

TECHNICAL SPECIFICATIONS

SERVICES OF AN IT COMPANY TO PROVIDE EVENT MANAGEMENT SOLUTIONS FOR TOURISM PROMOTIONS BOARD (TPB) PHILIPPINES

1. BACKGROUND

The TPB will be holding Philippine Travel Exchange (PHITEX) and MICECONnect 2025 conjunctively, and is scheduled from September 8 to 14, 2025.

PHITEX, established in 1996, is the country's foremost government-organized travel trade event, attracting qualified buyers from around the globe for table-top business appointments and post-event tours to boost tourist arrivals.

MICECONnect, an initiative from the Philippine MICE Conference (MICECON), aims to foster connections and drive business opportunities within the Meetings, Incentive Travel, Conventions, and Exhibitions (MICE) industry by bringing together Philippine MICE stakeholders and international buyers in a focused B2B setting.

To ensure seamless execution of both events, the services of an IT company are therefore needed to digitalize and streamline processes such as registration, check-in, and business matching, enhancing participant experience through user-friendly interfaces and real-time updates. Additionally, efficient data management and analytics will offer valuable insights, while ensuring data security and compliance with industry standards. Scalable and customizable IT solutions will address the unique requirements of both events, contributing to their success and the growth of the Philippine tourism and MICE industries.

2. OBJECTIVES

- 2.1. Digitalize and streamline event processes for registration, check-in, and business matching to ensure a smooth and efficient experience for participants.
- 2.2. Provide user-friendly interfaces and real-time updates to keep attendees informed and engaged throughout the event
- 2.3. Collect and analyze data to gain valuable insights into participants experience
- 2.4. Safeguard participant information and comply with relevant data protection regulations to maintain trust.

3. SCOPE OF WORK / SERVICES

The scope of activities shall include the following:

3.1. Discovery Phase

- 3.1.1. Conduct project kick-off to introduce the company, the project team, the proposed solution, and project constraints
- 3.1.2. Define requirements, workplan, scope, limitations, and expectations

- 3.1.3. Conduct pre-requisites and remediation plan

3.2. Assessment Phase

- 3.2.1. Evaluate the necessary features available in the event management platform, virtual venue editor, content management, business matchmaking, advanced event analytics, and registration.
- 3.2.2. Assess technical needs for implementing the event management system
- 3.2.3. Provide recommendations for optimization

3.3. Build Phase

- 3.3.1. Develop the event website with integrated registration portal, content hub, post-event photo gallery, and video on-demand
- 3.3.2. Create custom virtual events using pre-configured designs and functionalities for PHITEX and MICECONnect
- 3.3.3. Centralize and synchronize event content across all embedded pages
- 3.3.4. Develop AI-powered business matching engine for matching buyers and sellers
- 3.3.5. Set up data insights and analytics for registration, event attendance, virtual engagement, meetings, contacts, and detailed reports.
- 3.3.6. Conduct beta testing of features and functionalities prior to the event to ensure smooth implementation
- 3.3.7. Train registration counter assistants and other relevant personnel in handling the event management solution.
- 3.3.8. Provide a downloadable video demonstrating the use of the technology for the official participants

3.4. Implement Phase

- 3.4.1. Set up self-service kiosks with QR code scanning, on-demand badge printing, and brandable magnetic stickers
- 3.4.2. Provide on-site support for managing registration technology
- 3.4.3. Implement measures to ensure data privacy and security compliance

3.5. Sign-off Phase

- 3.5.1. Provide separate post-event reports for PHITEX and MICECONnect
- 3.5.2. Provision of Buyer and Seller directory for PHITEX and MICECONnect

4. REQUIRED BIDDER QUALIFICATIONS

- 4.1. Must be a Philippine-registered ICT and Event Management Solutions provider with at least three (3) years of industry experience.
- 4.2. The Bidder must provide updated compliant certificates for ISO 27001, ISO 27017, ISO 27018, PDPA, and SOC2T1.
- 4.3. Must own and have developed an EMS platform that is currently used for international or local events and must provide proof/certification of ownership.

5. REQUIRED FEATURES, FUNCTIONALITIES, AND TECHNICAL SPECIFICATIONS

5.1. Website Builder and Content Management

- 5.1.1. Display event details such as agendas, speakers, and exhibitors
- 5.1.2. Incorporate a registration portal
- 5.1.3. Create gated content requiring login
- 5.1.4. Provide exclusive access to event photos
- 5.1.5. Offer video-on-demand content to registered attendees
- 5.1.6. Retrieve and display information from the content management system
- 5.1.7. Restrict access only to registered attendees for exclusive content
- 5.1.8. Centralize and synchronize event content across all pages
- 5.1.9. Host the event on a custom domain

5.2. Event Mobile App

- 5.2.1. Attendee portal for accessing gated content exclusively for registered attendees
- 5.2.2. Post-Event Photo Gallery for secure photo sharing
- 5.2.3. Access to On-Demand recorded sessions
- 5.2.4. Continuing conversations post-event
- 5.2.5. Native notifications for real-time updates
- 5.2.6. Ability to scan QR for checking-in
- 5.2.7. Interactive business card with QR code
- 5.2.8. Customizable digital booths with interactive features
- 5.2.9. Dedicated dashboards for exhibitors

5.3. Advanced Engagement Features

- 5.3.1. Enable and moderate chats and create communication channels
- 5.3.2. Host customizable live polls
- 5.3.3. Design and schedule Q&A sessions
- 5.3.4. EventGPT for AI-powered event concierge
- 5.3.5. Conditional event check-in parameters such as unique check-in, per-day check-in, among others

5.4. Business Matching

- 5.4.1. Business to business matching to match attendees based on preferences
- 5.4.2. Network between sponsors and attendees
- 5.4.3. Allow attendees to schedule meetings before the event
- 5.4.4. Enable immediate connections through instant meetings
- 5.4.5. The system must generate accurate business appointments based on users' set appointments online. These appointments must be formatted for clarity and print readiness. TPB will supply the standardized template to be used for generating business appointments.
- 5.4.6. Incorporate clearly visible table numbers in the scheduled meetings or appointment sheets to help sellers easily identify buyers' locations. Similarly, include seller codes in the buyers' appointment sheets. This will streamline the meeting process and enhance the overall B2B experience.

5.5. Advanced Event Analytics

- 5.5.1. Capture and unify data across all touchpoints, including registration, event and session attendance, virtual engagement, meetings, contact, and attendee activities.
- 5.5.2. Generate hybrid event reports, detailed event reports, monitor trends and performance
- 5.5.3. Generate Buyers and Sellers Directory based on the template provided by the TPB

5.6. Onsite Registration and Hardware Provision

- 5.6.1. Enable smooth check-in with QR code scanning, print badges on-demand, and customize on-site branding with magnetic stickers
- 5.6.2. Ensure materials, such as badges, are eco-friendly and sustainable
- 5.6.3. Provision of 800 units of badge IDs with design to be provided by the TPB, for both PHITEX and MICECONnect 2025

5.7. Security and Other Requirements

- 5.7.1. Ensure compliance with data privacy laws and security standards
- 5.7.2. Priority allocation of project members, as follows:
 - Project Manager - Oversees project kickoff, requirements gathering, solutioning, user acceptance testing (UAT), and go-live.
 - Website Specialist – Implement and Configure custom pages in the website builder
 - Registration Specialist – Configures landing page, registration form, tickets, email templates, and event parameters
 - Onsite Lead Specialist – In charge of set up and configuration of hardware, networking, and training registration counter assistants
 - Support – Provides L1, L2, and L3 support for handling escalated issues.
- 5.7.3. Provide an On-site workforce that will assist in manning the registration counter throughout the event duration

6. PROJECT TIMELINE

- 6.1. Project activities shall commence within seven (7) calendar days upon receipt of the Notice to Proceed and shall run for ninety (90) calendar days
- 6.2. Incomplete deliverables beyond the set timeline shall be subject to liquidated damages to be computed by TPB's Finance Department.
- 6.3. Extending the project timeline may be requested subject to the approval of TPB's Chief Operating Officer (COO). Extension requests should be communicated via an official letter addressed to the COO within five (5) working days before the deadline. This is to give TPB sufficient time to review and act on the request.

7. APPROVED BUDGET FOR THE CONTRACT:

- 7.1. One Million Pesos (P1,000,000.00)
- 7.2. Inclusive of all applicable fees and taxes

8. PAYMENT SCHEDULE

Payment will be on a send-bill arrangement to be settled within thirty (30) calendar days upon receipt of a billing statement and complete supporting documents subject to usual accounting rules and regulations.

Payments will be made through a Landbank of the Philippines (LPB) deposit. In case the supplier does not have an LBP account, bank charges will be shouldered by the supplier.

Milestone	Payment (% of the contract amount)	Activity
1	20%	Presentation and Approval of the Work Plan Documentation: <ul style="list-style-type: none">• Work Plan signed by the MIS Department Head• Certificate of milestone completion and acceptance signed by the MIS Department Head
2	20%	Discovery Phase Documentation: <ul style="list-style-type: none">• Attendance sheets• Certificate of milestone completion and acceptance signed by the MIS Department Head
3	20%	Assessment Phase Documentation: <ul style="list-style-type: none">• Assessment Report• Certificate of milestone completion and acceptance signed by the MIS Department Head
4	20%	Build Phase Documentation: <ul style="list-style-type: none">• System screenshot• Certificate of milestone completion and acceptance signed by the MIS Department Head
5	20%	Project Turnover and Acceptance Documentation: <ul style="list-style-type: none">• Project Documentation• Certificate of project completion and acceptance signed by the MIS Department Head

9. CONTRACT DURATION

The contract shall start within seven (7) calendar days upon receipt of NTP and end within ninety (90) calendar days.

10. PROJECT OFFICER CONTACT DETAILS

Team Leader	Emmanuel A. Zarate < eman_zarate@tpb.gov.ph >
Members	Jose Teodoro B. Delos Reyes < jose_delosreyes@tpb.gov.ph > Ian Carlo Q. Santos < ian_santos@tpb.gov.ph > Edison S. Genelazo < edison_genelazo@tpb.gov.ph > Nixie C. Rojo < nixie_rojo@tpb.gov.ph > 8525-9318 loc 215 and 216