

TERMS OF REFERENCE

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

- 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;

B. PR and Accounts Management (September to December)

- 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 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;
 - International media list must cover the US and Canada, Latin America, Asia Pacific, and Europe;
- 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;

C. Website Design and Development (September to December)

- 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;

D. Website Structure and Features

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

- **Home Page**
 - 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**
 - 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**
 - 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**
 - 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**

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

 - Official logos;
 - Contact Information;
 - Official press releases;
 - Other media coverage;
- **Marketplace**
 - 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)**
 - 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;
- **Dive Conference**
 - Hosting of 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 5,000 attendees/participants
 - 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;

E. 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
 - Middle of the Funnel (MOFU) Content Marketing
 - Bottom of the Funnel (BOFU) Content Marketing
 - Conversion Path Creation
- Develop buyer persona model that will identify profile of target audience (generally divers from North America (US and Canada), Asia Pacific, Europe, and Latin America) 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;

F. Social Media Marketing (September to December)

- Design a comprehensive social media campaign for two platforms (Facebook and Instagram);
- 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;

G. 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 to December 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 to December 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 to December 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 to December that will generate at least 22,000 clicks and at least 12,000,000 impressions;
- Youtube
 - Design and implement a Youtube video performance campaign from September to December 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.
 - Implement web banner ads from September to December;

H. 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.

I. 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
Address : Office of Product and Market Development – Dive
5F The New DOT Building
351 Senator Gil Puyat Avenue
Brgy. Bel Air, Makati City
Contact Number : +63 917 584 7556
Email Address : ctsy@tourism.gov.ph / divephilippines@tourism.gov.ph