SERVICES OF VIRTUAL EVENT PLATFORM
6TH REGIONAL TRAVEL FAIR
Proposed Dates: 10-13 December 2020

I.   BACKGROUND

For the first time, TPB shall conduct the Virtual Edition of the Regional Travel Fair (RTF) Virtual Edition. This online exhibition shall provide an opportunity to experience innovative ways of developing new business connections and update local industry partners with the latest Philippine tourism offerings. It can also maximize trackability where every registration, login, click, download and share, and another event tracking functionality has become easier than ever.

All the components of the program (Tourism Forum, B2B, and B2C) will be done online to conform to the health and safety guidelines and protocols of the government. The program will be participated in by local industry partners aiming to sell to the public their respective domestic tour packages on a live digital platform.

This is one of TPB's efforts to provide tourism stakeholders a platform to transact business and sell domestic tour packages online to gradually bounce back from the hardest-hit industry by the recent COVID-19 pandemic crisis.

II.   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.

III.   COMPONENTS OF 6TH REGIONAL TRAVEL FAIR (VIRTUAL AND ONLINE EDITION)

    A.   Tourism Forum (Webinar) 10 December 2020
        The Tourism Forum is focused on educating tourism stakeholders which aims to update the knowledge and enhance the understanding of the following topics:
        (500 participants composed of Tourism Stakeholders)
        ● Participants' orientation/familiarization on technical know-how on Virtual B2B and B2C engagement.
        ● Tourism Entrepreneurship in the New Normal (Tentative Topic)

B. Travel Exchange (TRAVEX)/(B2B) for 10-11 December 2020

TPB will conduct Business-to-Business virtual discussions between participating Buyers and Sellers. This aims to generate direct sales and business leads, renew business deals as well as give them the opportunity to network and meet new business partners.

C.   Business-to-Consumer (B2C) for 2 days 10-13 December 2020

It is a consumer expo to be participated in by invited exhibitors composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc. The idea is to challenge exhibitors to become more productive by selling exclusive domestic and affordable tour packages to the consumers.

**Schedule of the event is subject to change

TECHNICAL SPECIFICATIONS FOR
VIRTUAL EVENT PLATFORM PROVIDER

After having carefully read and accepted the Terms and Conditions, I / we submit my / our quotation as follows (Bidders are required to take note of the * portion at the last page of this form before filling up the required columns):

Technical Specification	
Technical Specification	
I.	**REGISTRATION PAGE**

	1. A dedicated website
	2. Fine-looking customized landing pages for attendee registration including email reminders
	3. Built-In Registration Form for the (Sellers and
	4. Buyers)
	  a. Create easy registration form builder
	  b. Stakeholders & Visitors register & login via the registration site
	5. "Fast Access" Integration
	  a. Registration is done on the customer's website [or some other site/application]
	  b. User's information is saved in the Database
	6. Database Integration
	  a. Registration is done on the customer's website [or some other site/application]
	  b. Upon login – can check the customer's Database and retrieve user's information into the Database
	7. File upload
	  a. The customers (Seller) provides all registrants information in a (.csv) file
	  b. The file is uploaded by VEM to the VEM database

II.	**HOME PLAZA/ WEB LANDING PAGE**

	1. A custom lobby with a show greeting and navigation to other show locations
	   a. Business to Consumer (B2C) RTF Show
	   c. Business to Business (B2B)
	   d. Tourism Forum
	2. Pick from dozens of backgrounds or upload your own
	   a. Enables easy navigation for attendees
	   b. Use a walk-out greeter or jumbo tron video screen
	   c. Promote sponsors with banners
	3. Social media links for promoting

II.	**AUDITORIUM PAGE**
	Attend scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. Comes with tools to search and bookmark.
III.	**EXHIBIT PAGE**

	A. Business to Consumer (B2C) - Duration : *4* days
	
	Featuring the Exhibitors composed Tourism Stakeholders, DOT Regions and selected four (4) community weavers
	
	  1. A custom exhibitor booths can accommodate at least 300 Sellers exhibitors
	    a. Booths can be chosen from the template library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls, and giveaways to visitors. Group and individual live chats are available for engaging with booth visitors.
	    b. Visit exhibitor booths, chat with representatives, download literature, watch videos, take a survey, register for a prize, etc.
	    c. Chat, Forum and Social Media Links
	    d. Access documents
	    e. Inclusion of On-line Selling in the Platform
	    f. Make On-The-Spot Sales with an E-Commerce Platform
	    g. Interactive games to increase stay-time of the consumers
	    h. Inclusion of 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
	
	  1. Attendees can chat with each other and share business cards.
	  2. Provide the pre-scheduled appointments wherein the Buyers and Sellers Meet for B2B component

	3. Virtually exchange their products and offerings
	
	C. Tourism Forum (Webinar)
	
	Target Participants: 500
	
	1. Scheduling for event pre-planning, tools to promote the web event, and custom branding everywhere you make contact with potential registrants and new leads.
	2. Easy-to-use Webinar Portal
	   a. Monitor the entire event, registration, attendees, send automated follow-up emails and distribute recordings, and easily accessible demand
	   b. Automatic email reminders and the ability to send invites and registration forms weeks in advance cater to attendees' busy schedules.
	3. Large-capacity webinar room at least 500 attendees, content and screen sharing, polls and surveys, live chat and interactive Q&A.
	4. Analytics and reports on email, registration, attendance and engagement.
	5. E-Certificate shall be provided once they fill-out the survey questionnaire. The design will be provided by TPB.

IV.	**RESOURCE CENTER**
	A central repository of all show content –presentations, demos, documents and presentations with search and bookmark tools
V.	**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
VI.	**PR & INFLUENCER MANAGEMENT**
	1. Development of content strategy and editorial lineup; 2. Crafting of at least three (3) press articles with 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 duration of the engagement.
VII	**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 - Provide 24/7 technical support - Documentation – appropriate system documents to quickly guide users through specific tasks - TPB personnel training on how to upload / update / revise content information - The RTF 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 the contract. - Creation of Three (3) G suite accounts with a 1-year validity - Coordination with the existing website provider on the transfer of the credentials
VIII.	**VIRTUAL EVENTS PLATFORMS FEATURES**
	- 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) - Customized OTP
	<ol start="3"> - Virtual Sessions - An exhaustive view of the virtual event schedule for easy perusal. Attendees can; - Detailed track wise agenda - Set reminders, favorite session and take notes on a session - Download speaker presentations - View speakers speaking at the sessions - Join session icon – attendees can easily click on the icon and join the session virtually - Attendees engagement during the virtual sessions such as asking questions, raising their hands, emoticons and chat panelists and other attendees
	<ol start="4"> - Session screening and Live Q&A, attendees can; - Easily screen the entire session - Live stream the entire session remotely and on-demand after the session ended - Can interact with other attendees and panelists present in the live session - Can ask away all their questions through the Q&A feature - Speakers can highlight the questions that they are answering in an ongoing session - Can leave feedback on a session once the screening is over pertaining to the speaker
	5. Attendee Networking - garnering networking amongst all attendees and can;

- View, search, filter and sort attendee list
- Bookmark an attendee to talk to them later
- Take notes on attendee profiles
- Set up meeting at available time slots of an attendee
- Accept, reject and reschedule meetings
- Platform suggests TOP 10 attendees that someone should meet
- Chat with other attendees and speakers

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

7. 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;
   - 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

8. 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

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

10. Speaker Lounge
    - Attendees can uncover speaker profile
    - View speakers details and all the sessions that the speaker will be speaking
    - View and download speaker presentation

	• Rate a speaker, bookmark them and take notes pertaining to the speaker
	11. Analytics – analyze everything "Real-Time" happening across the events and make insightful decisions
	12. Support - a Support Manager designated to the event for complete hand-holding in setting up the virtual event
	13. Pre schedule B2B meeting based on the parameters sets by the RTF committee
IX.	**REGIONAL TRAVEL FAIR 2020 WEBSITE**
	1. Create, design, develop, host, 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. The 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 in 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 Regional Travel Fair.
10. Free value added services for one (1) year web hosting and maintenance
X.	**WEBSITE TRAFFIC AND LEAD GENERATION**
	1. Generate report on final media reach, values, and mileage earned for the duration of the engagement;
2. Develop strategy to generate healthy inbound traffic to the Traverse Philippines Virtual Platform through employing the following:
a. Search Engine Marketing and Optimization
b. Social Publishing
c. Top of the Funnel (TOFU) Content Marketing
d. Middle of the Funnel (MOFU) Content Marketing
e. Bottom of the Funnel (BOFU) Content Marketing
f. Conversion Path Creation
3. Develop market persona model that will identify profile of target audience in order to craft targeted marketing messages;
4. Employ the following inbound marketing strategies for optimal reach:
a. Search Engine Marketing and Optimization
b. Social Publishing
c. Content Marketing
d. Video Marketing
5. Implement and optimize website marketing traffic and lead generation campaign.
XI.	**SOCIAL MEDIA MARKETING**
	1. Design a comprehensive social media campaign for two platforms (Facebook, Twitter and Instagram);

	2. Develop content calendar with original content posts (includes creative design) for identified social media platforms with at least three (3) mirrored posts per week; 3. Community and response management for identified social media platforms during regular working days (Mondays to Fridays from 9:00 AM to 6:00 PM); 4. Submission of monthly social media performance report for identified social media platforms 5. Design and implement a Youtube video performance campaign that will generate at least 100,000 impressions and at least 15,000 video views in total
XII.	**MONITORING AND REPORTING**
	1. Generate performance reports for all components; 2. Prepare analysis performance reports for all components; 3. Generate report on final reach, values, and mileage earned for all components for the duration of the engagement.
XIII.	**OTHER REQUIREMENTS**
	1. Provide website user guidelines and documentation; 2. Provide content and source codes of the website to the project officer upon project completion 3. Bidder must undertake a technical dry-run at least 14 calendar days prior to the implementation of the Event. 4. Bidder shall coordinate with the RTF Virtual Technical Team Committee 5. Assign key personnel with relevant experience for the PROJECT · • Project Manager (1 personnel) • Content Manager (1) • Graphic Designer (1) • Platform Developer (2) • Technical Support Team (2)

XIV. QUALIFICATION OF BIDDER

1. Supplier must be an ICT, Web Developer or Virtual Platform Service Provider which must have been in business operation for at least three (3) years;

2. Must have handled at least 3 similar projects;

XV. Approved Budget for the Contract is in the amount of **Two Million Pesos Only (Php2,000,000.00)** inclusive of all applicable taxes.

II. Terms of Payment

1. Approved Timeline and Gantt Chart (approved by TPB)
2. Approved Mock-up designs (based on the approved theme) for
      a. Virtual Event Platform
      b. Website
3. Approved proposed concepts/designs for virtual event platform and website
	15% of the total contract price

4. Acceptance and approval of the design template for the Virtual Event Platform and Website	35% 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)	40% of the total contract price
6. Upon submission of Terminal Report	10% of the total contract p price

III.   **SCHEDULE OF REQUIREMENTS:**
            Event Date : 10-13 December 2020

Requirements	Duration

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 Log-in 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 Influencer Management 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

Contact Person:

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