

TERMS OF REFERENCE

I. **PROJECT TITLE :** Philippine International Dive Expo (PHIDEX) Virtual Platform

II. MINIMUM REQUIREMENTS

- Must be Philippine Government Electronic Procurement System (PhilGEPS) registered as Platinum member;
- 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 CVs;

Required Personnel	Minimum Years of Experience
1. Account Director (Project Lead)	5 years
2. Events Manager	3 years
3. Strategy Manager	3 years
4. Media Relations Manager	3 years
5. Digital Manager	3 years
6. Multimedia Graphics Artist	3 years
7. Writer	3 years
8. Web Developer	5 years

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

III. SCOPE OF WORK AND DELIVERABLES

A. Virtual Exhibition Management

- Conceptualization of an overall event theme and concept for the virtual exhibition (which will run for a minimum 3 days) that is in line with the event objectives of positioning the Philippines as a Regional (within Asia) dive travel and business hub and responsive to the impact caused by the COVID-19 pandemic to the dive tourism industry;
- Development of overall virtual event agenda/program for Dive Exhibition, Travel Exchange (TRAVEX), and Conference / Panel Discussions;
- Coordination with potential sponsors to secure consumer activation prizes;
- Overall management of the virtual exhibition and its components;

B. Website and Platform Design and Development

- Maintain www.phidex.asia website;
- 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 and Safari;
 - Appropriate rendering on mobile and tablet devices;
 - Appropriate network bandwidth capacity to allow interruption-free use of the platform (at least 3,000 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;
 - Provide website user guidelines and documentation;

- Provide website warranty for a period covering 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.

C. Website and Platform Structure and Features

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

- **Home Page (Website)**
 - Display “Registration” button for users to sign up based on their affiliation with option to log-in via Facebook and Google;
 - 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;
 - Feature visible placement of official event and event partners logos through the header, footer, or sidebar placements;
 - Answer event-specific queries through a Frequently Asked Questions (FAQ) section;
- **Login System (Website)**
 - 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/Consumer, 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;
- **General Information (About) Page (Website)**
 - 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 on the PHIDEX Event and components;
 - Publish information and content on top Philippine dive destinations (maximum of 10 destinations, must include content creation and development);
- **Exhibitors Page (Website)**
 - Display information on the participating exhibitors (100 exhibitors) such as the following:
 - Company Name
 - Company Logo
 - Brief Company Profile
 - Destination Represented
 - Contact Information
 - Official Website
 - Official Social Media Pages
- **Dive Travel Exchange Page (Website)**
 - Display information on the participating buyers and sellers (100 buyers and 100 sellers) such as the following:
 - Company Name

- Company Logo
 - Country / Destination / Segment Represented
 - Brief Company Profile
 - Official Website
 - Official Social Media Pages
- **Program Page (Website)**
 - Display information on official program of activities including the following:
 - Dive Conference / Panel Discussion program including schedule/timeslots, speaker profile, speaker photo, topic, and talk summary;
 - Dive TRAVEX general schedule;
- **Press / Media Relations Page (Website)**
 - Download section for relevant press content, including, but not limited to, the following:
 - Official logos;
 - Contact Information;
 - Official press releases;
 - Other media coverage;
- **User Profile Page and Dashboard (Platform)**
 - 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;
- **Virtual Exhibition (Platform)**
 - Fully customizable exhibition lobby with on-screen entry to the Conference, Exhibition Hall, and Dive Travel Exchange;
 - Appointment of the services of at least 1 customer support staff to provide 24/7 Chat Support to exhibition participants for the duration of the event;
 - Virtual exhibitor booths 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 (private 1:1 chat) 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) (Platform)**
 - Access restricted to Registered Buyers and Sellers;
 - Appointment of the services of at least 2 customer support staff to provide 24/7 Chat Support to Dive TRAVEX participants for the duration of the event;
 - 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;
 - Services of translators/interpreters for the conduct of the B2B Meetings.
Breakdown of language translators as follows:
 - Italian – 2 translators (6 hours per day for 2 days)
 - Spanish – 2 translators (6 hours per day for 2 days)
 - French – 2 translators (6 hours per day for 2 days)
 - Japanese – 2 translators (6 hours per day for 2 days)
 - Korean – 2 translators (6 hours per day for 2 days)
 - Mandarin Chinese – 2 translators (6 hours per day for 2 days)
 - 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)
 - Each B2B meeting is scheduled for twenty (20) minutes each. A maximum of 15 meetings for short / medium haul markets from 10:00 AM to 4:00 PM (Manila time) and 15 meetings for medium / long haul markets from 6:00 PM to 11:00 PM (Manila time) can be scheduled daily over the 2-day Dive TRAVEX period.
- **Dive Conference (Platform)**
 - Recommend resource persons / speakers for the Dive Conference / Panel Discussions (specializing in topics such as sustainable dive travel in the new normal, tourism destination marketing, digital marketing for dive tourism businesses, underwater photography and filmography, and other relevant topics);
 - Hosting of a maximum of 30 1-hour webinars and panel discussions 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 2,000 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 of major event components such as opening and closing ceremonies on Facebook;
- Services of Broadcast Director and Host/Moderator with dive industry background to ensure smooth online production management;
- Recording of webinars and panel discussions for documentation and on-demand viewing through the platform;
- Establish speaker and presentation rating function to allow users to provide constructive feedback and improve quality of future presentations;

D. Overall Accounts Management

- Consultancy, strategy development, and execution of all aspects of the Philippine International Dive Expo (PHIDEX) campaign;
- Generate international and local media list in collaboration with the end-user;
 - International media list must be comprised of the following: online dive communities, relevant bloggers, and print/online magazines (travel, sports, lifestyle, diving); local media list must be comprised of the following: major broadsheets, relevant travel bloggers, and print/online magazines (travel, sports, lifestyle, diving);
 - International media list must cover the following high priority markets: US, South Korea, Japan, Taiwan, China, and Germany
 - Agency may also cover the following for additional exposure: Thailand, UAE, France, Italy, Spain, Canada, Singapore, Malaysia, Turkey, Israel, United Kingdom, Austria, Switzerland, Russia, Australia, and New Zealand
- Function as a virtual press office to handle media inquiries and requests related to PHIDEX;

E. PR Management

- Development of three (3) press releases with provision for at least two (2) revisions per press release;
- Disseminate press release to approved target international and local media and secure at least 8 pick-ups per press release;
- Provision for liaising a maximum of (2) one-on-one press interviews between identified industry personalities / Department executives and relevant media outlets, as needed/requested by a particular media outfit;
 - Must include development of briefing kits including media Q&A and executive briefing;
 - Must be flexible on medium of interviews due to current circumstance;

F. Social Media Management

- Create official Facebook page for the event;
- Design a comprehensive social media campaign for Facebook;
- Develop content calendar with original content posts (includes creative design) featuring event components, event reminders, and event highlights;
- 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;

G. Website Marketing Traffic and Lead Generation

- Develop strategy to generate healthy inbound traffic to the PHIDEX website through employing the following marketing strategies:
 - Search Engine Marketing and Optimization
 - Social Publishing
 - Content Marketing
- Content development to execute identified inbound marketing strategies;
- Implement and optimize website marketing traffic and lead generation campaign;

H. Ad Placements

- Facebook
 - Design and implement a Facebook ad campaign that will generate at least 5,000 followers and increase reach and engagement;
 - Includes development of creative content for social media ad placements;
- Online Publications
 - Develop and place creative content on at least 3 relevant online publications (preferably dive related, but may also be travel, sports, and lifestyle publications)
- Web Banner Ads
 - Develop and place creative content for web banner ads on at least 3 relevant websites (preferably dive related, but may also be travel, sports, and lifestyle publications)
 - Target audience for ads should include the following markets:
 - US, South Korea, Japan, Taiwan, China, and Germany
 - Agency may also include the following for additional exposure: Thailand, UAE, France, Italy, Spain, Canada, Singapore, Malaysia, Turkey, Israel, United Kingdom, Austria, Switzerland, Russia, Australia, and New Zealand

I. Monitoring and Reporting

- 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;
- Coordination with DOT Overseas Offices on international exposures for inclusion in monitoring reports;
- 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.

IV. CRITERIA FOR RATING

Stage 1 – Submission of Eligibility Documents

Stage 2 – For shortlisted bidders, submit brief credentials, proposed virtual exhibition plan and integrated marketing campaign, and financial proposal.

1. Shortlisted bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaigns to the members of the Bids and Awards Committee (BAC) and the end-user during the pitch presentation.
2. A maximum of 45 minutes will be given to each agency for its presentation. A 15-minute question and answer portion with BAC and the end-user will follow after the pitch presentation.

3. The presentation will be rated by the PHIDEX TWG based on the criteria set for “Technical Bid Criteria for Rating: C. Plan of Approach and Methodology”. Ratings will be added to the overall score for the technical bid and averaged to arrive at a final score per agency.

A. Eligibility Check and Shortlisting Criteria Rating (70% Passing Score)

Applicable Experience of the Consultant – 70 pts.

Qualification of Personnel Assigned – 20 pts.

Current Workload Relative to Capacity – 10 pts.

I.	Applicable experience of the consultant	70 pts.
A.	Appropriateness of the agency for the assignment	
1.	Bidder is an Agency that provides full-service Integrated Marketing Communications and Services such as ad placements, digital strategies, public relations, events management, social media, and creative design/content development.	25 pts.
	Bidder is an Agency that provides Integrated Marketing Communications and Services such as ad placements, public relations, events management, and social media.	20 pts.
	Bidder is an Agency that provides Integrated Marketing Communications and Services such as public relations, events management, and social media.	15 pts.
	Bidder is an Agency that provides public relations and social media management services.	10 pts.
	Bidder is an Agency that provides public relations OR social media management services.	5 pts.
	Bidder does not provide Integrated Marketing Communications and Services.	0 pts.
B.	Relevance of the company portfolio to the project	
1.	Bidder is an Agency that has implemented at least 1 project for a relevant client (Relevant Client: National Tourism Organization / Government Tourism Board OR International Events / Exhibitions / Conference).	20 pts.
	Bidder is an Agency that has implemented at least 1 project for a government agency.	10 pts.
	Bidder has no experience implementing projects for relevant clients.	0 pts.
C.	Years of experience	
1.	Bidder is an agency that has been in existence for at least 20 years.	25 pts.
	Bidder is an agency that has been in existence for 15 to 19 years.	20 pts.
	Bidder is an agency that has been in existence for 10 to 14 years.	15 pts.
	Bidder is an agency that has been in existence for 5 to 9 years.	10 pts.
	Bidder is an agency that has been in existence for less than 5 years.	5 pts.
II.	Qualification of personnel assigned	20 pts.
A.	Assigned personnel exceeds the required minimum years of experience.	20 pts.
	At least 50% of assigned personnel exceeds the required minimum years of experience.	15 pts.
	Assigned personnel meets the required minimum years of experience.	10 pts.
	Minimum years of experience is not met.	0 pts.
III.	Current workload relative to capacity	10 pts.
A.	No on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	10 pts.

	1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	8 pts.
	3 or more on-going similar and related projects with contract cost equal or greater than the ABC (PhP 13,807,000.00)	5 pts.
	Total	100 pts.
	Passing Score	70 pts.

B. Technical Bid Criteria for Rating

Qualification of personnel to be assigned – 40 pts.

Experience and capability of the firm – 25 pts.

Plan of approach and methodology – 35 pts.

I.	Qualification of personnel to be assigned	
A.	For Account Director, Events Manager, Strategy Manager, Media Relations Manager, Digital Manager, and Writer	
	Involved in the implementation of at least 2 projects involving any 1 of the following services: Public Relations Management / Events Management / Social Media Management in their entire career (5 pts. per personnel)	30 pts.
	Involved in the implementation of 1 project involving any 1 of the following services: Public Relations Management / Events Management / Social Media Management in their entire career (3 pts. per personnel)	18 pts.
B.	For Multimedia Graphics Artist	
	Involved in the development of creative materials / graphics / content for at least 2 clients in their entire career	5 pts.
	Involved in the development of creative materials / graphics / content for 1 client in their entire career	3 pts.
C.	For Web Developer	
	Involved in the development of websites for at least 2 clients in their entire career	5 pts.
	Involved in the development of websites for 1 client in their entire career	3 pts.
II.	Experience and capability of the firm	
A.	Services rendered in completed projects in the past 3 years	
1.	Account Management	2 pts.
2.	Public Relations (PR) Management	5 pts.
3.	Social Media Management	5 pts.
4.	Campaign Development / Strategy Development / Creatives Development	5 pts.
5.	Media Monitoring and Reporting	3 pts.
6.	Event Management / Event Execution	5 pts.
III.	Plan of Approach and Methodology	
A.	Virtual Exhibition Management Plan	
1.	Appropriateness of proposed event theme and concept to project objectives of establishing the Philippines as an international dive travel business hub and providing market and product development assistance to stakeholders affected by the pandemic	15 pts.
2.	Additional services provided to enhance the event (must be within project budget)	5 pts.
B.	Overall Media Campaign Plan	

1.	Proposed event creative branding and key visuals are relevant to the dive market / dive industry but still maintains the fundamentals of the Department's ongoing campaign "It's More Fun in the Philippines"	10 pts.
2.	Proposed ad placements are spread out across relevant media platforms (preferably dive related)	5 pts.
	Total	100 pts.
	Passing Score	70 pts.

V. 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 for 4 months from the time the Notice to Proceed (NTP) is issued.

Breakdown of budget allocations (in percentage) as follows:

Project Component	% of Allocation
Virtual Exhibition Management	10%
Website and Platform Design and Development	40%
Website and Platform Structure and Features	
Overall Accounts Management	20%
PR Management	
Social Media Management	
Website Marketing Traffic and Lead Generation	25%
Ad Placements	
Monitoring and Reporting	5%

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

Milestones	% of Payment
Upon submission of approved event and media campaign plan within 10 days from execution of contract	30%
Submission of approved website and platform design study within 7 days from approval of event and media campaign plan	15%
Submission of 1 st and 2 nd month accomplishment report within 10 days from the end of the 2 nd month	15%
Submission of 3 rd and 4 th month accomplishment report within 10 days from the end of the 4 th month	15%
Submission of terminal report and analysis of the whole campaign within 15 days from the end of the contract duration	25%
Total	100%

VI. CONTACT INFORMATION

Project Officer : Celstine Sy
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