

VIRTUAL EVENT PLATFORM FOR THE PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2021

19 - 23 September 2021 * Clark, Pampanga (Subic)

As of 1 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 endeavours 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.

TPB needs services of an experienced company for the Virtual Event Platform provide fully customisable 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 exhibition or 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 and train the Tourism officials and give technical support when needed to the TPB staff until they know how to independently manage by their own.

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/plugin 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) based on 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 (coverage / period)

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 Bidders must be an ICT related company which must and have been in operation at least five (5) years.
2. The company has experience in organizing large-scale virtual events for the last two (2) years
3. The Bidders must submit a List of On-going similar projects and completed projects for the last 2 years with private and government agencies identifying the nature of the projects.
4. The Bidders key personnel must have a minimum of two (2) years relevant experience in handling such events of similar nature.
5. Bidders must assign key personnel with relevant experience for the project supported by their Curriculum Vitae (CVs) which is not required to be notarized **except** on the Opening of Technical and Financial proposals, as follows:

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

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

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. OTHER TERMS AND CONDITIONS

1. Bidders will be required to make a presentation (maximum of 20 minutes) of their Plan Approach.
2. To present 3 concept designs based on the theme

3. The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment.

V. SHORTLISTING CRITERIA AND RATING SYSTEM

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of a production house is as follows:

	PARTICULARS	%	RATING
I.	Applicable Experience of the Bidder		60%
	Nature of Operation and Specialization		
	a. Must be an ICT related company that has relevant experience in providing virtual event platform/website that is fully customizable	15%	
	b. Number of years in operation	15%	
	More than 5 years in operation (15%)		
	At least 5 years in operation (10%)		
	c. Number of years of experience in handling similar nature of work relevant to the requirements	15%	
	More than 2 years and above of experience (15%)		
	At least 2 years of experience (10%)		
	d. Implemented similar projects within the last 2 years <i>Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i>	15%	
	Implemented more than 5 projects (15%)		
	Implemented at least 5 projects (10%)		
II.	Qualification of personnel who may be assigned to the project		25%
	All key personnel have more than 2 years of relevant work experience (25%)		
	All key personnel have 2 years of relevant work experience (20%)		
III.	Current Workload relative to Capacity		15%

	Currently handling 5 or less projects (15%)		
	Currently handling 6-10 projects (10%)		
	Currently handling more than 10 projects (5%)		
	TOTAL		100%

Hurdle rate for Shortlisting: At least 80%

VI. TECHNICAL PROPOSAL

Bidders are required to present their plan of approach for the project (maximum of 20 minutes).

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	PARTICULARS	%	RATING
I.	Quality of Personnel to be assigned to the Project		20%
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in the conduct of similar events with minimum experience of 2 years</p> <p style="text-align: center;">Project Manager (1) Platform Developer (3) Graphic Designer (1) Content Manager (1) SEO / SMO Specialist (1)</p> <p>Covering the suitability of the key staff to perform the duties of the particular assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs) which is required to be notarized.</p>	20%	
II.	Firm Experience and Capability		30%
	Bidder has presented evidence in implementing / managing similar projects whose quality is acceptable to the PHITEX requirement.		
	1. Experience of the firm in handling similar nature of work (15%)	(15%)	
	● More than 2 years (15%).		

		● At least 2 years (10%)		
	2.	List of implemented similar projects for the last 3 years (15%)	(15%)	
		● More than 5 projects (15%)		
		● At least 5 projects (10%)		
III.	Plan of Approach and Methodology			50%
	a.	Adherence of the proposal to all the required components of as mentioned in this bid (35%)		
	b.	Feasibility of the planned execution of the overall scope of work (10%)		
	c.	Additional features (5%)		
	TOTAL			100%

Hurdle rate for Technical Proposal: At least 85%

The bidder is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 85%** based on the following weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15

VII. BUDGET COST

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

VIII. TERMS OF PAYMENT

DELIVERABLES	DATE (AFTER RECEIVING THE NTP)	% OF PAYMENT
1. Timeline and Gantt Chart (approved by TPB)	First week	15% of the total contract price
2. Design conceptualization for Virtual Event platform		
3. Acceptance and approval of design template	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
6. Full completion of deliverables to TPB		

IX.ADDITIONAL INFORMATION

The cost of items in the bid should be broken down. The winning bidder shall be determined **based on the Quality Cost Based Evaluation**. The bid shall be evaluated using the quality cost based QCBE provided that the amount of bid does not exceed the above mentioned approved budget.

***** Nothing Follows *****