



SUPPLEMENTAL/BID BULLETIN NO. 3

Procurement of Consulting Services for the Philippine International Dive Expo (PHIDEX) Virtual Platform (DOT-BAC-REI NO. 2020-010)

This Supplemental/Bid Bulletin No. 3 is issued to shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-Bid Conference held on 24 July 2020 for the aforementioned project.

A. Amendments to the Bidding Documents

FROM	TO
Project Date: September to December 2020	Project Date: September 15 to December 31, 2020

B. The following portions of the Bidding Documents are hereby amended as follows:

- I. **Clarification** on preferred media partners under **Section VI. TERMS OF REFERENCE, V. Scope of Work and Deliverables, B. PR and Accounts Management, 4th bullet, 1st hollow bullet**:
 - Original bullet: "International and local media list must be comprised of print and online diving, travel and tourism, marine sports, conservation, or other media relevant to the event's theme and objectives;
 - **Revised bullet:** *"International media list must be comprised of the following: print/online dive publications and online dive communities; local media list must be comprised of the following: major broadsheets, relevant travel bloggers/vloggers, and print/online magazines (travel, sports, lifestyle)"*
- II. **Clarification** on target markets for international media list under **Section VI. TERMS OF REFERENCE, V. Scope of Work and Deliverables, B. PR and Accounts Management, 4th bullet, 2nd hollow bullet**:
 - Original bullet: "International media list must cover the US and Canada, Latin America, Asia Pacific, and Europe"
 - **Revised bullet:** *"International media list must cover the following:*
 - i. **High Priority: US, Thailand, South Korea, Japan, Taiwan, UAE, France, Italy, Spain, and Germany**
 - ii. **Other Priority Markets for Consideration: Canada, Singapore, China, Malaysia, Turkey, Israel, United Kingdom, Austria, Switzerland, Russia, Australia, and New Zealand"**
- III. **Additional requirement/bullet points** under **Section VI. TERMS OF REFERENCE, V. Scope of Work and Deliverables, D. Website Structure and Features, Dive Travel Exchange (TRAVEX)**:
 - **Target number of participants for the Dive TRAVEX (to be invited by the DOT) as follows:**

- i. 100 sellers (local exhibitors / representatives from dive establishments from various regions that offer dive as a tourism product);
 - ii. 100 buyers (international agents/operators/club leaders from various source markets)
 - Services of translators/interpreters for the conduct of the B2B Meetings on October 9 to 11, 2020 from 3:00 PM to 6:00 PM. Breakdown of language translators as follows:
 - i. Italian – 2 translators (3 hours per day for 3 days)
 - ii. Spanish – 2 translators (3 hours per day for 3 days)
 - iii. Japanese – 2 translators (3 hours per day for 3 days)
 - iv. Korean – 2 translators (3 hours per day for 3 days)
 - v. Chinese – 2 translators (3 hours per day for 3 days)
- IV. Additional hollow bullet point under Section VI. TERMS OF REFERENCE, V. Scope of Work and Deliverables, F. Social Media Marketing (September to December), 1st bullet point:
- **Dive Philippines Facebook Page:**
<https://www.facebook.com/DOTdivephilippines/>
 - **Dive Philippines Instagram Page:**
<https://www.instagram.com/DOTdivephilippines/>
- V. Clarification on target markets for international media list under Section VI. TERMS OF REFERENCE, V. Scope of Work and Deliverables, G. Digital Ad Placements (September to December), Youtube, 1st hollow bullet:
- Original bullet: “Develop creative content for a Youtube video performance campaign.”
 - **Revised bullet:** “Develop creative content for a Youtube video performance campaign that includes information on the event such as dates, key components, and highlights presented in an easily digestible format”

Response to Inquiries Received from Shortlisted Consultants

I. From DDB Philippines, Inc.:

- **When is the target date for the conference?**

Project Calendar as follows:

PR and Accounts Management – September 15 to December 31, 2020

Website Marketing Traffic and Lead Generation – September 15 to December 31, 2020

Social Media Marketing – September 15 to December 31, 2020

Digital Ad Placements – September 15 to December 31, 2020

PHIDEX Platform Early Access Launch – October 1, 2020 (for exhibitors, buyers, and media)

PHIDEX Event Proper – October 9 to 11, 2020 (Marketplace, Dive TRAVEX, and Dive Conference)

PHIDEX Website Hosting – October 1 to December 31, 2020 (Home Page, Login System, User Profile Page and Dashboard, General Information Page, Press/Media Relations Page, and Marketplace must remain live after the 3-day event.)

- **What is needed in the pitch presentation?**

Bidders are instructed to give a 30-minute presentation with an overview of their proposed plan on August 6, 2020 via MS Teams from 1:00 PM onwards, as part of the Technical Bid Evaluation.

The presentation must include the following:

- *Brief Profile with Portfolio of Relevant Projects (2-3 minutes)*
- *Brief Background on the Basis for the Proposed Plan*
- *Key Visuals (Sample Creative Content)*
- *Proposed Overall Event Theme and Concept*

- **What are the criteria for judging the pitch?**

Refer to the Criteria for Rating of the Technical Bid / Proposal.

- **Who will invite the speakers?**

DOT will identify and invite speakers. Agencies are welcome to recommend speakers that they deem to be fit for the show's objectives, provided that there are no additional fees.

- **Who will provide the content information for the Marketplace component?**

Content will be provided by the Marketplace exhibitors, through the DOT Team.

- **Are there KPIs for the Marketplace?**

We've decided to set the Marketplace KPI to "100 monthly active users". "Active" includes the number of users that (1) click on the pricing page or (2) interact through the contact form.

- **When is the website needed to go live?**

Target date for the early-access launch for the platform is on October 1, 2020.

- **Where do we get videos and content for the website? Do we need to shoot and what provinces do we focus on?**

The DOT Team has existing videos and content on top dive destinations such as that are available for use. Due to the current situation, we do not recommend shooting new content in the destinations. The agency may also choose to provide their own existing content that are relevant to dive and available for use.

- **Will the event be paid or unpaid? Are we selling tickets? How much?**

The event will be free of charge as it is part of the DOT's initiatives to provide market and product development support for the dive industry during this period.

- **Any past learning: sign up metrics and people who participate?**

We do not have a baseline specific to the conduct of a virtual event as this is the first time that PHIDEX is conducted in digital space. The first edition of PHIDEX in 2019 was conducted via a physical set up and was attended by 4,708 people (2,896 trade visitors and 1,812 consumers) over 3 days. Trade visitors included the DOT-hosted international buyers and media, representatives from travel and tourism associations and organizations, and local tour operators, among others. Consumers were comprised of dive enthusiasts, students, members of marine conservation organizations, etc.

II. From IPG Mediabrands Philippines, Inc.

- **Will the same budget in the TOR (P13.8M) include the translator services discussed earlier?**

Yes. The budget remains the same.

- **Does the website need to be translated to other languages?**

Website can be in English only.

- **On PR reporting, especially in terms of reach, values, and mileage, is there a prescribed methodology from DOT or are we free to use/propose agency's approach and tools?**

Please use your agency's approach and tools for measuring the reach, values, and mileage for the entire campaign. However, the agency must include a computation or explanation on how the values were calculated / derived.

- **Is the agency free to allocate budget across the different elements of the TOR, i.e., events, PR, website development, and promotion?**

Yes, as long as it does not exceed the TOR budget of P 13.8-M. There are no specific budget ceilings for each component.

- **On the development and placement of web banner ads on at least 9 relevant websites, does this mean direct partnership with at least 9 websites? Can these be a combination of local and international websites?**

Yes, 9 different websites. The plan should include a combination of 4 local and 5 international websites.

- **Will social media management also run from October to December 2020?**

Social Media Management should run from September 15 to December 31, 2020.

- **Please define TOFU, MOFU, and BOFU.**

Top of the funnel (TOFU) content includes blog and social media posts, social media ads, infographics, and videos. Middle of the funnel (MOFU) content includes webinars, downloadable content, and promotional materials. Bottom of the funnel (BOFU) content includes tutorials and demos.

III. From Target Advertising and Marketing x Echochannels, Inc.

- **Are you also open if we recommend speakers for the event in our proposal?**

Agencies are welcome to recommend speakers that they deem to be fit for the show's objectives, provided that there are no additional fees.

- **For PR articles and digital ads, do we also need to have translators?**

No need to include translation of PR articles and digital ads to languages of target source markets.

- **Is there also a key message we need to consider for the event recommendation?**

Agency is free to propose overall event theme and concept as long as it is relevant to Dive Philippines and aligned to the It's More Fun in the Philippines campaign.

- **How many people are expected to attend the virtual B2Bs and the dive conference?**

Target number of participants:

- *B2B Buyers: 100 participants*
- *B2B Sellers: 100 participants*
- *Dive Conference Audience: 2,000 participants*

- **How many seminars will be organized and how many speakers are going to speak at the same time?**

Target number of seminars (webinars and panel discussions) – 30 timeslots / 1 hour sessions each

Speakers timeslots must not overlap.


- **Do the seminar presentations have to be available on demand on the PHIDEX Platform?**

Yes, seminar presentations must be available for viewing on the PHIDEX platform, as well as the Facebook and Youtube pages, for consumption of participants who missed the live session.

Attached is the revised Terms of Reference.

This Supplemental/Bid Bulletin No. 3 shall form part of the Bidding Documents

For the guidance and information of all concerned.


ASEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson

July 30, 2020

TERMS OF REFERENCE

- I. **BIDDER** : Full Service Integrated Marketing Agency
- II. **PROJECT TITLE** : Philippine International Dive Expo (PHIDEX) Virtual Platform
- III. **PROJECT DATE** : September 15 to December 31, 2020

IV. MINIMUM REQUIREMENTS

- Must be a Philippine Government Electronic Procurement System (PhilGEPS) registered integrated marketing communications agency with existing international media agency partners;
- Must be willing to provide services on a send-bill arrangement;
- Must submit list of staff members to be assigned to the project and their resumes;

Required Personnel	Minimum Years of Experience
1. Account Director (Team Head)	5 years
2. Account Manager	3 years
3. Account Executive	3 years
4. Events Manager	3 years
5. Events Specialist	3 years
6. PR Strategist	3 years
7. Social Media Strategist	3 years
8. Multimedia Graphics Artist	3 years
9. Copywriter	3 years
10. Web Developer	3 years
11. Web Quality Assurance Specialist	3 years

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

V. SCOPE OF WORK AND DELIVERABLES

A. Virtual Exhibition Management (September 15 to December 31, 2020)

- Conceptualization of event themes and concepts;
- Online presentation of event theme and concept for end-user's approval;
- Development of virtual event agenda, webinar topics list, and coordination with confirmed resource persons (to be identified, invited, and confirmed by the end-user);
- Coordination with web development team and livestream supplier for the planning and execution of the event;
- Coordination with resource persons for online orientation and walkthrough of the livestreaming functions for the webinars;
- Consolidation of webinar presentation materials from resource persons;
- Design and development of digital materials for the event including e-invites and video conference backgrounds;
- Appointment of the services of a dedicated Events Team with one (1) Events Manager, one (1) Events Specialist, one (1) Multimedia Graphics Artist, and one (1) Copywriter;
- **PR and Accounts Management (September 15 to December 31, 2020)**
- Consultancy, strategy development, and execution of all aspects of the Philippine International Dive Expo (PHIDEX) campaign;
- Development of content strategy and editorial line up;
- Development of at least five (5) press releases with provision for at least two (2) revisions per press release;

- Generate international and local media list in collaboration with the end-user;
 - International media list must be comprised of the following: print/online dive publications and online dive communities; local media list must be comprised of the following: major broadsheets, relevant travel bloggers/vloggers, and print/online magazines (travel, sports, lifestyle);
 - International media list must cover the following:
 - High Priority: US, Thailand, South Korea, Japan, Taiwan, UAE, France, Italy, Spain, and Germany
 - Other Priority Markets for Consideration: Canada, Singapore, China, Malaysia, Turkey, Israel, United Kingdom, Austria, Switzerland, Russia, Australia, and New Zealand
- Disseminate press release to approved target international and local media and secure at least five (5) international and five (5) local pick ups per press release;
- Facilitation of at least three (3) one-on-one media interviews between relevant media and identified industry personalities or Department executives;
 - Must include development of briefing kits including media Q&A and executive briefing;
 - Must be flexible on medium of interviews due to current circumstance;
- Function as press office to handle inquiries and requests related to PHIDEX;
- Appointment of the services of dedicated Core Service Team with one (1) Account Director, one (1) Account Manager, and one (1) Account Executive;
- Monitor press releases in print, online, and broadcast media, as applicable;
- Compile all international and local exposures made on PHIDEX on a monthly basis for submission to the end-user;
- Generate report on final media reach, values, and mileage earned for the duration of the engagement;

B. Website Design and Development (September 15 to December 31, 2020)

- Acquire domain name www.phidex.asia or www.phidex.ph;
- Host, design, develop, test, implement, and maintain an interactive, appealing, and responsive website that will act as a virtual platform for the Philippine International Dive Expo (PHIDEX) that meets the following criteria:
 - Appropriate rendering on a wide variety of web browsers, especially Google Chrome;
 - Appropriate rendering on mobile and tablet devices;
 - Appropriate network bandwidth capacity to allow interruption-free use of the platform (at least 2,000 visitors per day and 50 on-going video meetings at one time);
 - Easily maintainable and effective front end, middleware, and database code using best practice coding languages appropriate for the platform;
 - Optimal website performance through the use of content management systems (preferably Wordpress) and other necessary modules/plugin ins;
 - Integrated cybersecurity measures to protect users and the data disclosed;
 - Standard website maintenance for 4 months (September to December 2020);
 - 24/7 Email Support;

C. Website Structure and Features

The PHIDEX Virtual Platform shall have the following components and include the following minimum requirements:

- **Home Page (October 1 to December 31, 2020)**
 - Display "Registration" button for users to sign up based on their affiliation with option to log-in via Facebook and Google;
 - Integrate an interactive virtual lobby that functions as a launchpad to guide website visitors to different event components;

- Allocate space to embed a maximum of three (3) marketing videos (restricted to a maximum of 480p resolution) on loop to feature major event partners;
 - Allocate space for one (1) top leaderboard banner (728x90 pixels) to feature major event partners;
 - Allocate space for one (1) standard web banner (468x60 pixels) to feature major event sponsors;
 - Feature visible placement of official event and event partners logos;
 - Answer event-specific queries through a custom Frequently Asked Questions (FAQ) section;
- **Login System (October 1 to December 31, 2020)**
 - Build a custom registration system that allows users to create a new account by filling out a web form with their account and company information;
 - Registration will be segregated per user category (Visitor, Seller, Trade Buyer, Media, and Speaker);
 - Registration as “Seller”, “Trade Buyer”, and “Speaker” must be screened and approved by end-user;
 - Prompt notification on data privacy policy and secure handling guidelines followed by the platform;
- **User Profile Page and Dashboard (October 1 to December 31, 2020)**
 - Allow users to upload profile photo or avatar;
 - Allow users to populate profile with relevant information on their industry, company, offers, requirements, and networking interests;
 - Option to remind users to update their profiles through email;
 - Access detailed agenda based on appointments schedules set and presentations followed;
 - Integrate “Join Session” button in detailed agenda that will launch the video conferencing application to allow users to jump directly in to their scheduled sessions;
- **General Information Page (October 1 to December 31, 2020)**
 - Publish information on the event organizers (Department of Tourism and the Philippine Commission on Sports Scuba Diving);
 - Publish information on the Dive Philippines brand;
 - Publish information and content on top Philippine dive destinations (maximum of 10 destinations);
- **Press / Media Relations Page (October 1 to December 31, 2020)**

Download section for relevant press content, including, but not limited to, the following:

 - Official logos;
 - Contact Information;
 - Official press releases;
 - Other media coverage;
- **Marketplace (October 1 to December 31, 2020)**
 - Act as a virtual one-stop hub and retail outlet for dive consumers to research and explore the latest deals for dive holidays or promotional offerings for equipment offered by exhibitors representing dive equipment and underwater photography gear dealers, dive training agencies, dive operators and resorts, dive shops, and dive centers;
 - Main Marketplace page to display list of exhibitors (maximum of 100 exhibitors) with click through link to individual exhibitor page;
 - Individual exhibitor page must have the following features:

- Exhibitor's Company Logo (to be uploaded by exhibitor through their individual user dashboard);
 - Exhibitor's Contact Information (to be uploaded by exhibitor through their individual user dashboard);
 - Click-through link to Exhibitor's Company Website or Social Media page;
 - Display a maximum of three (3) banners (at least 970x250 pixels) featuring latest deals or promotional offerings (to be uploaded by exhibitor through their individual user dashboard);
 - Embed one (1) promotional video (to be uploaded by exhibitor through their individual user dashboard);
 - Integrate real time chat tool option to ensure maximum interaction between exhibitors and consumers;
 - Algorithm to display list of recommended exhibitors based on exhibitors previously visited/viewed by user;
 - Search and filter function to narrow down list of exhibitors by destination and industry sector represented;
- **Dive Travel Exchange (TRAVEX) (October 9 to 11, 2020)**
 - Access restricted to Registered Buyers and Sellers;
 - Allow participants to craft personalized meeting agendas through giving them the options to:
 - Choose their meeting partners and meeting schedules based on their networking interests (view, search, filter, and sort functions for the list of attendees to narrow down a user's search list);
 - Send or receive and accept or reject meeting requests;
 - Option to "Bookmark" a participant for future reference;
 - Algorithm to suggest Top 10 participants that a user should meet, based on their networking interests;
 - Integrated live chat box and video conferencing pop up to facilitate in-person meetings;
 - Automated reminder/notification system to keep participants informed of upcoming meetings, schedule changes, and new meeting opportunities;
 - Provide DOT with back-end micro controls for complete meeting management;
 - Integrated real-time analytics tool translated to easily digestible formats that reveal real-time trends on the Dive TRAVEX (such as engagement, total meeting requests received, total meeting requests sent, number of participants with fully-booked schedules, number of participants with available meeting slots, etc.);
 - Establish meeting rating function to allow users to provide constructive feedback and improve future meeting quality;
 - Integrated prompt and notification reminder for users to rate their completed meetings;
 - Target number of participants for the Dive TRAVEX (to be invited by the DOT) as follows:
 - 100 sellers (local exhibitors / representatives from dive establishments from various regions that offer dive as a tourism product);
 - 100 buyers (international agents/operators/club leaders from various source markets)
 - Services of translators/interpreters for the conduct of the B2B Meetings on October 9 to 11, 2020 from 3:00 PM to 6:00 PM. Breakdown of language translators as follows:
 - Italian – 2 translators (3 hours per day for 3 days)

- Spanish – 2 translators (3 hours per day for 3 days)
 - Japanese – 2 translators (3 hours per day for 3 days)
 - Korean – 2 translators (3 hours per day for 3 days)
 - Chinese – 2 translators (3 hours per day for 3 days)
- **Dive Conference (October 9 to 11, 2020)**
 - Hosting of 30 1-hour webinars and panel discussions from October 9 to 11, 2020 through integrating a stable platform that provides real-time chat and question and answer (Q&A);
 - Present relevant information on the speakers, topics to be discussed, information on the speakers' professional biographies, and schedule of webinars/presentations;
 - Must be able to handle a maximum of 6 presenters and 5,000 attendees/participants per webinar;
 - Provide pre-event orientation and preparation assistance, including, but not limited to, technical rehearsal and run through of presentations;
 - Broadcasting options to include livestreaming on Facebook and Youtube;
 - Services of Program Transcriptionist to take note of presentation highlights;
 - Services of Broadcast Director and Host to ensure smooth online production management;
 - Recording of webinars and panel discussions for future on-demand viewing on the platform;
 - Establish speaker and presentation rating function to allow users to provide constructive feedback and improve quality of future presentations;

D. Website Marketing Traffic and Lead Generation (September to December)

- Develop strategy to generate healthy inbound traffic to the PHIDEX website through employing the following marketing strategies:
 - Search Engine Marketing and Optimization
 - Social Publishing
 - Top of the Funnel (TOFU) Content Marketing
 - Includes blog and social media posts, social media ads, infographics, and videos
 - Middle of the Funnel (MOFU) Content Marketing
 - Includes webinars, downloadable content, and promotional materials
 - Bottom of the Funnel (BOFU) Content Marketing
 - Includes tutorials and demos
 - Conversion Path Creation
- Develop buyer persona model that will identify profile of target audience in order to craft targeted marketing messages;
- Content development to execute identified inbound marketing strategies;
- Implement and optimize website marketing traffic and lead generation campaign;

E. Social Media Marketing (September to December)

- Design a comprehensive social media campaign for two platforms (Facebook and Instagram);
 - Dive Philippines Facebook Page:
<https://www.facebook.com/DOTdivephilippines/>
 - Dive Philippines Instagram Page:
<https://www.instagram.com/DOTdivephilippines/>
- Develop content calendar with original content posts (includes creative design) for identified social media platforms with at least three (3) mirrored posts per week;
- Community and response management for identified social media platforms during regular working days (Mondays to Fridays from 9:00 AM to 6:00 PM);

- Submission of monthly social media performance report for identified social media platforms;

F. Digital Ad Placements (September to December)

- Social Media
 - Develop creative content for social media ad placements;
 - Design and implement a Facebook ad campaign from September 15 to December 31, 2020 that will generate at least 270,000 engagements and increase page likes to at least 100,000;
 - Design and implement an Instagram ad campaign from September 15 to December 31, 2020 that will generate at least 5,500 engagements;
- Google Display Network and Search
 - Develop creative content for Google Display Network and Google Search ads;
 - Design and implement a Google Display Network campaign from September 15 to December 31, 2020 that will generate at least 100,000 clicks and at least 12,000,000 impressions;
 - Design and implement a Google Search Ad campaign from September 15 to December 31, 2020 that will generate at least 22,000 clicks and at least 12,000,000 impressions;
- Youtube
 - Develop creative content for a Youtube video performance campaign that includes information on the event such as dates, key components, and highlights presented in an easily digestible format;
 - Design and implement a Youtube video performance campaign from September 15 to December 31, 2020 that will generate at least 100,000 impressions and at least 15,000 video views in total;
- Web Banner Ads
 - Develop creative content for web banner ad placements on at least nine (9) relevant websites, breakdown as follows:
 - 4 local websites
 - 5 international websites
 - Implement web banner ads from September 15 to December 31, 2020;

G. Monitoring and Reporting

- Generate monthly performance reports for all components;
- Prepare analysis of monthly performance reports for all components;
- Generate report on final reach, values, and mileage earned for all components for the duration of the engagement.

H. Other Requirements

- Provide website user guidelines and documentation;
- Provide website warranty for a period covering ninety (90) days from the final approval of the website to ensure bugs and other issues are covered;
- Provide content and source codes of the website to the end-user upon project completion.

VI. BUDGET

The total working budget is **THIRTEEN MILLION EIGHT HUNDRED SEVEN THOUSAND PESOS (P13,807,000.00)** inclusive of all applicable taxes, bank charges, and other fees that may be incurred in the implementation of the project. The project will be implemented from the time the Notice to Proceed (NTP) is issued until December 2020.

Payment to the winning bidder shall be made upon completion of identified milestones:

Milestones	% of Payment
Submission of approved media campaign plan	30%
Submission of approved website design study	15%
Submission of accomplishment report for the 1 st and 2 nd month	15%
Submission of accomplishment report for the 3 rd and 4 th month	15%
Submission of terminal report and analysis of the whole campaign	25%
Total	100%

VII. CONTACT INFORMATION

Project Officer : Celstine Sy
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