

Bids and Awards Committee

SUPPLEMENTAL/BID BULLETIN ADDENDUM NO. 2020-059

Project Title: Services of Virtual Platform for the 6th Regional Travel Fair (ITB No. 2020-041)

	ORIGINAL SPECIFICATIONS		NEW SPECIFICATIONS			
	Technical Specific	ations		Technical Specifications		itions
	Note: Bidders must state either "Comply" or "Not Comply" in the column "Statement of Compliance" against each of the individual parameters of each Specification:		Comp	ote: Bidders must state either "Cor ly" in the column "Statement of Co of the individual parameters of ea	mpliance" against	
Item	Specification	Statement of Compliance Bidders must state here either "Comply" or "Not Comply		ltem	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			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	

TOURISM PROMOTIONS BOARD PHILIPPINES

COMPONENTS OF 6 TH REGIONAL TRAVEL FAIR (VIRTUAL AND ONLINE EDITION)		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 REGIONAL TRAVEL FAIR (VIRTUAL AND ONLINE 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 the following topics:		enhance the understanding of the following topics:	
(500 participants composed of		(500 participants composed of	
Tourism Stakeholders)		Tourism Stakeholders)	
 Participants' 		 Participants' 	
orientation/familiarizatio		orientation/familiarizatio	
n on technical know-how		n on technical know-how	
on Virtual B2B and B2C	2	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	
	2. Fine-looking customized			2. Fine-looking customized	
	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	
	 Buyers) a. Create easy registration 			 Buyers) Create easy registration 	
	form builder			form builder	
3	b. Stakeholders & Visitors		3	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	
	[or some other			[or some other	
	site/application] b. User's information is			site/application] d. User's information is	
	saved in the Database			saved in the Database	
	6. Database Integration			6. Database Integration	
	a. Registration is done on			a. Registration is done on	
	the customer's website			the customer's website	
		ı I			

	[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 PAGE		HOME PLAZA/ WEB LANDING 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		AUDITORIUM PAGE	
	Attend scheduled live and on-		Attend scheduled live and on-	
5	demand presentations within	5	demand presentations within	
,	the virtual show. No downloads.	´	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.	
6	EXHIBIT PAGE	6	EXHIBIT PAGE	

		 1		
A. Business to Consume	r		D. Business to Consumer	
(B2C) - Duration: 4 days			(B2C) - Duration: 4 days	
Featuring the Exhibitors			Featuring the Exhibitors	
composed Tourism			composed Tourism	
Stakeholders, DOT Region	5		Stakeholders, DOT Regions	
and selected four (4)			and selected four (4)	
community weavers			community weavers	
1. A custom exhibitor booth			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	
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			presentation of sixteen	
(16) DOT Regions and			(16) DOT Regions and	
selected weavers			selected weavers	
i. Exhibitors, in this case,			i. Exhibitors, in this case,	
can receive notification			can receive notifications	
of booth visits, queries,			of booth visits, queries,	
			or booth visits, queries,	

and purchases while	and purchases while
organizers can continue	organizers can continue
to promote the event	to promote the event
using emails and social	using emails and social
media in order to	media in order to
continue its activity.	continue its activity.
j. Shown in FB Live and	j. Shown in FB Live and
YouTube Channel	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
	ТРВ
	g. Live streaming
	capabilities in any
	available social media
	platforms (i.e.
	Facebook, Twitter, and
	YouTube).
B. Business to Business (B2B)	E. Business to Business (B2B)
Networking features	Networking features
Target of 300 participants	Target of 300 participants
150 Buyers	150 Buyers
150 Sellers	150 Sellers
1. Attendees can chat	1. Attendees can chat
with each other and	with each other and
share business cards.	share business cards.
2. Provide the pre-	2. Provide the pre-
scheduled	scheduled
appointments wherein	appointments wherein
the Buyers and Sellers	the Buyers and Sellers
Meet for B2B	Meet for B2B
component	component
3. Virtually exchange	3. Virtually exchange
their products and	their products and
offerings	offerings
	4. Minimum of 40 pre-
	matched Business
	Appointments per
	Seller/Buyer for 1 ½
	days

	5. Virtual B2B will be
	participated by 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)
C. Tourism Forum (Webinar)	F. Tourism Forum (Webinar)
Target Participants: 500	Target Participants: 500
1. Scheduling for event	1. 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.
	2. Easy-to-use Webinar
2. Easy-to-use Webinar	Portal
Portal	c. Monitor the entire
a. Monitor the entire	event, registration,
event, registration,	attendees, send
attendees, send	automated follow-
automated follow-	
up emails and	up emails and distribute
distribute	
recordings, and	easily accessible
easily accessible	demand
demand	demand d. Automatic email
b. Automatic email	
reminders and the	reminders and the
ability to send	ability to send
invites and	invites and
registration forms	registration forms
weeks in advance	weeks in advance
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

		1 1		1
	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.	
			RESOURCE CENTER	
	RESOURCE CENTER			
			A central repository of all show	
	A central repository of all show	7	content –presentations, demos,	
7	content –presentations, demos,		documents and presentations	
	documents and presentations		with search and bookmark tools	
	with search and bookmark tools		NETWORKING/	
	NETWORKING/		COMMUNICATIONS CENTER	
	COMMUNICATIONS CENTER		CONNICATIONS CENTER	
			Professional networking tools to	
I I	Professional networking tools to		find best matches for	
	find best matches for	8	attendees, message board	
8	attendees, message board		forums, message center to	
	forums, message center to		send/receive messages and	
	send/receive messages and		individual or group chat area	
	individual or group chat area		mainia of group chat area	
			PUBLICITY AND PROMOTIONS	
	PR & INFLUENCER		a. Minimum production of	
	MANAGEMENT		three (3) video teasers (30 -	
			40 seconder)	
	1. Development of content		• Informing the Public on the	
	strategy and editorial		Informing the Public on the Virtual Regional Travel	
	lineup;	9	Fair	
9	2. Crafting of at least three		 Encouraging the general 	
11	(a) (a)		• Encouraging the general Public to visit the Virtual B2C	
	(3) press articles with			
	(3) press articles with provision for at least two			
	provision for at least two		Platform to transact business	
	provision for at least two revisions per each;		Platform to transact business with the exhibitors who are	
	provision for at least two		Platform to transact business	

r		1	r		, , , , , , , , , , , , , , , , , , , ,
	collaboration with the				
	project officer;			a. These "infomercial" shall be	
	4. Disseminate press release			broadcast to Social Media	
	to pre-approved target			Platform at least two weeks	
	medias and secure at least			prior to the event	
	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.				
	SPECIFICATIONS OF DEDICATED			SPECIFICATIONS OF DEDICATED	
	SERVER			SERVER	
	JERVER				
	On a CDN (Content			• On a CDN (Content	
	Delivery Network)			Delivery Network)	
	• 2 CPU CORES @ 3.1			• 2 CPU CORES @ 3.1	
	GHZ			GHZ • 8 GB MEMORY	
	8 GB MEMORY			S TB STORAGE	
10	• 5 TB STORAGE		10	3 DEDICATED IPs	
	3 DEDICATED IPs			UNMETERED	
	UNMETERED			BANDWIDTH	
	BANDWIDTH			FREE 3-YEAR SSL	
	FREE 3-YEAR SSL			CERTIFICATE	
	CERTIFICATE			APPROPRIATE DATA	
	APPROPRIATE DATA			SECURITY	
	SECURITY			Stack for Virtual	
				Platform	
1				1	

Ctock for Virtual	Currenteed 00 00%
Stack for Virtual Platform	Guaranteed 99.99%
Guaranteed 99.99%	uptime 90% Pagespeed Insight
uptime	result
90% Pagespeed Insight	6. Provide 24/7 technical
result	support
1. Provide 24/7 technical	7. Documentation – appropriate
support	system documents to quickly
2. Documentation – appropriate	guide users through specific
system documents to quickly	tasks
guide users through specific	8. TPB personnel training on
tasks	how to upload / update /
3. TPB personnel training on	revise content information
how to upload / update /	9. The RTF Website and its
revise content information	source codes are owned by
4. The RTF Website and its	TPB. Source codes,
source codes are owned by	applications, and databases
TPB. Source codes,	must be turned over to TPB
applications, and databases	and installed in the TPB
must be turned over to TPB	server on or before the end of
and installed in the TPB	the contract.
server on or before the end of	10.Creation of Three (3) G suite
the contract. 5. Creation of Three (3) G suite	accounts with a 1-year validity
accounts with a 1-year	6. Coordination with the
validity	existing website provider on the
6. Coordination with the	transfer of the credentials
existing website provider on the	
transfer of the credentials	VIRTUAL EVENTS PLATFORMS
	FEATURES
VIRTUAL EVENTS PLATFORMS	1 log in and enhanding
FEATURES	1. Log-in and onboarding - Seamless log-in and onboarding
1. Log-in and onboarding -	specifying interests and other
Seamless log-in and	details relevant to the event
onboarding specifying interests	2. Three (3) login Mechanism,
and other details relevant to	can log in through
the event	• SocMed,
2. Three (3) login Mechanism,	Custom Generated OTP
can log in through	(Email & SMS)
 SocMed, 	Customized OTP
Custom Generated OTP	
(Email & SMS)	
Customized OTP	3. Virtual Sessions - An
3. Virtual Sessions - An	exhaustive view of the virtual
exhaustive view of the virtual	event schedule for easy perusal.
	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
A Cossien encoring and Line	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 on-
session remotely and on-	demand 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 the guestions that they
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	
speaker	7. Attendee Networking -
	garnering networking

5. Attendee Networking -	amongst all attendees and
garnering networking amongst	can;
all attendees and can;	 View, search, filter and
View, search, filter and	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 available time slots of an
 Set up meeting at available time slots of an 	attendee
attendee	
	Accept, reject and reschedule meetings
 Accept, reject and reschedule meetings 	reschedule meetings
	 Platform suggests TOP 10 attendees that someone
Platform suggests TOP 10 attendage that semagne	
attendees that someone should meet	 should meet Chat with other attendees
Chat with other	and speakers
attendees 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 the platform itself to
 video pop up opens on the platform itself to 	facilitate in-person video
facilitate in-person video	
meetings	meetingsa table can be named to an
a table can be named to	
an exhibitor or a topic	exhibitor or a topic
	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
Post text, image, video,	Likes, comments on the
and links	posts
Likes, comments on the	Post offering or
posts	requirement where other

	Post offering or	attendees can show
	Post offering of requirement where other	interest
	attendees can show	Create and participate in
	interest	a poll
	Create and participate in	Speakers can schedule Delle and trigger at
	a poll	Polls and trigger at
	Speakers can schedule	different times
	Polls and trigger at	•The client can see who has
	different times	voted for which answers
	•The client can see who has	8. Contests / Games – engage
	voted for which answers	your attendees by hosting
	8 Contacts / Comos ongogo	games to take your virtual
	8. Contests / Games – engage	conferences to another
	your attendees by hosting	level
	games to take your virtual	
	conferences to another level	Host an entry contest,
	Host an entry contest,	best response contest,
	best response contest,	and quiz contest
11	and quiz contest	Choose winners by
	Choose winners by	yourself or allow
	yourself or allow	attendees to choose a
	attendees to choose a	winner basis engagement
	winner basis engagement	Top engaging attendees
	 Top engaging attendees 	are showcased on the app
	are showcased on the app	A prize can be awarded
	A prize can be awarded	to an attended for a
	to an attended for a	maximum engagement
	maximum engagement	9. Partners and Exhibitors – a
		thorough fame-up of all
		partners and exhibitors
	9. Partners and Exhibitors – a	involved in the event.
	thorough fame-up of all	Partners and Exhibitors
	partners and exhibitors	profile listings
	involved in the event.	Categorize your partners
	Partners and Exhibitors	& exhibitors
	profile listings	Brochures & documents
	Categorize your partners	available for download
	& exhibitors	View company website
	Brochures & documents	and socmed links
	available for download	Schedule meetings & chat
	View company website	with individuals from
	and socmed links	these companies
	Schedule meetings & chat	Exhibitors' products &
	with individuals from	services can be displayed
	these companies	with relevant details
		Exhibitors can showcase
		their company & product videos

				1
	Exhibitors' products &		via Youtube on their profile	
	services can be displayed			
	with relevant details			
	Exhibitors can showcase		10. Speaker Lounge	
	their company & product		Attendees can uncover	
	videos via Youtube on their		speaker profile	
	profile		View speakers details and	
			all the sessions that the	
	10. Speaker Lounge		speaker will be speaking	
	Attendees can uncover		 View and download 	
	speaker profile			
	 View speakers details and 		speaker presentation	
	all the sessions that the		Rate a speaker, bookmark	
	speaker will be speaking		them and take notes pertaining	
	 View and download 		to the speaker	
	speaker presentation		11. Analytics – analyze	
	Rate a speaker,		everything "Real-Time"	
	bookmark them and take		happening across the events	
	notes pertaining to the			
	speaker		and make insightful decisions	
	11 Analytics analyza		12. Support - a Support	
	11. Analytics – analyze		Manager designated to the	
	everything "Real-Time"		event for complete hand-	
	happening across the events		holding in setting up the virtual	
	and make insightful decisions		event	
	12. Support - a Support		13. Pre schedule B2B meeting	
	Manager designated to the		based on the parameters sets	
	event for complete hand-		by the RTF committee	
	holding in setting up the virtual		by the Kirl committee	
	event			
	13. Pre schedule B2B meeting		REGIONAL TRAVEL FAIR 2020	
	based on the parameters sets		WEBSITE	
	by the RTF committee			
	.,		1. RTF's Website is required	
	REGIONAL TRAVEL FAIR 2020		to integrate the virtual	
	WEBSITE		platform	
			2. Create, design, develop,	
	1. Create, design, develop,		host, test, implement, and	
	host, test, implement, and	12	maintain an interactive,	
12	maintain an interactive,		appealing, and responsive	
	appealing, and responsive		website that will act as a	
	website that will act as a		virtual platform	
	virtual platform		3. Appropriate rendering on	
	2. Appropriate rendering on		mobile and tablet as well as	
	mobile and tablet as well as		to different web browsers	
	to different web browsers		4. Optimal website	
			performance through the	

r 		1 1		
	 Optimal website performance through the use of content management systems and other necessary modules/plug ins The easily maintainable and effective front end, middleware, and database code using best practice coding languages appropriate for the platform Provides accessible backend support functionality for easy maintenance that should not require specialized skills in web development. Will have Appropriate network bandwidth capacity to allow interruption-free use of the platform. Functional and well-optimized Search Engine Optimization Integrated cybersecurity measures to protect users and the data disclosed Infomercial showcasing all about Regional Travel Fair. 			 use of content management systems and other necessary modules/plug ins 5. The easily maintainable and effective front end, middleware, and database code using best practice coding languages appropriate for the platform 6. Provides accessible back- end support functionality for easy maintenance that should not require specialized skills in web development. 7. Will have Appropriate network bandwidth capacity to allow interruption-free use of the platform. 8. Functional and well- optimized Search Engine Optimization 9. Integrated cybersecurity measures to protect users and the data disclosed 10. Infomercial showcasing all about Regional Travel Fair
			13	Free value added services for one (1) year web hosting and maintenance
	Free value added services for			WEBSITE TRAFFIC AND LEAD GENERATION
13	one (1) year web hosting and maintenance			a. Generate report, implement and optimize website marketing
	WEBSITE TRAFFIC AND LEAD GENERATION		14	traffic and lead generation campaign for
14	 Generate report on final media reach, values, and mileage earned for the 			the duration of the RTF's website.

		 			<u>г т</u>
	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			SOCIAL MEDIA MARKETING	
	d. Video Marketing				
	5. Implement and optimize			a. Design, generate report	
	website marketing traffic and			and implement a	
	lead generation campaign.		15	Youtube and Facebook	
			.,	video performance	
	SOCIAL MEDIA MARKETING			campaign that can	
				generate impressions	
15	1. Design a comprehensive			and video views.	
	social media campaign for				

		1			<u> </u>
	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			MONITORING AND REPORTING	
	campaign that will generate at				
	least 100,000 impressions and			1. Generate performance	
	at least 15,000 video views in			reports for all components;	
	total			2. Prepare analysis	
	MONITORING AND REPORTING			performance reports for	
			16	all components;	
	1. Generate performance			3. Generate report on final	
	reports for all			reach, values, and mileage	
	components;			earned for all components for	
	2. Prepare analysis			the duration of the	
16	performance reports for			engagement.	
	all components;			OTHER REQUIREMENTS	
	3. Generate report on final			OTHER REQUIREMENTS	
	reach, values, and mileage			1. Provide website user	
	earned for all components for			guidelines and	
	the duration of the			documentation;	
	engagement.			2. Provide content and source	
			17	codes of the website to	
	OTHER REQUIREMENTS			the project officer upon	
	1. Provide website user			project completion	
17	guidelines and			3. Bidder must undertake a	
	documentation;			technical dry-run at least	
	uocumentation,			3 calendar days prior to	

	1			1		,
	2. Provide content				nentation of	
	source codes c	of the		the Event.		
	website to the	project		4. Bidder sha	ll coordinate	
	officer upon	project		with the	RTF Virtual	
	completion			Technical	Team	
	3. Bidder must unde	ertake a		Committee		
	technical dry-run a	at least				
	14 calendar days	prior to		1. Assign key p	ersonnel with	
	the implementation				perience for	
	Event.			the PROJECT		
	4. Bidder shall coo	ordinate		•Project M	anager (1	
	with the RTF	Virtual		personnel)	(-	
	Technical	Team		Content Mana	ger (1)	
	Committee			•Graphic Design		
	5. Assign key personr	nel with		Platform Deve		
	relevant experien			Technical	,	
	the PROJECT ·				support	
	•Project Manager	r (1		Team (2)		
	personnel)	' (*		QUALIFICATION (OF BIDDER	
	•Content Manager (1))		1 Cumulian mount	he an ICT Mich	
	•Graphic Designer (1)	·		1. Supplier must		
	•Platform Developer			Developer	or Virtual	
	Technical Support				vice Provider	
	Team (2)		18		have been in	
					ration for at	
	QUALIFICATION OF BIDI	DER		least three (3)	years;	
	1 Care 11			2. Must have han	dled at least 3	
	1. Supplier must be			similar projects		
	Web Developer or					
	Platform Service		19	Terms of Payment	150/ afthe	
18	which must have		¹	L. Approved Timeline and	15% of the	
	business operatior	n for at		Gantt Chart	total contract	
	least three (3) year	s;		(approved by TPB)	price	
	2. Must have handled at	: least 3		2. Approved Mock-	price	
	similar projects			up designs (based		
<u> </u>				on the approved		
	Terms of Payment			theme) for		
	• •	of the		a. Virtual		
	Timeline and total Gantt Chart contr			Event		
	(Platform		
	(approved by TPB) price Approved Mock-			h Mahaita		
1 4. /	up designs (based			b. Website		
			111			
			3	. Approved		
	on the approved			. Approved roposed		
			p	. Approved roposed oncepts/designs for		

	1	1			1	,
a. Virtual			and	website		
Event Platform b. Website 3. Approved proposed			appr desi the '	cceptance and roval of the gn template for Virtual Event form and Website	35% of the total contract price	
concepts/designs for virtual event platform and website			impl appı	omplete ementation of all roved verables (virtual	40% of the	
4. Acceptance and approval of the design template for the Virtual Event Platform and Website	35% of the total contract price		ever runr web	nt platform is hing and the site must have h launched at this	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			pon submission erminal Report	10% of the total contract price	
6. Upon submission of Terminal Report	10% of the total contract price		20	Submission promotions and design and fun- virtual platform.		
			21	Presentation registration syst business matchir on-line promotion event platform du qualification.	ng application, ns, and virtual	
20			22	The virtual even website, busine (B2B), registration analytic reports customizable at n	ess matching n system, and should be	

	1				
			Schedule of Requirer	nents	
22				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 	7 days before the event	
23			 B. Seamless Virtual Platform Log- in on the following activities 1. Tourism Webinar 2. Business to Business Session (B2B) 3. Business to Consumer (B2C) 	5 days before the event	
			C. Social Media Marketing	3 before and	

1 1		
		during the eventdays before and until the actual event
	D. PR and Publicity Activities	5 days before and until the actual event
	E. Technical rehearsal and walkthrough	3 days before the event
	F. Business Appointment Matching Buyers and Sellers	5 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. Bidder must undertake a technical dry-run at least 3 calendar days prior to the implementation of the Event.	3 calendar days prior to the impleme ntation of the Event
	Bid Opening Date: November 18, 20 P.M Venue: Tourism Promo 4th Floor Legaspi Towe Roxas Boulevard, Mani	tions Board rs 300,

Bid Opening Date: November 18, 2020, 10:30 A.M Venue: Tourism Promotions Board 4th Floor Legaspi Towers 300, Roxas Boulevard, Manila In case of electronic bid submission, the Bidders shall submit their bids in two (2) password-protected compressed archive folders, one each for "Technical Documents" and "Financial Documents", based on the	OR Opening of Bids_Services of Virtual Event Platform for the 6th RTF When Wed Nov 18, 2020 2pm – 3pm Philippine Standar Where https://us02web.zoom.us/i/87167336956 ?pwd=dmxKV1htWFhxNkhVWDU3Mm5i QVZhdz09 In case of electronic bid submission, the Bidders shall submit their bids in two (2) password-protected compressed archive folders, one each for "Technical Documents" and "Financial Documents", based on the attached guidelines.
hereby certify to comply with all the above Technical pecifications.	I hereby certify to comply with all the above Technical Specifications.

For guidance and information of all concerned.

ATTY. VENANCIO C. MANUEL III

Chairperson Solution Chairperson Chairpers

Received by:

Date