TERMS OF REFERENCE

DEVELOPMENT, DESIGN AND MAINTENANCE OF TPB'S MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE) WEBSITE

I. BACKGROUND

The TPB, an attached agency of the Department of Tourism (DOT), exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination.

As it functions to market the Philippines as a MICE destination, TPB undertakes all strategies for the development of Business Events in the Philippines through its MICE Department.

Included in the MICE Department's strategic objective is the creation of a MICE website to strengthen the online presence of the TPB and to establish an additional touchpoint to its stakeholders. The website will also serve as a portal of Philippine MICE venues, updates, including latest news, hotel developments, calendar of events, sample incentive packages, directory of suppliers, image / video gallery, associations database and other relevant information on MICE in the Philippines. It will also serve as a portal to download forms and brochures for the Philippine MICE stakeholders.

Hence, the TPB is in need of the services of a company who will develop, design and maintain the MICE Website.

II. PURPOSE / OBJECTIVES

The TPB MICE Marketing Website aims to:

A. Promote the Philippines as a preferred MICE destination among international and domestic stakeholders as it will contain information on possible venues, local corporations, associations, accredited operators and the like

B. Create awareness on the Philippine government's support to MICE organizers and planners, such as the assistance of TPB to local and international associations and international MICE event organizers, guaranteeing a strong / unified cooperation between government and private sector

C. Feature the outstanding MICE facilities of the country including convention centers and convention hotels, as well as unique venues ideal for incentive groups and other types of business events

D. Highlight exceptional incentive tour destinations and packages that will show not only the beauty of our islands, but also the capabilities of each destination in hosting and event

E. Build a repository of Philippine and global MICE data and statistics for information to be easily disseminated to local and international MICE participants

F. Establish a portal on MICE updates, including latest news, calendar of events, sample incentive packages, suppliers directory, image / video gallery, associations database and other relevant information on MCIE in the Philippines. It will also serve as a portal to download the Philippine MICE Planners Guide.

G. The intended users of the website include, but are not limited to, the following:

1. Local (Philippines) Users
    -   Professional Associations and Corporations
        o   Looking for destinations, venue/s and/or supplier/s for a MICE Event; and
        o   Planning to bid for international events to be held in the Philippines
        o   Looking for information on government support to MICE Events
    -   MICE Suppliers: MICE Venues (Convention Centers, Convention Hotels, Unique Venues), Professional Event Planners and Congress Organizers (PEOs / PCOs), Incentive Planners, Destination Management Companies
        o   Want to register a MICE event that they are organizing
        o   Want to be included in the directory of suppliers that are searchable by MICE clients
        o   Looking for destinations, venue/s and/or other supplier/s for a MICE Event
        o   Pursuing leads / information on MICE Events for business generation or partnership opportunities
        o   Looking for information on government support to MICE Events
    -   Media
    -   Event Attendees and Participants
        o   Looking for information on destinations of MICE events
        o   Looking for information on MICE events held in the Philippines

2. Foreign Users
    -   Professional Associations and Corporations, Professional Event Planners and Congress Organizers (PEOs / PCOs), Incentive Planners, Destination Management Companies
        o   Looking for information on the Philippines: destinations, venue/s and/or supplier/s for a MICE Event; and
        o   Looking for local (Philippines) counterparts
        o   Looking for information on government support to MICE Events
    -   ICCA, UIA and other international associations
        o   Researching on MICE Events in the Philippines
    -   Media
    -   Event Attendees and Participants
        o   Looking for information on the Philippines and its destinations
        o   Looking for information on MICE events held in the Philippines

III. GENERAL SPECIFICATIONS

Specifically included as major requirements for this project are the following:

A. WEBSITE

The hired company will be required to create (design, develop, test, implement, maintain and update) a website / web platform which meets the following criteria:

1. Interactive, appealing, highly usable and <u>responsive web design</u> to ensure that website visitors have a positive user experience
2. The layout and pages are in accordance with the agreed content structure and will provide easy maintenance capability to update news, articles and pictures; the update process should not require specialized skills on web development
3. Search engine friendly
4. Able to render appropriately on a wide variety of different browsers, screens and optimize for mobile devices – *(responsive web design) adapt its content to fit any devices*
5. The website should adhere to security best practices (i.e. passwords should not be stored in plain-text, all form data should be validated, all user input should be sanitized, user interactions and activities should be logged etc.)
6. Proposed content / functionalities
   a. The website should provide users with the ability to search for and locate content based on keywords and key phrases
   b. Public and Registered Users (Member's) only Areas
      - With username / password recovery option
      - User Registration and Administration: The website should allow users to complete an appropriate user registration process. The user registration process should adhere to best practices including the use of CAPTCHA and email verification and should be scalable as needed i.e. No limit on the number of users that can register
      - User Profile and Account Administration: Users should be able to view and update user generated information on self, for example personal details, password and account details, etc.
   c. Information on the Philippines and its destinations as a venue for MICE events
   d. Information on the Tourism Promotions Board and its services
   e. Database of MICE venues (convention centers, convention hotels, unique venues) [minimum 250 venues, Destination Management Companies and other MICE suppliers, with complete information such as photos, description, capacity charts and venue layouts. *(Back-End Functionality)* The database must be:
      - Searchable
      - Able to display filtered results
      - Able to include links to external websites (websites of entities in the database)
   f. Site news / What's New / Trending now content blocks

   g. Downloadable content

- Directory of Philippine Associations
- Calendar of MICE Events
- MICE Planners Guide
- Digital Brochures
- Images
- Forms for:
  a. assistance to booked events
  b. revision of company / association details
  c. registration of new MICE events
  d. Feedback Form
  e. other Forms as needed
  h. Request for Proposal Submission
  i. Social Media links
  j. Advertising opportunities (i.e. banners, etc.)

7. Administrators should be able to review user registration/profile details, change user roles/access rights, terminate / close user accounts

B. Dedicated Website Hosting and Maintenance
1. The website must be hosted on a dedicated standalone high-capacity server (able to accommodate 500MB disk space) and must ensure the delivery of at least 1TB of monthly bandwidth and with appropriate data security
2. The website IP address must not be shared with other hosted sites or the development site

C. Content Management System
1. The website should be developed with a user-friendly content management system at the back-end
2. Access to the content management system should be provided to appropriate TPB personnel (with multiple user access control)
3. The website should allow authorized project staff (or appointed personnel) to edit and update the website including the ability to create, remove, edit and publish content.

D. Search Engine Optimization
1. Provider / Supplier must develop a functional SEO best practices and strategies for this project

E. Back-ups and Security
1. Hosting agreements for the Website should include a service level agreement that will ensure minimal downtime
2. Monthly maintenance of the website, database and image bank should include regular back-ups
3. Best practice for security measures shall be taken to secure the Website against unauthorized intrusion

F. Reporting

The winning provider / supplier should provide a quarterly report on the site, covering the following

1. Quarterly visitor statistics – count of unique visits, pages per visit, average visit duration, percentage of new visits, raw data, etc.
2. Analytics / interpretation – report on the Visitor Statistics and recommendations
3. Outpost performance using available tools
4. Comparative analysis with competing country websites (i.e. Malaysia, Singapore, Indonesia, Thailand)
   a. Screenshot of all pages
5. Monthly Accomplishment Repot

G. Training / Technology Transfer
The agency / supplier will develop electronic and hardcopy documentation for all aspects of the administration of the TPB MICE Marketing website and provide appropriate training to relevant Project Officers. This will include on-the-job support and handholding (including in-person, telephone, and online support), as well as formal courses at regular intervals throughout this assignment, as needed

H. Ownership
The TPB MICE Marketing Website and its source codes are owned by TPB. Source codes and applications must be turned over to TPB and installed in the TPB server at the end of the contract.

I. Scope of Work

1. Design wireframes, storyboards and prototypes to propose options for implementation;
   *Liaise with relevant officers and team members to understand users' needs and identify corresponding user interface requirements, workflows, and functionalities;
2. Develop corresponding user interface components (web templates, style sheets, scripts, images, etc.) as needed;
3. Creation of HTML documents and graphics for web implementation;
4. Provision for backup / restore plan, software, hardware, and other back-end applications
5. Develop guidelines for consistent web design on the MICE Marketing website, in collaboration with relevant team members, taking into account international best practices of similar agencies
6. Maintain an inventory of deliverables, and deliver source elements to allow the TPB to maintain them
7. Carry out other relevant web-related tasks as requested for the duration of the contract
8. Assign a main coordinator for the project

J. Deliverables
1. Detailed project proposal for website design and development

2. Detailed presentation to include, among others, the functions and other applications of the website
3. Website framework and sitemap
4. Website graphic design and layout
5. Registration of domain name*/s (e.g. PhilMICE.ph, PhilMICE.net, PHLMICE.com, PHMICE.travel—for discussion with TPB)*
6. Registration / processing of all requirements / documentation that would deem the website legal to run under Philippine law (*consider Data Privacy law).*
7. Hosting of a fully functional TPB MICE marketing website for one (1) year
8. *Detailed* SEO optimization strategies
9. Provision of technical support
10. Source code and CMS access of the website
11. Submission of quarterly reports with digital / online analytics and screenshot of all pages
12. *Page Speed must meet the minimum passing rate of 90% for both mobile and desktop access.*

IV. PROJECT IMPLEMENTATION SCHEDULE

(subject to request for extension as may be allowed/ authorized by government fiscal guidelines).

Requirement/ Milestone	Time/ Schedule	
1. Submission of timeline / Gantt chart and user profile	Three (3) weeks upon issuance of the NTP	*ideally a meeting with the end user would be scheduled after the issuance of the NTP to discuss possible adjustments/ comments on the initial presented design
2. Submission of website framework and site map, wireframes, storyboards and prototypes	Six (6) weeks after NTP	
3. Detailed project proposal for website design and development Presentation of at least two (2) proposed concepts / designs for the website	Eight (8) weeks after NTP	
4. Beta testing of website	Ten (10) weeks after NTP	*for end-user further comments

		and adjustments, as needed
5. Complete implementation of all approved deliverables (website must have been launched at this time)	Twelve (12) weeks after NTP	

V. TIME FRAME

Upon receipt of Notice to Proceed but shall not exceed 31 December 2023

VI. BUDGET

Total budget allocation for this project is ONE MILLION PESOS (PHP 1,000,000.00), inclusive of all applicable fees and taxes.

VII. TERMS OF PAYMENT

1. Submission and approval of timeline / Gantt chart 2. Submission of User profile research	15% of the total contract price
3. Submission and approval of the website framework/ wireframes and site map 4. Acceptance and approval of design template for the website * Presentation of at least two (2) proposed concepts / designs for the website	40% of the total contract price
5. Implementation of all approved deliverables (website must have been beta launched at this time)	35% of the total contract price
6. Full completion of deliverables to TPB	10% of the total contract price

VIII. ELIGIBILITY REQUIREMENTS

A. Bidder must be Filipino-owned, operated and a legally registered company under Philippine laws and must be in operation as a web developer/ brand & marketing agency/ design consultancy and development agency for at least five (5) years.

B. Bidder must have handled at least five (5) similar or related projects for the last five (5) years.

IX. BID PROPOSALS

The bidder is expected to submit a proposal which shall be evaluated based on a set of criteria to determine responsiveness of the proposal to the requirement.

Bidders are required to submit the following:
- Company profile with previous works similar to the requirement highlighting capacity and innovativeness in developing websites
- Proposed draft/ preliminary website design with proposed functionalities based on the objectives and design guidelines provided.
- Plan of approach/ methodology
- At least five (5) completed marketing website projects for reference
- List of all its ongoing government and private, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid;

X. CRITERIA FOR RATING / EVALUATION

PARTICULARS	RATING	
THE FIRM'S EXPERIENCE AND CAPABILITY		**40%**
Years active/ in operation in the required expertise *Above 5 years (10%) *At least 5 years (5%) *Less than 5 years (0%)	10%	
Experience in the development, design and maintenance of a brand/ marketing website ***Worked with more than five (5) Marketing Agencies in the last five years (20%)*** ***Worked with at least five (5) Marketing Agencies in the last five years (15%)*** ***Worked with less than five (5) Marketing Agencies in the last five years (10%)*** ***Did not work with any marketing agency (0%)***	20%	

Familiarity with government regulations/ requirements for previous work that is similar to the project ***Worked with at least one (1) government agency in the last five years with marketing/ promotional/ arts/ design function) – 10%** ***Worked with at least one (1) government agency in the last five years – 5%** ****No government agency contracts – 0%***	10%	
PLAN OF APPROACH AND METHODOLOGY		**60%**
Proposed design aesthetics/ usability (easy to navigate)	20%	
Adherence of the bid to the proposed functionalities, content management and other technical requirements of the website including proposed inputting, maintenance, and updating techniques and solutions ****commitment of compliance to all technical requirements***	30%	
Feasibility and innovativeness of the planned execution of the overall scope of work	20%	
TOTAL		**100%**

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