VIRTUAL EVENT PLATFORM FOR THE PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2021
19 - 23 September 2021 * Clark, Pampanga (Subic)
As of 29 July 2021

Theme: Beyond Business: Co-creating Safe, Smart and Sustainable Tourism

I.   BACKGROUND

The Philippine Travel Exchange (PHITEX) is the largest government-organized travel trade event in the country. Conceived in 1996 as a cost-effective tool in promoting the Philippines and significantly growing inbound tourism, the annual travel event hosts qualified international buyers to meet with accredited Philippine tourism suppliers via one-on-one, table-top business appointment sessions. Another key component is the pre- and post-event tours wherein invited foreign participants are afforded a first-hand experience of the country's beauty and unique warmth of its people from a choice of its popular and emerging destinations.

In addition to the event's business potential, educational seminars have been incorporated in the PHITEX program since 2006 for the private sector participants. The activity endeavors to enhance the sellers' marketing aptitudes in providing them with updates on target source markets, knowledge on promotional innovations, and awareness/information on the latest trends in the travel industry.

Similar to the previous year, TPB shall utilize the digital innovation in hosting events for PHITEX 2021 Hybrid Edition. The new methods allow participants to experience new platforms in developing business connections and acquiring new skills while maximizing traceability in every registration, login, click, download and share.

To ensure the success of the implementation of the above-mentioned event, TPB is in need for the services of an experienced company to provide and effectively manage a fully customizable Virtual Event Platform and website made for the public audience with the aim to create engaging, creative and interactive virtual event.

II.   SCOPE OF SERVICES

A. VIRTUAL EVENT PLATFORMS Features should include (minimum):

1.   **Virtual Event Platform:**
   a.   Fully customizable platform from front-end to back end with no additional cost
   b.   Platform needs to be 3DImmersive with a look of the real physical exhibitionor convention center
   c.   Platform should have dynamic dashboard to allow dynamic changes like change of event date, add speakers, images and videos of participants
   d.   Platform should be able to handle multiple events on platform
   e.   Detail analytical of activity of attendees and exhibitors.
   f.   Organizer can manage exhibitors and attendee date profile

2. **Login dashboard:**
   a. Organizer can allow creating of dynamic registration form for attendees to register and create it Event wise.
   b. Dynamic changing of graphic on registration page
   c. On registration of event email should be with credentials.
   d. Attendee can change default login password by clicking on forget password

3. **Virtual Sessions, Webinar screening and Live Q&A, attendees or moderator can:**
   a. 3D Immersive Auditorium should there be audiences to give them the feel as though they are part of the real physical session
   b. Include areas of sponsorship – 2 Banner where sponsors can place their logo.
   c. Auditorium can accommodate flawlessly Live Sessions and On-Demand Sessions
   d. Auditorium can accommodate concurrent sessions as well
   e. Dashboard in Auditorium to Speaker profile and Biodata with Speaker Topics
   f. Detail track-wise agenda
   g. Calendar Integrations - Set reminder in calendar, favorite session and take personal note on session.
   h. Live stream the entire session remotely and on demand stored after session ended.
   i. Live chat with other attendee and panelist option during session
   j. Have Q&A features during session.
   k. Moderator access of session and take care of Q&A
   l. Live Poll can create by moderator.
   m. Attendee can have option to select different languages during live speaker sessions
   n. Interpreter can give live translation during live session in respective language.
   o. Can access speaker profile
   p. Rate and give feedback on session.

4. **Attendee Networking:**
   a. Basic AI Match Making on the platform for attendees to have their most preferred person to have meeting with based on their interest and industry.
   b. View, Search, Filter and Sort Attendee list
   c. Show Option where "Live Attendees" can be viewed
   d. Bookmark and take notes on attendee profile
   e. Set up meeting at available time slot of an attendee
   f. Manage Meeting of attendee, can give options of accept and denied meeting request.
   g. Real time notification of all alerts.
   h. End to end secure one to one virtual meeting.
   i. Attendee can chat with other attendee and exhibitor as per rights given to them.

j.   Unlimited number of attendees

5. **Meeting Room / Lounge:**
   a.   Attendee can select exhibitor and do one to one meeting video calls with exhibitors
   b.   Multiple attendees can participate and can be called a group meeting
   c.   Usability should be easy to use and simple interface simply where Video popup opens on the platform itself to facilitate in person video meeting.
   d.   Exhibitors can set up their own graphic based tables to discuss with their interpreters
   e.   Meetings on the lounge can be a Private meeting or Public meeting is the choice of the Table Exhibitor
   f.   Private Meeting Rooms for VIP Meetings which is password protected and has rooms to accommodate 50 people at a given time
   g.   Exhibitor Table to have Screen Sharing and Internal chat options
   h.   Microphone Off and Video Off Options when exhibitor wants it
   i.   Meeting should have option of password protection

6. **Virtual Booths for Sponsors and Exhibitors:**
   Virtual Booths are very important element of the expo and require 3D Virtual Booths for our exhibitors to participate.

   a.   The platform should have beautiful looking thematic 3D Booths
   b.   3D booths library
   c.   Organizer can configure booths for exhibitors on their behalf
   d.   Showcase about their company profile information
   e.   Can show their product images, videos and brochures pdf
   f.   Multiple company executives would be part of the virtual booth
   g.   They can have One to one video conferencing with attendee
   h.   Alert when attendee comes when visiting the booth
   i.   Attendee can submit their business card from the virtual booth.
   j.   Social media integration from the booth

7. **Analytics and Report**
   The platform should be able to generate report and analytics from the platform after the show and can give real-time data to organizer. Reports should include:
   a.   Registered and Login Users
   b.   One-on-One Meetings
   c.   Lounge Meetings
   d.   Live Speaker Attendees
   e.   On-Demand Viewing attendees
   f.   Business Card Exchanged

8. **Gamification**

   Platform should support basic trivia or multiple-choice questions on the platform or longer attendee engagement.

9. **Social Wall**

   Area of the platform where the community of people on the platform can share their video or product image offerings.

10. **Built-in Language Translation** to Traditional and Simplified Chinese, Japanese, Korean and Russian.

11. **Online Support Chat**

    Intelligent Chat Bot to be incorporated where exhibitors can address their online technical queries.

12. **Custom URL**

    The platform should hold a customized and unique URL of the company for 1 year

13. **Support Staff**

    Bidder's Team will be there to help, assist, train and provide technical support when needed to the TPB staff.

    Minimum List of personnel to deploy during the preparation and implementation of the project

    > Project Manager (1)
    > Platform Administrator (2)
    > Graphic Designer (1)
    > Content Manager (1)
    > Search Engine Optimization (SEO) / Social Media Optimization (SMO)Specialist (1)
    > Technical Support (3)

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

14. **Hosting of the platform**

    The platform should be hosted on a very reliable hosting and adhere to the Philippine Data Privacy Act of 2011 and the relevant issuances of the National Privacy Commission.

B. **PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2021 WEBSITE features (minimum)**
   1. Host, design, develop, test, implement, and maintain an interactive, appealing, and responsive website that will act as a virtual platform
   2. Appropriate rendering on mobile and tablet as well as to different web browsers
   3. Optimal website performance through the use of content management systems and other necessary modules/plug ins
   4. Easily maintainable and effective front end, middleware, and database code using

best practice coding languages appropriate for the platform
5. Provides accessible back-end support functionality for easy maintenance that should not require specialized skills on web development.
6. Will have appropriate network bandwidth capacity to allow interruption-free use of the platform.
7. Functional and well-optimized Search Engine Optimization
8. Integrated cybersecurity measures to protect users and the data disclosed
9. Infomercial showcasing all about Phitex
10. SSL valid for one (1) year upon issuance of Notice to Proceed

C. BUSINESS MATCHING SYSTEM
1. Develop and provide a fully customizable business matching system (BMS) basedon the requirements of TPB. Parameters of the said BMS will be given to the winning bidder.
2. The developed BMS will be owned by TPB inclusive of the source code.

D. PR AND 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.

E. 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 Philippines Virtual Platform through employing the following:
   i. Search Engine Marketing and Optimization
   ii. Social Publishing
   iii. Top of the Funnel (TOFU) Content Marketing
   iv. Middle of the Funnel (MOFU) Content Marketing
   v. Bottom of the Funnel (BOFU) Content Marketing
   vi. 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:
   i. Search Engine Marketing and Optimization
   ii. Social Publishing

        iii.   Content Marketing
        iv.   Video Marketing
5. Implement and optimize website marketing traffic and lead generation campaign.

F. 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.

III. QUALIFICATION OF BIDDER

1. The Bidder must be a service provider for the Virtual Event Platform with experience in handling and managing events, conferences, meetings and trade shows which must and have been in operation for at least five (5) years.
2. The Bidder must submit a List of Completed Virtual Event Platform projects with Certificate of Completion (minimum of four virtual events)

IV. DURATION OF THE PROJECT

September 19 to 23, 2021. The Virtual Platform will remain open after the PHITEX 2021 for a maximum of one (1) month without any added cost.

V. BUDGET COST

Total budget allocation for this project is **TWO MILLION EIGHT HUNDREDTHOUSAND PESOS** *(PHP 2,800.000.00)*, inclusive of all applicable fees and taxes.

VI. SCHEDULE OF DELIVERY

Within ten (10) days upon receipt of the Notice to Proceed

VII. TERMS OF PAYMENT

DELIVERABLES	DATE (AFTER RECEIVING THE NTP)	% OF PAYMENT
1. Timeline and Gantt Chart (approved by TPB) 2. Conceptualization for Virtual Event Platform	First week	15% of the total contract price
3. Acceptance and approval of the concept of the Virtual Event Platform	Second week	30% of the total contract price

4. Upon presentation of final dry run / tech check	Third week	40% of the total contract price	
5. Complete implementation of all approved deliverables	After the one (1) month extension	15% of the total contract price	

VIII. STATEMENT OF COMPLIANCE VIS-À-VIS SCOPE OF SERVICES

Lot 1	Service Provider for Event Virtual Platform for the Philippine Travel Exchange (PHITEX) 2021	Approved Budget for the Contract (AB) PhP2,800,000.00	
Scope of Services		**Statement of Compliance**	
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5.	Design and implement a Youtube video performance campaign that will generateat least 100,000 impressions and at least 15,000 video views in total.		

I hereby certify to comply and deliver all of the above requirements provided in the Scope of Services

*** Nothing Follows ***