TECHNICAL SPECIFICATIONS
Services of an ICT Company for the Event Management Solutions for the PHITEX 2024

I.   BACKGROUND

The Philippine Travel Exchange (PHITEX) is the country's largest government-organized travel trade event. Conceived in 1996 as a cost-effective tool for promoting the Philippines and significantly growing inbound tourism, the annual travel event hosts qualified international buyers to meet with accredited Philippine tourism suppliers via one-on-one tabletop business appointment sessions. Another critical component is the pre-and post-event tours, wherein invited foreign participants are afforded a first-hand experience of the country's beauty and unique warmth of its people from a choice of its popular and emerging destinations.

In addition to the event's business potential, educational seminars have been incorporated into the PHITEX program since 2006 for the private sector participants. The activity enhances the sellers' marketing aptitudes by providing them with updates on target source markets, knowledge of promotional innovations, and awareness/information on the latest trends in the travel industry.

Like the previous year, TPB shall utilize digital innovation to host events for PHITEX 2024. The new methods allow participants to experience new platforms for developing business connections and acquiring new skills while maximizing traceability in every Registration, login, click, download, and share.

Given this, the TPB needs the services of an Information Communications Technology (ICT) company specializing in event management solutions. An **Event Management Solution (EMS) platform**, Software as an application, is designed to handle every aspect of event management, from planning and promotion to execution and analysis. Its wide range of features makes it suitable for various events, including corporate conferences, exhibitions, and virtual gatherings. The platform includes solutions for event registration, ticketing, email marketing, onsite check-in, and attendee engagement, among other things.

The EMS is often used for corporate events, conferences, exhibitions, and other large gatherings, helping organizers streamline the event planning process and enhance the overall experience for attendees.

II.   OBJECTIVES

1. Facilitate International Business Meetings
   - Use the EMS platform to organize effective one-on-one business appointments between international buyers and Philippine tourism suppliers.
2. Leverage Digital Tools
   - Utilize digital innovations for event registration, attendee engagement, and data tracking, ensuring robust virtual participation.
3. Improve Event Management
   - Use an EMS platform to streamline event planning, promotion, execution, and analysis, covering all essential event management functions.
4. Maximize Data Utilization
   - Track and analyze participant data comprehensively to measure event success and enhance future events, ensuring detailed data capture.
5. Support Business Development
   - Provide new platforms for business connections with networking and interactive tools integrated into the EMS.
6. Provide Educational Opportunities
   - Offer seminars to update participants on market trends and industry developments, with registrations and feedback managed via the EMS.
7. Showcase Philippine Destinations
   - Conducted pre- and post-event tours for foreign participants to experience the country's top and emerging destinations, managed through the EMS.

III. SYSTEM FEATURES/FUNCTIONALITIES/DELIVERABLES

CATEGORIES	FEATURES	DESCRIPTION
Event Management Platform	Website Builder	An event website builder for event professionals that are looking to incorporate more digital components to their events, without requiring technical skills. • Event Website - Simple websites to display everything event from agendas and speakers to exhibitors and more through pre-loaded content blocks and securely stored in EMS's centralized content management system. • Registration portal - Integrate with native registration module to effortlessly transform the website into a full-fledged registration portal. Share event information and drive registrations, all from a single platform. • Content hub - Use private pages to create gated content, requiring a mandatory login to access valuable content. Securely share a variety of content like whitepapers, PDFs and more • Post-event photo gallery - Provide exclusive access to event photos after an event with private pages to create gated content to ensure that only authorized individuals get access. • Video On-demand - EMS's unique combination of on-demand features and gated content simplifies the process of offering video-on-demand content after the event to registered or authorized attendees only. • Event content blocks - Seamlessly retrieve information from EMS's content management system and display it on any event page • SEO Optimization - Integrated SEO capabilities enable to drive traffic to the event website and maximize reach. • Private pages - Offer restricted access to exclusive content requiring mandatory login to access the content. • Event Content Blocks - Custom Domain Elevate event's online presence by hosting it on a custom domain with EMS's white-label solution
	Virtual Venue Editor	Build custom virtual events in minutes. A visual interface to turn any virtual event idea into reality. No technical skills required. Choose from a selection of professionally designed experiences for any type of online event. Each experience comes with a pre-configured design, content and set of functionalities. It's the fastest way to create a stunning virtual event.
	Content Management	Create and manage all the event content from a single, centralized location while automatically synchronizing updates across all embedded pages. Create once. Manage in one place. Publish anywhere.
	50+ Themes & Experiences	Easily browse, clone and apply event themes and experiences for any event type.
	Private Pages - Event Mobile App	Access restricted pages for signed-up/registered users only. With the Gated Content feature of the website app, able to have one central online space where the attendees can login to access any digital content that want to make accessible to them. Only registered attendees can login to access the content. • Attendee portal to access gated content - Build a central portal that all attendees can access upon login, giving them access to the gated and private content. • Post-event photo gallery - Share the photos from the events with attendees only with a secure photo gallery.

		• On-demand recorded sessions - Create a Netflix-like experience for people accessing the on-demand content Watch on Demand • Community building - Continue the conversation after the events with an always-on community
	Advanced Engagement Features	Guarantee a high level of attendee engagement by implementing cutting-edge interaction tools that keep the event captivating and dynamic. • Chat - Moderate chats and create channels for constant fruitful communication throughout the event ensuring a continuous exchange of thoughts and insights. • Polls - Invite attendee participation by hosting fully customizable live polls and display results on the fly. • Q&A - Create, design, schedule, page-specific or general Q&A to foster continuous interaction throughout the event. • Native Notifications - Keep attendees informed with real-time updates through the EMS mobile app. • EventGPT - The AI-powered Event Concierge. A smart AI agent trained based on the event data to effectively assist attendees with their queries. • Mini Experience - Engage the attendees with mobile mini experiences Unlock a world of opportunities to captivate, inform, and connect attendees through interactive features and personalized experiences to amplify event participation. • Metacard - Let the attendees connect in a modern way Metacard is an interactive business card with customizable CTA enabling attendees to connect and network seamlessly just by scanning QR codes on respective Metacards • Live Display - Onsite in-person digital data display the event content: speakers, agenda, exhibitors, etc. (integrated with event content management) or for branding, event updates/announcements, sponsor ad space • Exhibitor Booth Engagement - Give the exhibitors the means to engage with their audience at their booth Enable the exhibitors to customize their digital booths and capitalize on potential engagement opportunities through lead scanning, mini experiences and dedicated exhibitor dashboards. • Leads Scanning - Enable exhibitors to collect leads effectively through scanning attendee meta cards, improving their event engagement and results. • Exhibitor Dashboard - Empower the exhibitors to leverage dedicated dashboards to create and capitalize on potential business opportunities. • Virtual Booth - A private digital storefront Offer exhibitors and sponsors the flexibility to personalize their digital booths according to their unique preferences with interactive features, including chat, polls, Q&A, product showcases, live streaming, marketing content hosting, product displays and sales. • Badges, Leaderboard & Gamification - Categorize attendees, speakers, and sponsors with badges and infuse elements of gameplay in the event to immerse the audience in a dynamic experience.
	Unlimited Media Hosting	Upload the media assets without worrying about lack of space.
	Custom Themes	Experiences Marketplace - A repository of themes and experiences for all types of events for the event website, virtual event and mobile mini experiences.

	Business Matchmaking	AI-powered business matching engine to facilitate high value connections Elevate engagement and interaction through an intelligent recommendation engine that redefines an attendee's event experience. Simply define the rules or guidelines applicable for interaction between attendees, products, sponsors, and sessions and watch AI work its wonders. • People-to-People Matching - Facilitate attendee matching based on predefined criteria like location, job profile, and other factors. • People-to-Sponsor Matching - Facilitate networking between sponsors and attendees with smart matching, like connecting a student with an institution. • People-to-Sessions Matching - Smartly recommend sessions to attendees based on pre-defined rules to optimize their event experience. • Scheduled meetings - Encourage attendees to connect and interact by allowing them to schedule meetings with each other before the event begins. This enhances the chances for meaningful connections right from the start. • Instant meetings - Enable attendees to connect immediately by allowing them to start an instant meeting with fellow attendees through the people directory. • Daily Digest - Send daily email reminders to attendees, prompting them to respond to pending meeting and networking requests from other attendees. • Metacard - is an interactive business card with customizable CTA enabling attendees to connect and network seamlessly just by scanning QR codes on respective metacards
	Advanced Event Analytics	Data Insights. EMS as a Unified Event Data platform, which means that it captures data across all touchpoints (both physical and digital) and unifies the data to arm with the insights need on the events and attendees. To name the main ones, these cover all analytics from: • Registration • Event & session attendance • Virtual Engagement • Hybrid report • Meetings ○ Scheduled ○ In-progress ○ Duration • Contacts ○ List of contacts ○ Contact profile • Past event Comparisons • Details Reports ○ Total Visits: Total number of times that the visitors came to the sites. ○ Total Unique Visitors: Total number of unique visitors who came to the sites ○ New Visits per Minute: Total number of new visits per minute ○ Average Connection Time per Visit: Counting the average time that the visitors spend on the site. ○ Visitor Location: Listing the countries that the visitors are connecting from based on their IP addresses

		o Active Visitors: Total number of visitors who performed an action on any page of the event in the last 15 minutes. o Average Actions per Visit: Total number of Actions (PageViews, Downloads, Outlinks, Internal Site Searches) per Visit. o Hourly Visits Trend o Browser Usage: List the browsers used by the visitors. o Device Usage: List the devices used by the visitors. o OS Usage: Listing the operating systems used by the visitors. o Cumulative Sum of Actions per Minute o Cumulative Sum of Visits per Minute • Attendance - Select the choice of view and the data will be populated accordingly. o Live (Showing Data 1 min - 60 min) o Absolute (Time Range can be selected) o Relative (Time Range from Hours to Months) • Media - This will enable us to monitor the media views (Video Views) per page. For easy tracking, the time zone and period can be specified. • Visits - This will enable us to monitor the visit per page. For easy tracking, the time zone and period can be specified. • Content - This will enable us to monitor the content (File Downloads, CTA Clicks) interactions (per page. For easy tracking, the time zone and period can be specified. PAGE • Views - This will enable us to monitor the page views. For easy tracking, the time zone and period can be specified. • Logins - This will enable us to monitor the logins of the visitors o Total Logins: Total number of logins of the visitors who came to the sites. o Unique Logins: Total number of unique logins of the visitors who came to the sites. Total Registration: Total number of registrations that you have synced to the People Module. o Logins per Minute: Total number of new logins per minute o Login Percentage: This is calculated against unique logins and total registration for easy tracking, the time zone and period can be specified. • Chat - If activated the Chat in the LivePages, Chat records will be saved here. This enables to keep track of the number of messages in the chat and to download the content for auditing purposes.
	Native Live Streaming	The Live Stream Module is the conduit for the live streams. Create the channels here then add them to the livepages through the live stream blocks. Under LiveStream, the capabilities are: • Create all the channels needed for the event. • Store the Stream Keys conveniently in one place. • View channels viewership Create live stream channel o Add the channel name o Add channel description The Channel will be created with 1-month validity
Registration - Online	Custom Registration Forms	Customizable registration system for every use case from the simplest to the most complex. An adaptable registration platform crafted to suit a wide range of registration needs, including the most intricate and advanced ones. • Ticket types - Simplify tiered registration, customize forms, and control access levels with ticket types. • Group registration - Advanced capabilities that empower a primary attendee to register on behalf of multiple attendees

		• Sessions selection - Enable attendees to effortlessly sign up for individual sessions while registering. • Multi-pages form - Increase registration success rates with a multi-step form that offers a progressive experience. • Translation - Empower attendees to Instantly translate the complete registration form with a simple click. Transfer Horizontal • Custom Integrations Enhance the registration form with seamless third-party app integrations. • Automation - Simplify the workflow by automating manual routine tasks Significantly enhance the efficiency by streamlining and eliminating repetitive tasks allowing to focus on strategic planning. • Promo Codes & Partner Tracking - A powerful tool to help offer flexible discounts, special privileges and partner tracking. • Personalized Page - Automatically send personalized confirmation pages on successful registration • Generation of Personalized Documents - Share personalized documents with attendees on successful completion of registration • Waiting List Allow attendees to join a waiting list when the event reaches its capacity and ensure prompt notification upon the availability of any slots. • Abandon Cart - Enhance registration rates by reconnecting with attendees who abandoned registration midway through daily reminders. • EMS Wallet - Streamline attendee access, modifications, ticketing, and payments with EMS Wallet. • Custom Notifications - Automate personalized event notifications and alerts after attendee registration or drop-off. • Admin Audit Logs - Monitor team adjustments to the event's settings and configuration effectively with automatic real-time logging. • Registration Rules - Apply registration rules to take control of participant registration by setting rules that permit or restrict access.
	Unlimited Email	Advanced and comprehensive email marketing capabilities. Drive event registration with personalized email drip campaigns. Automate custom acknowledgement based on ticket type, attendee profile, etc. Can blast unlimited emails to the attendees. Option for email whitelisting to be able to send emails with the "From:" email address displayed as the own personal or company email domain.
	Smart Attendee Lists	Smart & static lists Smart and Static lists offer flexible audience segmentation, manually or automatically. Smart Lists are filters, or searches, used to create a list or segment. Smart lists, therefore, are updated real-time upon the contact/attendee/orders fulfilling the search criteria. In that sense, smart lists can be considered as being "saved searches" which, at any point in time, consists of the records which match the criteria of the search.
	Event Reports	Event-level reports Generate and export detailed event-level data encompassing information on Attendees, Tickets, Orders and more.
	Google Analytics / Google Tag Manager Integration	Deep integration with Google Tag Manager (GTM) by just providing the GTM-Number, Google Tag Manager is a tag management system (TMS) that allows to quickly and easily update measurement codes and related code fragments (aka tags) on the website or mobile app. Google Analytics is designed for measurement. It collects both website and app data to better understand the customer journey, uses event-based

			data instead of session-based, includes privacy controls such as cookieless measurement, and behavioral and conversion modelling; and have direct integrations to media platforms help drive actions on the website or app.
		Custom Themes	Experiences Marketplace - A repository of themes and experiences for all types of events for the event website, virtual event and mobile mini experiences.
		Email Templates	Email templates are very important and useful in EMS. Their main purpose is to avoid having to create and build an email each time you want to send that email. They are therefore especially useful for emails that are sent frequently. Think of a template like a saved version of an email which can be reused indefinitely. Can customized Email Template using EMS Email Builder
		Payment Gateway Integration	A comprehensive event payment collection system Monetize all types of events with a diverse payment system that allows for seamless money collection and streamlines payment data. - EMS Pay - Leverage EMS Pay for flexibility, speed and convenience. Eliminate lengthy integrations and configure native EMS Pay as the payment method to instantly kickstart registration and revenue collection. - Offline Payment Methods - EMS offers the flexibility to incorporate offline payment methods, such as bank transfers, cheque payments, pay-later options, and on-site payments, catering to a wide range of payment preferences and scenarios - Third-Party Payment Gateways - EMS provides seamless integration with a diverse selection of over 20 trusted third-party payment gateways. These gateways are globally recognized as the top and most reputable options for payment processing needs. - Taxes & Fees - EMS empowers with the ability to set up customizable taxes and fees tailored to the specific event needs and preferences. Taxes can be inclusive or exclusive, fees can be applied before tax or after tax, and based on particular payment methods. - Configurable Discounts - Use promo codes for various discounts like early bird, group, or partner discounts based on specific criteria such as ticket types, fields, or combinations. Set usage limits and start/end dates for promo codes. - Paid Merchandise & Products - Generate revenue from the event by seamlessly offering add-ons such as paid merchandise and products directly within the registration process. Effortlessly monitor usage, performance and inventory from the backend. - Integrated Accounting - Generate invoices, receipts, credit notes, and refunds effortlessly through EMS's order management module for seamless financial transaction management.
		Priority Support	- Project Manager - In charge of Project Kickoff, Requirements Gathering, Solutioning, UAT, Go Live. - Website Specialist Implements & configures custom Pages, People Fields, Registration Integration, LiveStream Channels, Agenda, Speakers - Registration Specialist Implements & configures Landing Page, Registration Form, Tickets, Email Templates, Event Parameters - Onsite Lead Specialist In charge of setup and configuration of hardware, networking & software + training of reg counter assistants - Customer Success Manager Escalation point. Conducts objective AAR. Oversees Support - L1 Support - L2 Support

Registration - Onsite with Hardware Provision	Self-Serve	The Kiosk is an integrated kiosk that provides Touchless check-in experience for the guests, with the following components: • QR code scanner • 15.5-inch vertical screen • Badge printer • Wireless & LAN networking
	Contactless Check-in	QR Code Scanning - Enable smooth and fast event check-in process through QR code scanning Facial Recognition - Avoid tickets altogether and streamline event check-ins with facial recognition.
	Built-in Paper Badge Printer	On-Demand Badge Printing Save resources by printing badges on-demand, reducing waste, and promoting sustainability events.
	Brandable Magnetic Sticker	Customizing the in-person experience and maximum onsite branding at the event, there are 2 options: 1. Firstly, using the signature eco-friendly EMS Model kiosk with customizable skins 2. Secondly, using the hardware-agnostic Onsite application with the own hardware configuration for maximum creativity in this case The kiosks should have been designed with easily applicable and removable magnetic skins. We have skins that come out-of-the-box, like the ones here, or can also print our own designs based on the template for a fully customized design. And this allows for not only maximum branding, but also advertisement opportunities for the partners and sponsors.
	Made of Sustainable Materials	All Kiosks are made with cardboard (reboard) which is sturdy enough to house the check-in devices yet eco-friendly.
	Lightweight	As it is made of cardboard, it is very lightweight and has wheels which can easily be pushed by 1 person with a single hand.
	Single Serial-Omni Power Source	Each Kiosk only needs 1 power outlet to power it.
	Advertisement Opportunities	An option to re-skin the default Kiosks S with the event themes or branding as well as sponsorship branding.
		Kiosk can also be utilized as Session Check-in, Gamification. Kiosk App (software) that powers the Kiosks model can also be deployed on a laptop as Assisted/Helpdesk Counters.
Onsite Support		Onsite support resource managing the Registration's onsite technology for 4 full event days.
Data Privacy and Security		Committed to world-class data and information security and have taken steps to ensure compliance with data privacy law obligations in the EU and the General Data Protection Regulation (GDPR), allowing European customers to have full confidence in the security and safety of their data.

IV. PROJECT IMPLEMENTATION SCHEDULE

Event: Philippine Travel Exchange (PHITEX)
Date and Venue: 03 – 05 September 2024 / Manila
Coordination will commence upon receipt of the Notice to Proceed (NTP)

V. ADDITIONAL TECHNICAL REQUIREMENTS

The ICT Company or Event Management Solutions entity must have the following set of qualifications:

1. The Bidder must be in the business of doing ICT solutions and Event Management Solutions and duly registered under Philippine laws, with at least four (4) years of experience in the industry of Event Management Solutions.
2. Must provide an updated compliant certificate of the following
   - ISO27001
   - ISO 27017
   - ISO 27018
   - PDPA
   - SOC2T1
3. The Bidder must have developed and owned EMS platform currently used for international or local events. The bidder must provide proof or certification of ownership of the EMS platform.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **SIX HUNDRED THOUSAND PESOS ONLY (PHP600,000.00)**, inclusive of all applicable taxes and fees.

VII. PAYMENT TERMS AND SCHEDULE

Payment will be made via a send-bill arrangement and settled within thirty (30) working days of receipt of the statement's billing. Payment will be made through a Landbank of the Philippines (LPB) deposit. If the supplier does not have an LBP account, the supplier will shoulder bank charges.

VIII. OTHER CONDITIONS

A. PROJECT TERMS AND CONDITIONS
- The Bidder shall perform the abovementioned tasks and deliverables as defined in the Scope of services based on the functionalities and features of the required system.

B. CHANGES / CUSTOMIZATION
- Any change beyond the scope stated in the Scope of Work shall be considered a change request. The project officer shall discuss and deliberate the impact of changes.

C. CONFIDENTIALITY
- Bidder warrants and agrees to ensure that confidential information obtained with this project shall be kept in the strictest confidence. The term "Confidential Information" shall not include information authorized by the CUSTOMER to be publicly disclosed. The Bidder shall see that all bidder personnel assigned to this project shall observe this confidentiality requirement.

D. LIMITATIONS AND LIABILITIES
- To the extent allowed by law, Vendor liability under, or in respect of, this Agreement is limited to:
  - The total cost of this project implementation.
  - To the extent allowed by law, in no event will the vendor or its affiliates, authorized representatives, or suppliers shall be liable for any of the following:
    1. Actual losses or direct damages that are not contemplated in the paragraph above; or
    2. Damages for data loss, software restoration costs, or equipment damage.
    3. Damages relating to the Customer's procurement of substitute products or services or Incidental, special, or consequential damages (including downtime costs or lost profits).

IX. PROJECT DURATION

The Bidder guarantees that the TPB will have access to the **Event Management Solution** Platform for all related events until the end of 2024, starting from the receipt of the Notice to Proceed, excluding **Online and Onsite Registration**.

The EMS Platform Bidder permits the registration of up to 1,000 users and the issuance of 1,000 badge IDs specifically for the PHITEX 2024 event.

X.   PROJECT OFFICER AND ALTERNATE PROJECT OFFICER

IAN CARLO SANTOS
ian_santos@tpb.gov.ph
8-5259318 to 27 Loc. 215