B2C engagement. engagement. • Tourism Entrepreneurship • Tourism Entrepreneurship in the New Normal in the New Normal (Tentative Topic) (Tentative Topic) B. Travel Exchange B. Travel Exchange (TRAVEX)/(B2B) for 10-11 (TRAVEX)/(B2B) for 10-11 December 2020 December 2020 TPB will conduct Business-to-TPB will conduct Business-to-**Business virtual discussions Business virtual discussions** between participating Buyers between participating Buyers and Sellers. This aims to and Sellers. This aims to generate direct sales and generate direct sales and business leads, renew business business leads, renew business

deals as well as give them the

deals as well as give them the

opportunity to network and opportunity to network and meet new business partners. meet new business partners. C. Business-to-Consumer C. Business-to-Consumer (B2C) for 2 days 10-13 (B2C) for 2 days 10-13 December 2020 December 2020 It is a consumer expo to be It is a consumer expo to be participated in by invited participated in by invited exhibitors composed of exhibitors composed of domestic travel tour operators domestic travel tour operators and travel agents, domestic and travel agents, domestic hotels and resorts, destination hotels and resorts, destination management companies, management companies, domestic airlines, etc. The idea domestic airlines, etc. The idea is to challenge exhibitors to is to challenge exhibitors to become more productive by become more productive by selling exclusive domestic and selling exclusive domestic and affordable tour packages to the affordable tour packages to the consumers. consumers. **Schedule of the event **Schedule of the event is subject to change is subject to change **REGISTRATION PAGE REGISTRATION PAGE** 1. A dedicated website 1. A dedicated website customized Fine-looking customized 2. Fine-looking landing pages for attendee landing pages for attendee registration including email registration including email reminders reminders 3. Built-In Registration Form 3. Built-In Registration for the (Sellers and Form for the (Sellers and 4. Buyers) 4. Buyers) a. Create easy registration a. Create easy registration form builder form builder 3 3 b. Stakeholders & Visitors b. Stakeholders & Visitors register & login via the register & login via the registration site registration site 5. "Fast Access" Integration 5. "Fast Access" Integration a. Registration is done on c. Registration is done on the customer's website the customer's website other other [or some [or some site/application] site/application] d. User's information is b. User's information is saved in the Database saved in the Database 6. Database Integration 6. Database Integration

	_	1	1 .			,
	a. Registration is done on				a. Registration is done on	
	the customer's website				the customer's website	
	[or some other				[or some other	
	site/application]				site/application]	
	b. Upon login – can check				b. Upon login – can check	
	the customer's Database				the customer's Database	
	and retrieve user's				and retrieve user's	
	information into the				information into the	
	Database				Database	
	7. File upload				7. File upload	
	a. The customers (Seller)				a. The customers (Seller)	
	provides all registrants				provides all registrants	
	information in a (.csv)				information in a (.csv)	
	file				file	
	b. The file is uploaded by				b. The file is uploaded by VEM	
	VEM to the VEM database				to the VEM database	
	HOME PLAZA/ WEB LANDING				HOME PLAZA/ WEB LANDING	
	PAGE				PAGE	
	1. A custom lobby with a show				1. A custom lobby with a show	
	greeting and navigation to				greeting and navigation to	
	other show locations				other show locations	
	a. Business to Consumer				a. Business to Consumer	
	(B2C) RTF Show				(B2C) RTF Show	
	b.Business to Business				b.Business to Business	
	(B2B)				(B2B)	
	c. Tourism Forum				c. Tourism Forum	
	2. Pick from dozens of				3. Pick from dozens of	
4	backgrounds or upload your			4	backgrounds or upload your	
	own				own	
	a. Enables easy				a. Enables easy	
	navigation for				navigation for	
	attendees				attendees	
	b. Use a walk-out greeter				d. Use a walk-out greeter	
	or jumbo tron video				or jumbo tron video	
	screen				screen	
	c. Promote sponsors with				e. Promote sponsors with	
	banners				banners	
	3. Social media links for				3. Social media links for	
	promoting				promoting	
	AUDITORIUM PAGE		1		AUDITORIUM PAGE	
	Attend scheduled live and on-		1		Attend scheduled live and on-	
	demand presentations within				demand presentations within	
5	the virtual show. No downloads.			5	the virtual show. No downloads.	
	No pop-ups. Comes with tools				No pop-ups. Comes with tools	
	to search and bookmark.				to search and bookmark.	
	15 Sedi di di di Bookindiki				to search and booking it.	

EXHIBIT PAGE EXHIBIT PAGE Consumer A. Business to Consumer Business to (B2C) - Duration: 4 days (B2C) - Duration: 4 days Featuring the Exhibitors Featuring the Exhibitors composed Tourism composed Tourism Stakeholders, DOT Regions Stakeholders, DOT Regions and selected four (4) and selected four (4) community weavers community weavers 1. A custom exhibitor booths 1. A custom exhibitor booths can accommodate at least can accommodate at least 300 Sellers exhibitors 300 Sellers exhibitors a. Booths can be chosen a. Booths can be chosen from the template from the template library or designed from library or designed from existing sketches. existing sketches. Booths can offer white Booths can offer white papers, product papers, product collateral, demos, rich collateral, demos, rich media content, surveys, media content, surveys, polls, and giveaways to polls, and giveaways to visitors. Group and visitors. Group and individual live chats are individual live chats are 6 6 available for engaging available for engaging with booth visitors. with booth visitors. b. Visit exhibitor booths. b. Visit exhibitor booths, chat with chat with representatives, representatives, download literature, download literature, watch videos, take a watch videos, take a survey, register for a survey, register for a prize, etc. prize, etc. c. Chat, Forum and Social c. Chat, Forum and Social Media Links Media Links d. Access documents d. Access documents e. Inclusion of On-line e. Inclusion of On-line Selling in the Platform Selling in the Platform f. Make On-The-Spot f. Make On-The-Spot Sales with an E-Commerce Sales with an E-Commerce Platform Platform g. Interactive games to g. Interactive games to increase stay-time of the increase stay-time of the consumers consumers h. Inclusion of h. Inclusion of

presentation of sixteen

(16) DOT Regions and

selected weavers

presentation of sixteen

(16) DOT Regions and

selected weavers

- i. Exhibitors, in this case, can receive notifications of booth visits, queries, and purchases while organizers can continue to promote the event using emails and social media in order to continue its activity.
- j. Shown in FB Live and YouTube Channel

B. Business to Business (B2B)
Networking features

Target of 300 participants 150 Buyers 150 Sellers

- Attendees can chat with each other and share business cards.
- 2. Provide the prescheduled appointments wherein the Buyers and Sellers Meet for B2B component
- 3. Virtually exchange their products and offerings

- Exhibitors, in this case, can receive notifications of booth visits, queries, and purchases while organizers can continue to promote the event using emails and social media in order to continue its activity.
- j. Shown in FB Live and YouTube Channel

Business to Consumer (B2C)

- f. Maximum of 1,000 participants per day.
 Conduct of at least 3 games per day and subject for approval of TPB
- g. Live streaming capabilities in any available social media platforms (i.e. Facebook, Twitter, and YouTube).
- E. Business to Business (B2B)
 Networking features

Target of 300 participants 150 Buyers 150 Sellers

- Attendees can chat with each other and share business cards.
- 2. Provide the prescheduled appointments wherein the Buyers and Sellers Meet for B2B component
- Virtually exchange their products and offerings
- 4. Minimum of 40 prematched Business Appointments per

Seller/Buyer for 1 ½ days 5. Virtual B2B will be participated bν the following: 150 Seller- Delegates (hotel/resort, MICE facilities, transport and airline companies as well as destination management companies and DOT-Regional Offices 150 **Buyer-Delegates** (Local Tour Operators, Travel Agents, and MICE Operators/Organizers) **Tourism Forum (Webinar) Tourism Forum (Webinar)** Target Participants: 500 Target Participants: 500 1. Scheduling for event Scheduling for event pre-planning, tools to pre-planning, tools to promote the web promote the web event, and custom event, and custom branding everywhere branding everywhere you make contact with you make contact with potential registrants potential registrants and new leads. and new leads. Easy-to-use Webinar 2. Easy-to-use Webinar **Portal Portal** a. Monitor the entire c. Monitor the entire event, registration, event, registration, attendees, send attendees, send automated followautomated followuр emails and up emails and distribute distribute recordings, and recordings, and accessible easily easily accessible demand demand b. Automatic email d. Automatic email reminders and the reminders and the ability to send

ability

invites

to

registration forms

weeks in advance

send

and

invites

registration forms

weeks in advance

and

	cater to attendees'			cater to attendees'	
	busy schedules.			busy schedules.	
	3. Large-capacity webinar			3. Large-capacity webinar	
	room at least 500			room at least 500	
	attendees, content and			attendees, content and	
	screen sharing, polls			screen sharing, polls	
	and surveys, live chat			and surveys, live chat	
	and interactive Q&A.			and interactive Q&A.	
	4. Analytics and reports			4. Analytics and reports	
	on email, registration,			on email, registration,	
	attendance and			attendance and	
	engagement.			engagement.	
	5. E-Certificate shall be			5. E-Certificate shall be	
	provided once they fill-out the			provided once they fill-out the	
	survey questionnaire. The			•	
				survey questionnaire. The	
	design will be provided by TPB.			design will be provided by TPB.	
				6. The Tourism Webinar	
				shall be broadcasted in	
				any available social	
				media platform. The	
				recorded webinar shall	
				be played in the virtual	
				event platform.	
		1			
	RESOURCE CENTER			RESOURCE CENTER	
	A central repository of all show		7	A central repository of all show	
7	A central repository of all show content –presentations, demos,		7	A central repository of all show content –presentations, demos,	
7	A central repository of all show content –presentations, demos, documents and presentations		7	A central repository of all show content –presentations, demos, documents and presentations	
7	A central repository of all show content –presentations, demos,		7	A central repository of all show content –presentations, demos,	
7	A central repository of all show content –presentations, demos, documents and presentations		7	A central repository of all show content –presentations, demos, documents and presentations	
7	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/		7	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/	
7	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools		7	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools	
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	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board			A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board	
	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to			A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to	
	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and			A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and	
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	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area			A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area PUBLICITY AND PROMOTIONS	
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8	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area PR & INFLUENCER MANAGEMENT 1. Development of content		8	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area PUBLICITY AND PROMOTIONS a. Minimum production of three (3) video teasers (30 - 40 seconder) Informing the Public on the	
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8	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area PR & INFLUENCER MANAGEMENT 1. Development of content strategy and editorial		8	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools NETWORKING/ COMMUNICATIONS CENTER Professional networking tools to find best matches for attendees, message board forums, message center to send/receive messages and individual or group chat area PUBLICITY AND PROMOTIONS a. Minimum production of three (3) video teasers (30 - 40 seconder) Informing the Public on the	

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	provision for at least two revisions per each; 3. Generate international and local media list in collaboration with the project officer; 4. Disseminate press release to pre-approved target medias and secure at least five (5) pickups per press release; 5. Invite industry top influencers, key opinion leaders, and vloggers to create a compelling story about the project; 6. Function as press office to handle inquiries and requests related to Traverse Philippines; 7. Monitor press releases in print, online, and broadcast media, as applicable; 8. Compile all international and local exposures made on a monthly basis for submission to the project officer; 9. Generate report on final media reach, values, and mileage earned for the			Encouraging the general Public to visit the Virtual B2C Platform to transact business with the exhibitors who are selling tour package, services, etc. These "infomercial" shall be broadcast to Social Media Platform at least two weeks prior to the event	
	duration of the engagement.				
	SPECIFICATIONS OF DEDICATED				
	• On a CDN (Content			SPECIFICATIONS OF DEDICATED SERVER	
10	Delivery Network) • 2 CPU CORES @ 3.1 GHZ • 8 GB MEMORY		10	 On a CDN (Content Delivery Network) 2 CPU CORES @ 3.1 GHZ 	
	 5 TB STORAGE 3 DEDICATED IPS UNMETERED BANDWIDTH 			 8 GB MEMORY 5 TB STORAGE 3 DEDICATED IPS UNMETERED 	
				BANDWIDTH	

FREE 3-YEAR SSL	FREE 3-YEAR SSL
CERTIFICATE	CERTIFICATE
APPROPRIATE DATA	APPROPRIATE DATA
SECURITY	SECURITY
Stack for Virtual	Stack for Virtual
Platform	Platform
Guaranteed 99.99%	• Guaranteed 99.99%
uptime	uptime
90% Pagespeed Insight	90% Pagespeed Insight
result	result
1. Provide 24/7 technical	6. Provide 24/7 technical
support	support
2. Documentation – appropriate	7. Documentation – appropriate
system documents to quickly	system documents to quickly
guide users through specific	guide users through specific
tasks	tasks
3. TPB personnel training on	8. TPB personnel training on
how to upload / update /	how to upload / update /
revise content information	revise content information
4. The RTF Website and its	9. The RTF Website and its
source codes are owned by	source codes are owned by
TPB. Source codes,	TPB. Source codes,
applications, and databases	applications, and databases
must be turned over to TPB	must be turned over to TPB
and installed in the TPB	and installed in the TPB
server on or before the end of	server on or before the end of
the contract.	the contract.
5. Creation of Three (3) G suite	10.Creation of Three (3) G suite
accounts with a 1-year	accounts with a 1-year
validity	validity
6. Coordination with the	6. Coordination with the
existing website provider on the	existing website provider on the
transfer of the credentials	transfer of the credentials
VIRTUAL EVENTS PLATFORMS	VIRTUAL EVENTS PLATFORMS
FEATURES	FEATURES
1. Log-in and onboarding -	1. Log-in and onboarding -
Seamless log-in and	Seamless log-in and onboarding
onboarding specifying interests	specifying interests and other
and other details relevant to	details relevant to the event
the event	2. Three (3) login Mechanism,
2. Three (3) login Mechanism,	can log in through
can log in through	SocMed,
SocMed,	Custom Generated OTP
Custom Generated OTP	(Email & SMS)
(Email & SMS)	Customized OTP
(Littali & Sivis)	Custofffized OTF

Virtual Sessions An **Customized OTP** exhaustive view of the virtual 3. Virtual Sessions An event schedule for easy perusal. exhaustive view of the virtual Attendees can; event schedule for easy Detailed track wise perusal. Attendees can; agenda Detailed track wise agenda • Set reminders, favorite Set reminders, favorite session and take notes on session and take notes on a session a session Download speaker Download speaker presentations presentations View speakers speaking View speakers speaking at the sessions at the sessions Join session icon Join session icon attendees can easily click attendees can easily click on the icon and join the on the icon and join the session virtually session virtually Attendees engagement Attendees engagement during the virtual sessions such during the virtual sessions as asking questions, raising such as asking questions, their hands, emoticons and chat raising their hands, panelists and other attendees emoticons and chat panelists and other attendees 6. Session screening and Live 4. Session screening and Live Q&A, attendees can; Q&A, attendees can; • Easily screen the entire Easily screen the entire session session Live stream the entire Live stream the entire session remotely and onsession remotely and ondemand after the session demand after the session ended ended • Can interact with other • Can interact with other attendees and panelists attendees and panelists present in the live session present in the live session Can ask away all their Can ask away all their questions through the questions through the Q&A feature Q&A feature Speakers can highlight Speakers can highlight the questions that they the questions that they are answering in an are answering in an ongoing session ongoing session Can leave feedback on a Can leave feedback on a session once the screening is

session once the screening is	over pertaining to the speaker
over pertaining to the	7. Attendee Networking -
speaker	garnering networking
5. Attendee Networking -	amongst all attendees and
garnering networking amongst	
all attendees and can;	can;
·	View, search, filter and
View, search, filter and and attended list.	sort attendee list
sort attendee list	Bookmark an attendee to
Bookmark an attendee to	talk to them later
talk to them later	Take notes on attendee
Take notes on attendee	profiles
profiles	Set up meeting at
Set up meeting at	available time slots of an
available time slots of an	attendee
attendee	Accept, reject and
Accept, reject and	reschedule meetings
reschedule meetings	Platform suggests TOP 10
Platform suggests TOP 10	attendees that someone
attendees that someone	should meet
should meet	Chat with other attendees
Chat with other	and speakers
attendees and speakers	and speakers
attenaces and speakers	6. Chat rooms
6. Chat rooms	attendees can do
attendees can do	
impromptu meetings by	impromptu meetings by
grabbing a chair at the	grabbing a chair at the
networking lounge	networking lounge
	• two (2) or four (4) people
• two (2) or four (4) people	can be part of the
can be part of the	meeting
meeting	video pop up opens on
video pop up opens on	the platform itself to
the platform itself to	facilitate in-person video
facilitate in-person video	meetings
meetings	a table can be named to an
a table can be named to	exhibitor or a topic
an exhibitor or a topic	
7 Front Nove Food An	7. Event News Feed - An
7. Event News Feed - An	exclusive event feed for your
exclusive event feed for	attendees to participate and
your attendees to	create posts and polls & stay
participate and create	updated with event
posts and polls & stay	highlights. Added features
updated with event	such as;
highlights. Added features	 Post text, image, video,
such as;	and links

		1 1 -	
11	 Post text, image, video, and links Likes, comments on the posts Post offering or requirement where other attendees can show interest Create and participate in a poll Speakers can schedule Polls and trigger at different times The client can see who has voted for which answers Contests / Games – engage your attendees by hosting games to take your virtual conferences to another level Host an entry contest, best response contest, and quiz contest Choose winners by yourself or allow attendees to choose a winner basis engagement Top engaging attendees are showcased on the app A prize can be awarded to an attended for a maximum engagement Partners and Exhibitors – a thorough fame-up of all partners and exhibitors involved in the event. 		thorough fame-up of all partners and exhibitors involved in the event. • Partners and Exhibitors profile listings
9	thorough fame-up of all partners and exhibitors		partners and exhibitors involved in the event. • Partners and Exhibitors

			-			
	 Schedule meetings & chat 				Exhibitors' products &	
	with individuals from				services can be displayed	
	these companies				with relevant details	
	Exhibitors' products &				 Exhibitors can showcase 	
	services can be displayed				their company & product videos	
	with relevant details				via Youtube on their profile	
	Exhibitors can showcase				·	
	their company & product					
	videos via Youtube on their					
	profile				10. Speaker Lounge	
	prome				 Attendees can uncover 	
	10. Speaker Lounge				speaker profile	
	Attendees can uncover				 View speakers details and 	
	speaker profile				all the sessions that the	
	 View speakers details and 				speaker will be speaking	
	all the sessions that the				 View and download 	
					speaker presentation	
	speaker will be speaking				Rate a speaker, bookmark	
	View and download				them and take notes pertaining	
	speaker presentation				to the speaker	
	 Rate a speaker, 				to the speaker	
	bookmark them and take				11. Analytics – analyze	
	notes pertaining to the				everything "Real-Time"	
	speaker				happening across the events	
	11 Analytica analysis				and make insightful decisions	
	11. Analytics – analyze				and make malginian decisions	
	everything "Real-Time"				12. Support - a Support	
	happening across the events				Manager designated to the	
	and make insightful decisions				event for complete hand-	
	12. Support - a Support				holding in setting up the virtual	
	Manager designated to the				event	
	event for complete hand-					
	· ·				13. Pre schedule B2B meeting	
	holding in setting up the virtual				based on the parameters sets	
	event				by the RTF committee	
	13. Pre schedule B2B meeting					
	based on the parameters sets				REGIONAL TRAVEL FAIR 2020	
	by the RTF committee				WEBSITE	
	o, the Kir committee				1 Create design develor	
	REGIONAL TRAVEL FAIR 2020				Create, design, develop, best test implement and	
	WEBSITE				host, test, implement, and maintain an interactive,	
					maintain an interactive, appealing, and responsive	
	1. Create, design, develop,			12	website that will act as a	
12	host, test, implement, and					
	maintain an interactive,				virtual platform	
	appealing, and responsive				2. Appropriate rendering on mobile and tablet as well as	
	website that will act as a				to different web browsers	
	virtual platform				3. Optimal website	
					performance through the	
					performance unrough the	

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	2. Appropriate rendering on			use of content	
	mobile and tablet as well as			management systems and	
	to different web browsers			other necessary	
	3. Optimal website			modules/plug ins	
	performance through the			4. The easily maintainable	
	use of content			and effective front end,	
	management systems and			middleware, and database	
	other necessary			code using best practice	
	modules/plug ins			coding languages	
	4. The easily maintainable			appropriate for the	
	and effective front end,			platform	
	middleware, and database			5. Provides accessible back-	
	code using best practice			end support functionality	
	coding languages			for easy maintenance that	
	appropriate for the			should not require	
	platform			specialized skills in web	
	5. Provides accessible back-			development.	
	end support functionality			6. Will have Appropriate	
	for easy maintenance that			network bandwidth	
	should not require			capacity to allow	
	specialized skills in web			interruption-free use of the	
	development.			platform.	
	6. Will have Appropriate			7. Functional and well-	
	network bandwidth			optimized Search Engine	
	capacity to allow			Optimization	
	interruption-free use of the			8. Integrated cybersecurity	
	platform.			measures to protect users	
	7. Functional and well-			and the data disclosed	
	optimized Search Engine			9. Infomercial showcasing all	
	Optimization			about Regional Travel Fair	
	8. Integrated cybersecurity				
	measures to protect users				
	and the data disclosed			Free value added services for	
	9. Infomercial showcasing all			one (1) year web hosting and	
	about Regional Travel Fair.		13	maintenance	
	Free value added services for			maintenance	
				WEBSITE TRAFFIC AND LEAD	
13	one (1) year web hosting and			GENERATION	
	maintenance				
	WEBSITE TRAFFIC AND LEAD			1. Generate report on final	
	GENERATION			media reach, values, and	
	CENERATION			mileage earned for the	
	1. Generate report on final	1	14	duration of the	
14	media reach, values, and			engagement;	
	mileage earned for the			2. Develop strategy to	
	duration of the			generate healthy	
	engagement;			inbound traffic to the	
				Traverse Philippines	

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	2. Develop strategy to		Virtual Platform through	
	generate healthy		employing the following:	
	inbound traffic to the		a. Search Engine	
	Traverse Philippines		Marketing and	
	Virtual Platform through		Optimization	
	employing the following:		b. Social Publishing	
	a. Search Engine		a. Top of the Funnel	
	Marketing and		(TOFU) Content	
	Optimization		Marketing	
	b. Social Publishing		b. Middle of the Funnel	
	c. Top of the Funnel		(MOFU) Content	
	(TOFU) Content		Marketing	
	Marketing			
	_			
			(BOFU) Content	
	(MOFU) Content		Marketing	
	Marketing		d. Conversion Path	
	e. Bottom of the Funnel		Creation	
	(BOFU) Content		3. Develop market persona	
	Marketing		model that will identify	
	f. Conversion Path		profile of target audience	
	Creation		in order to craft targeted	
	3. Develop market persona		marketing messages;	
	model that will identify		4. Employ the following	
	profile of target audience		inbound marketing	
	in order to craft targeted		strategies for optimal	
	marketing messages;		reach:	
	4. Employ the following		a. Search Engine	
	inbound marketing		Marketing and	
	strategies for optimal		Optimization	
	reach:		b. Social Publishing	
	a. Search Engine		c. Content Marketing	
	Marketing and		d. Video Marketing	
	Optimization		5. Implement and optimize	
	b. Social Publishing		website marketing traffic and	
	c. Content Marketing		lead generation campaign	
	d. Video Marketing		icaa generation campaign	
	5. Implement and optimize		SOCIAL MEDIA MARKETING	
	website marketing traffic and			
	lead generation campaign.		1. Design a comprehensive	
	ieau generation campaign.		social media campaign for	
	SOCIAL MEDIA MARKETING		two platforms (Facebook,	
		15	Twitter and Instagram);	
	1. Design a comprehensive		2. Develop content calendar	
15	social media campaign for		with original content posts	
	two platforms (Facebook,		(includes creative design)	
	Twitter and Instagram);		for identified social media	
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	2. Develop content calendar			platforms with at least	
	with original content posts			three (3) mirrored posts	
	(includes creative design)			per week;	
	for identified social media			3. Community and response	
	platforms with at least			management for	
	three (3) mirrored posts			identified social media	
	per week;			platforms during regular	
	3. Community and response			working days (Mondays to	
	management for			Fridays from 9:00 AM to	
	identified social media			6:00 PM);	
	platforms during regular			4. Submission of monthly	
	working days (Mondays to			social media performance	
	Fridays from 9:00 AM to			report for identified social	
	6:00 PM);			media platforms	
	4. Submission of monthly			5. Design and implement a	
	social media performance			Youtube video performance	
	report for identified social			campaign that will generate at	
	media platforms			least 100,000 impressions and	
	5. Design and implement a			at least 15,000 video views in	
	Youtube video performance			total	
	campaign that will generate at			MONITORING AND REPORTING	
	least 100,000 impressions and			WONTONING AND REPORTING	
	at least 15,000 video views in			1. Generate performance	
	total			reports for all components;	
	MONITORING AND REPORTING			2. Prepare analysis	
	Month on the first on the			performance reports for	
	1. Generate performance		16	all components;	
	reports for all			3. Generate report on final	
	components;			reach, values, and mileage	
	2. Prepare analysis			earned for all components for	
16	performance reports for			the duration of the	
	all components;			engagement.	
	3. Generate report on final			OTHER REQUIREMENTS	
	reach, values, and mileage			OTTER REGUIREWENTS	
	earned for all components for			1. Provide website user	
	the duration of the			guidelines and	
	engagement.			documentation;	
	OTHER REQUIREMENTS			2. Provide content and source	
			17	codes of the website to	
				the project officer upon	
	1. Provide website user	l l			
	1. Provide website user guidelines and			project completion	
17	guidelines and documentation;				
17	guidelines and documentation; 2. Provide content and			project completion 3. Bidder must undertake a technical dry-run at least	
17	guidelines and documentation;			project completion 3. Bidder must undertake a	

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	officer upon project	the implementation of	
	completion	the Event.	
	3. Bidder must undertake a	4. Bidder shall coordinate	
	technical dry-run at least	with the RTF Virtual	
	14 calendar days prior to	Technical Team	
	the implementation of the	Committee	
	Event.	Committee	
	4. Bidder shall coordinate	5. Assign key personnel with	
		relevant experience for	
	Technical Team	the PROJECT ·	
	Committee	●Project Manager (1	
	5. Assign key personnel with	personnel)	
	relevant experience for	●Content Manager (1)	
	the PROJECT ·	●Graphic Designer (1)	
	●Project Manager (1	●Platform Developer (2)	
	personnel)	Technical Support	
	◆Content Manager (1)	Team (2)	
	•Graphic Designer (1)	QUALIFICATION OF BIDDER	+
	•Platform Developer (2)	QOALING WIGHT SIDDER	
	Technical Support	1. Supplier must be an ICT, Web	
	Team (2)	Developer or Virtual	
	QUALIFICATION OF BIDDER	Platform Service Provider	
	QUALIFICATION OF BIDDEN	18 which must have been in	
	1. Supplier must be an ICT,	business operation for at	
	Web Developer or Virtual	least three (3) years;	
	Platform Service Provider	2. Must have handled at least 3	
18	which must have been in		
	business operation for at	similar projects	
	least three (3) years;	19 Terms of Payment	
		11. Approved 15% of the	
	2. Must have handled at least 3	Timeline and total	
	similar projects	Gantt Chart contract	
19	Terms of Payment	(approved by TPB) price	
<u> </u>	Approved 15% of the	12. Approved Mock-	
	Timeline and total	up designs (based	
	Gantt Chart contract	on the approved	
	(approved by TPB) price	theme) for	
	Approved Mock-	a. Virtual	
	up designs (based	Event	
	on the approved	Platform	
	theme) for	b. Website	
	a. Virtual		
	Event	3. Approved	
	Platform	proposed	
	h Wobsito	concepts/designs for	
	b. Website	virtual event platform	
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3. Approved				and	website		
proposed concepts/designs for virtual event platform and website				app desi	cceptance and roval of the gn template for Virtual Event	35% of the total contract	
4. Acceptance and approval of the design template for	35% of the total				form and Website omplete	price	
the Virtual Event Platform and Website	contract price			арр	lementation of all roved verables (virtual	40% of the	
5. Complete implementation of all approved deliverables (virtual event platform is running and the	40% of the total contract			event platform is running and the website must have been launched at this time) total contract price			
website must have been launched at this time)	price			1 1	pon submission erminal Report	10% of the total contract price	
6. Upon submission of Terminal Report	10% of the total contract price						
20				20	Submission of promotions and design and fundintual platform.	•	
21				21	Presentation registration syst business matchin on-line promotion event platform duqualification.	ng application, ns, and virtual	
22				22	The virtual events website, busine (B2B), registration analytic reports customizable at new testing te	ess matching n system, and should be	
23							

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	Schedule of Requirer	nents	
		Delivered, Weeks/M onths	
	Event Date : ***Schedule of the event is subject to change	10-13 December 2020	
23	A. RTF Website: 1. The website layout and pages are in accordance with the agreed content structure 2. On-line Registration System of participants 3. Send Email Blast	20 days before the event	
	B. Seamless Virtual Platform Login on the following activities 1. Tourism Webinar 2. Business to Business Session (B2B) 3. Business to Consumer (B2C)	20-15 days before the event	
	C. Social Media Marketing	20 days before and until the actual	

			event
		D. PR and Publicity Activities	20 days before and until the actual event
		E. Technical rehearsal and walkthrough	10 days before the event
		F. Business Appointment Matching Buyers and Sellers	10 days before the event
		G. Website Traffic and Lead Generation Report	During and after the Event
		H. Terminal Report of 4-day Activities	5 to 7 days after the event
I hereby certify to comply with all the above Technic Specifications. Name of Company Signature over Printed Name Date of the Authorized Representative	al	I. Bidder must undertake a technical dry-run at least 14 calendar days prior to the implementation of the Event.	14 calendar days prior to the implemen tation of the Event
	Speci	eby certify to comply wifications. of Company Signature over Pring of the Authorized Re	
		or the Authorized Re	, coo

For guidance and information of all concerned.

ATTY. VENANCIO C. MANUEL III Chairperson Rids and Awards Committee
Received by: