INVITATION TO TENDER FOR THE PROVISION OF
ONLINE EVENT REGISTRATION AND PLANNING PLATFORM

To be supplied to the NATO Strategic Communications Centre of Excellence (NATO StratCom COE)

Revision	Version 1
Release Date	16 FEBRUARY 2023
Issuer	Ms. Ieva Liepa
Suppliers Response date	March 13, 2023 submitted via e-mail tender@stratcomcoe.org by 11:00 AM (Eastern European Time zone: UTC +02:00).

Invitation to Tender for the Provision of Online Event Registration and Planning Platform

You are kindly invited to submit a tender to provide online event registration and planning platform to the NATO StratCom COE.

By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this letter. We provide below the key details of the NATO StratCom COE requirements, which you should take into account in your response. Please acknowledge safe receipt of this letter via e-mail within two working days together with your confirmation of your intention to tender.

To simplify exchange of information regarding this Invitation to Tender (ITT) please nominate a Bid Manager and relevant contact details: phone and e-mail address.

Please direct any questions regarding the ITT content or process to the NATO StratCom COE representative Ms. Ieva Liepa. You should not contact other NATO StratCom COE personnel unless asked to do so by the appointed NATO StratCom COE representative. The NATO StratCom COE reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing to the e-mail: ieva.liepa@stratcomcoe.org.

As part of this tender process, the NATO StratCom COE makes no obligations in any way to:
  (i)   pay any supplier for an ITT response; or
  (ii) award the contract with the lowest price proposal or any Bidder; or
  (iii) accept any ITT information received from suppliers; or
  (iv) include suppliers responding to this ITT, in any future invitations; or
  (v)   any other commitment to suppliers whatsoever.

Looking forward receiving your response.

Yours Sincerely,

Ms. Ieva Liepa
Assistant Event manager
Framework Nation Support Branch
E-mail address: ieva.liepa@stratcomcoe.org

Whilst care and attention has been exercised in the preparation of this document, it remains subject to contract and all warranties whether express or implied by statute, law or otherwise are hereby disclaimed and excluded.

These limitations are not intended to restrict continues business discussions between the NATO StratCom COE and suppliers.

Any proposal received by the NATO StratCom COE is subject to contract with the NATO StratCom COE.

Table of Contents:

1. Introduction and Overview

1.1. The NATO StratCom COE, based in Riga, Latvia, contributes to the improved strategic communications capabilities within the Alliance and Allied nations. The NATO StratCom COE designs programmes to advance StratCom doctrine development and harmonisation, conducts research and experimentation to find practical solutions to existing challenges, identifies lessons from applied StratCom during operations, and enhances training and education efforts and interoperability.

1.2. In order to reach the set aims the NATO StratCom COE annually holds various types of events. The events held by NATO StratCom COE includes such type of activities as expert workshops, medium and large-scale conferences, seminars, training courses, public discussions and research result presentations.

1.3. The contract will be awarded within two weeks after the announcement of the winner. The contract shall be executed **by April 30 2028.**

2. Requirements

2.1. Overall requirement

Online event registration and planning platform that per year would be able to register from 2000 to 3000 registrants for various types of events;
Multiple native standalone event application that can accommodate at least 3 events per year.

2.2. Feature requirements

2.2.1. Online event registration and planning platform:

No	Attribute	Requirements	Offered
1.	Content management features	- Ability to develop separate website for each event; develop requirement means creation of new resource or feature is in user friendly interface without any programming language (skill) background; - Ability to develop multiple custom registration fields in the registration form; - Automated save-the-date, invitation, confirmations, reminder, follow-up e-mail sending; - Ability to develop e-mails in html format and plain text; - Ability to attach various types of file to the e-mails (such as video, pdf, jpg. etc.) - Ability to group registrants by their type (ex. speakers, attendees, moderators, etc.); - Comply with CAN-SPAM Act providing One-click opt-out option/registration; - Ability to register for multiple sessions; - Ability for registrants to self-produce badge, invoice, agenda; - Arrival registration option during the event; - Automated waiting list;	

		- Multiple event calendar; - Ability to import/export contacts in EXCEL or CSV; - Automated name badge designing/generation (including bar code, QR code and photo) and export to PDF and image format; the picture should be visible on the quality not lower then 300x300 pixels. - Ability to upload picture (not lower than 300x300 pixel format), add social profile names within the registration form; - Automatized reminder sending; - Ability to integrate events fee collection alongside the registration process; - Online chat option during the event; - Ability to implement live stream videos; - Ability to conduct Surveys.	
2.	Administration feature list	- Ability to work with several types of participant groups simultaneously; - Content management tool that allows to upload and edit content of design (WYSIWYG); - Invitation, password based access to the registration link/registration process/; - Ability to preview and test before sending out invitation, reminder, etc. e-mails; - Ability to generate reports based on user requirements (defining custom fields) and export in Excel, CSV, PDF formats; - Ability to use the system and work on the same event at least for 3 persons simultaneously; - Ability to go back to changes and track the change and amendment history in the developed event registration page and e-mails associated with the event; - Automated ability to register the subscribed events attendees on the venue and display online within the system their status; - Events fee payment processor should support PayPal or any Bank System operating with the Republic of Latvia; - Ability to issue automated invoices in relation to the events fee payment process.	
3.	Support	- Phone and e-mail support 24 hours in English; - Online and/or Onsight training in system administration; - Step by step user manual & documentation; - Assigned support person.	

2.2.2. Native Standalone Event Mobile application

No	Attribute	Requirements	Offered
1.	Content management features	- Ability to filter information by participants type, tag, track, day, country, etc.; - Agenda and Sub-sessions representation; - Ability to generate speaker's and participants' profiles with photos (not lower than 300x300 pixels), biographies, contact information, social profiles, etc.; - Ability to attach documents to sessions; - Ability to generate personal programme for the app users; - Ability to export schedule to personal device calendars (should support iCal, Google Cal, Outlook, etc.); - Ability to add notes to each session; - Full text search; - Ability to add event premises plans, generate maps, provide logistics information; - Ability to generate multiple icons depending on the event needs.	
2.	Engagement features	- Ability to integrate profile with various social media accounts and conduct direct posting (Linkedin, Facebook, Twitter, Instagram, etc.); - Ability to conduct in-app surveys; - Ability to schedule individual appointments; - Access to attendee list, contact sharing and direct messaging; - Ability to rate sessions, presentations; - Ability to set reminders for sessions, meetings; - Push notifications; - Ability for the attendees to decide whether to be displayed or not on the overall participants list within the app.	
3.	Administration feature list	- Multiple event application structure; - Standalone native app able to operate on Android, and iOS platforms, Windows phone platform; - Content management tool that allows to upload and edit content of app design and events design, speakers, schedules, attendees, surveys, pools, etc.; - Invitation, password based access to the app; - Ability to preview and test before publishing; - Ability to generate custom app icons;	

No	Attribute	Requirements	Offered
		- Ability to add banners linked to app or web content.	
4.	Support	- Phone and e-mail support 24 hours in English; - Online and/or Onsight training in app administration; - Step by step user manual & documentation; - Assigned support person.	

2.3. Data security and privacy requirements:

No	Attribute	Requirements	Offered
1.	Compliance with security standards and certification	- Applicant is PCI DSS Level 1 Compliant if the software deals with payment data processing; - Applicant maintains an ISO 27001 certification; - Security audit & Penetration tests for offered software solution are scheduled to be executed at least once per year (please provide the latest audit date in your tender offer). Applicant confirms that no known critical or high severity vulnerabilities have been left unpatched for offered software solution.	
2.	Customer data protection	- Customer data is stored and transferred in a safe manner – client-side/server-side client data is Encrypted AES-256 or equal /stronger and transmission channel is protected with 256-bit Transport Layer Security (TLS); - Client passwords are salted and stored with one way hashing; - Applicant identifies all third party entities having any kind of access (also Anonymized) to customer data (statistics/marketing/security/etc.); - Two factor authentication and authorization control for remote access to customer data; - Applicant defines high level authentication model and schema along with a full list of supported third party authentication providers (if any); - Applicant is expected to provide an authentication log per client's request. Authentication log contains at least these fields: - timestamp - source-IP-address - authentication-status - session-duration	

		- username.	
3.	Service availability	- Applicant provides DDOS attack and fault tolerant operations. - SLA – Monthly Uptime Percentage for all service critical components provided by applicant of at least 99.99%.	
4.	Mobile application Security	- Mobile application security requirements comply with ASVS & MASVS (OWASP) or at least OWASP Mobile Top 10 2016-Top 10 https://www.owasp.org/index.php/Mobile_Top_10_2016-Top_10; - Mobile app access controls allowing only invited users.	
5.	Social Media Wall security features	- Content (troll-tweet) filters – keyword/behaviour based – Applicant defines available filtering attributes.	
6.	Event registration form security requirements	- Compliant with OWASP Top 10 or equal; - Event registration controls allowing only invited users.	

3. Deliverables

3.1. The tender submission should consist of:
   3.1.1. a written proposal for the delivery of the work (See Section 2. Requirements);
   3.1.2. detailed budget for the delivery of the work in EUR currency (amount of VAT or any other kind of tax must be clearly specified for each budget position and marked as zero where not applicable);
   3.1.3. copy of Bidder's Certificate issued by the national Commercial Register. If that is not applicable (for example, the Bidder is an individual), please provide an explanatory statement and a different form of a document confirming your identity and, if possible, permit to engage in a commercial activity;
   3.1.4. evidence of the work experience with similar projects and Statement of previous work experience.

Supplier should provide graduate proposal for five years licence for online event registration and planning platform that corresponds to the requirements mentioned in the point 2.
The Online event registration and planning platform mandatory should be compatible with each other and provide automated data transfer and Native standalone Event Mobile application /synchronization possibility.

4. Timetable

General	
Confirmation of bid	Please confirm you have submitted your bid by notifying ieva.liepa@stratcomcoe.org
Delivery time for submission	**11:00 AM (Eastern European Time zone: UTC +02:00) on 13 MARCH 2023**
Contract implementation date	**Upon agreement**
Questions	Questions arising from this document should be given to Ms Ieva Liepa until **3 MARCH 2023**
Full contact details	Ms Ieva Liepa, ieva.liepa@stratcomcoe.org, +371 20285213 (also available via WhatsApp and Signal).

5. Respondent Instructions

5.1.   This section provides detailed instructions to be followed in responding to this ITT.

5.2.   Response Guidelines:

> 5.2.1.   You will be required to submit a written proposal that complies with the indicated requirements (see Section 3. Deliverables). The proposal should be submitted electronically in PDF format.
>
> 5.2.2.   **Please deliver the electronic copy to:** tender@stratcomcoe.org **by 11:00 AM (Eastern European Time zone: UTC +02:00) on March 13, 2023.**
>
> 5.2.3.   The NATO StratCom COE will disregard any response submitted after the timetable deadline.
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> 5.2.4.   Bidders are expected to supply all required information, or clearly state the reasons for being unable to do so.
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> 5.2.5.   Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.: brochures, demo videos, presentations, should be included.
>
> 5.2.6.   If any of the requested documents in the Section 3 Deliverables are not submitted, the Contract Award Committee shall have the right to exclude the applicant from further participation in the procurement.

5.3.   Questions relating to clarification of the ITT will only be accepted in writing to NATO StratCom COE representative. Likewise, all responses from the NATO StratCom COE will be written and may also be made available to other suppliers (subject to confidentiality). In the event that any answer materially affects the ITT specification, an amendment of the original requirements will be escalated to all suppliers. The NATO StratCom COE will attempt to answer any questions within two working days of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.

5.4.   The NATO StratCom COE reserves the right to modify the provisions of this ITT at any time prior to the scheduled date for written responses. Additional scope and requirements can be added. Notification of such changes will be provided to all suppliers.

5.5.   Should you wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.

5.6.   All information supplied in this tender to date, any further information supplied during the tender process will remain confidential and available only to the Contract Award Committee members.

6. Tender Assessments

6.1. Evaluation Criteria and Process. A set of evaluation criteria has been prepared by the NATO StratCom COE for the evaluation of every Submission. Within each stage an initial evaluation will consider whether every instruction and requirement contained within the ITT has been fulfilled.

6.2. The evaluation criteria will be based on all of the following aspects of the Bidders' proposals (not in order of significance):

> 6.2.1. Commercial:
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> > 6.2.1.1. Clarity of price (in EUR with VAT and w/o VAT);
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> > 6.2.1.2. Competitiveness of price.
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> 6.2.2. Service capability:
>
> > 6.2.2.1. Service delivery experience;
> >
> > 6.2.2.2. Service delivery models;
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> > 6.2.2.3. Quality of previously delivered service;
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> > 6.2.2.4. Compliance between products (Online event registration, planning platform and Native standalone Event Mobile application).
>
> 6.2.3. Previous experience in cooperation with national government institutions and international organisations.
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> 6.2.4. Level of compliance with the Requirements of the ITT:

           4.2.4.1 Understanding of all parts of the ITT;

           4.2.4.2 Proposal/ bids provided are in accordance with the instructions;

           4.2.4.3 Adherence to the timescales to send back responses.

6.3. You are reminded that through the process the NATO StratCom COE will continually assess all contact with the Bidders' organizations including compliance to the process and presentation. The NATO StratCom COE reserves the rights at its sole discretion to disqualify without further consideration any submission that does not satisfy this basic requirement.

7.   Briefing for Unsuccessful Participants

The NATO StratCom COE reserves the right to control the format and content of any such briefing, and to limit it in any way believed by the NATO StratCom COE to be appropriate (which includes, in exceptional circumstances, the right to refuse a briefing without giving any reasons for doing so).

8.   Contract Details

Contractual and payment details will be subject to negotiation with the selected supplier. The NATO StratCom COE reserves the right to modify the scope of this tender, after receiving the bids (including price estimates).