

Terms of Reference: Event Website for KIICO 2015

Kenya Investment Authority

DRAFT TERMS OF REFERENCE FOR DESIGN, DEVELOPMENT AND HOSTING OF THE KIICO 2015 WEBSITE

BACKGROUND

The Ministry of East African Affairs, Commerce & Tourism and Kenya Investment Authority in collaboration with the IFC/World Bank and USAID (East African Trade and Investment Hub) are planning the Kenya International Investment Conference whose theme is *“Invest in Kenya, the hub of East and Central Africa.”*

Date: 22-24th November, 2015

Venue: Kenyatta International Convention Center (KICC).

Chief Guest: H.E. Uhuru Kenyatta, EGH, President of the Republic of Kenya.

The following are some of the objectives of the conference:

1. Provide a forum where with the 47 counties, RDA's and MDA's can showcase investment and business opportunities to investors from around the world;
2. Show case to local, regional and international investors existing investment and business opportunities with focus on Vision 2030 flagship projects;
3. Discuss progress towards creation of a conducive investment, business and regulatory environment in Kenya.

The three-day event targets to attract local, regional and foreign investors, private sector, development partners, financial institutions, industry leaders, county governments among others.

SCOPE OF WORK

In order to achieve the objectives of KIICO 2015, the Conference Steering Committee seeks the services experienced service providers (website design companies) to design, build, and host and website.

The appointed service provider will work closely with the steering committee to oversee smooth operation of the website. The service provider will be required to submit regular progress reports on the implementation of the action plan.

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TECHNICAL SPECIFICATIONS

The website will be designed in accordance to the following requirements and specifications;

1. Usability

The website will have the following features:

1. Simple user interface that is easy to navigate on multiple devices
2. Clean, crisp and modern look depicting the event theme
3. Search capabilities using key words or phrasing
4. Have a participants registration page with successful registrations confirmed through email
5. Sponsors and advertisers section

2. Measurability

The site's performance will be measured using the following metrics so as to provide management information that will form a basis for decision making:

1. Web Analytics
2. Click through analysis
3. Session Recording
 - a. Who the visitors are
 - b. Location of the visitors (online and physical)
 - c. Website that visitors came from before the session
 - d. Website that visitors go to after the session
4. Social Media, Internet and Blog Monitoring
5. Social Reach/Presence/Share of Voice Statistics

3. Participation

The website will allow existing and potential attendants to interact with KIICO using the following media:

1. Social Media e.g. Twitter, Facebook, LinkedIn, etc.
2. YouTube Livestream
3. Post Conference Surveys

Online Services

The website will include the following online services;

1. Delegate Registration

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2. Customer feedback form
3. Hotel Booking Integration

E-Marketing & Public Relations

The website will support the following Marketing and Public Relations activities:

1. Source of news and information (online publications, podcasts, images, social media stream etc.)
2. Information on Sponsorships and collaboration opportunities
3. Information on conference participation opportunities (speaking, Panel Discussions)
4. Detailed profiles of confirmed speakers

Content Management System

The solution will provide a flexible Content Management system that will allow the administrator and/or service provider to update content on a real time basis.

Pricing

When quoting, the bidder will provide the following pricing information;

1. Domain Registration Costs (using conferencename.co.ke)
2. Domain Hosting Service for 100 MB storage
3. Website Development Costs
4. License costs where applicable
5. Training costs where applicable
6. Annual support costs if applicable

The final quoted price should include all priced elements and applicable taxes.

Payment Terms

- 40% payment will be made upon submission and approval of a full proposal and the balance of 60% will be paid upon completion of the project

Selection Procedures

- Adjudication of Bids will be done in line with the applicable National procurement laws and regulations.

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- The decision of the technical committee to award the contract to a successful bidder will be final. The committee reserves the right to reject any submitted bid.
- The successful applicant must be ready and available to commence work immediately on appointment.

Mandatory Requirements

- Attach a copy of business/Company Registration Certificate
- Attach a copy of a valid business license

Expertise Required and Criteria for Awarding Contract

All written submissions will be assessed against the following criteria:

- The bidder shall provide a minimum of three (3) reference sites for the website -where similar work have been implemented successfully. Customer contact details must be provided: Name, Title, Telephone and Email.
- The bidder shall attach detailed project implementation plan.
- The bidder shall attach the curriculum vitae of the appointed project manager.

EVALUATION OF FOR EVENT MANAGEMENT SERVICES	MAX. OBTAINABLE POINTS
Professional Experience, Reputation, Strength of website development	60
Proposed Methodology and Work Approach	20
Qualification and Experience of Assigned Project Manager	20
Overall Technical Score	100

Please submit your proposals via email to norman@investmentkenya.com to be received no later than Thursday 27th August 2015 at 5.00 PM

For further information or clarification, please contact us via email or phone on 0730 104 914

Proposed site map

About KIICo	Conference	Sponsors and Exhibitors	Press and Media	Contacts	Registration
<ul style="list-style-type: none">• Event• Venue info• Why attend• Dates and time• Testimonials	<ul style="list-style-type: none">• Program• Brochure• Speakers	<ul style="list-style-type: none">• Exhibiting• Sponsoring• Floorplan• Exhibitor brochure• East african projects• Post event report	<ul style="list-style-type: none">• press release• gallery• partners• interviews• News		