



NATO STRATEGIC COMMUNICATIONS CENTRE OF EXCELLENCE

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INVITATION TO TENDER FOR THE PROVISION OF ONLINE EVENT REGISTRATION AND PLANNING PLATFORM, NATIVE STANDALONE EVENT MOBILE APPLICATION AND SOCIAL MEDIA DISPLAY TOOL

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

Revision	Version 1
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Issuer	Mr Arturs Kriviss
Suppliers Response date	01 DEC 2017 submitted via e-mail eventtender@stratcomcoe.org by 12:00hrs (Eastern European Time zone: UTC +02:00).



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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.

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1. Introduction and Overview

a. NATO StratCom COE Background

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.

b. NATO StratCom COE event types

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.

2. Requirements

a. 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; Social Media display tool for monitor screens, integrating with websites and standalone app on iOS, Android or Windows platforms.

b. Feature requirements

i. Online event registration and planning platform:

No	Attribute	Requirements	Offered
1.	Content management features	<ul style="list-style-type: none"> - 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.); 	



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		<ul style="list-style-type: none"> - 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; - 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 then 300x300 pixel format), add social profile names within the registration form; - Automatized reminder sending; - Ability to integrate events fee collection alongside the registration process; 	
2.	Administration feature list	<ul style="list-style-type: none"> - 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 	



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		<p>support PayPal or any Bank System operating with the Republic of Latvia;</p> <ul style="list-style-type: none"> - Ability to issue automated invoices in relation to the events fee payment process; 	
3.	Support	<ul style="list-style-type: none"> - Phone and e-mail support 24 hours in English; - Online and/or Onsite training in system administration; - Step by step user manual & documentation; - Assigned support person. 	

ii. Native Standalone Event Mobile application:

No	Attribute	Requirements	Offered
1.	Content management features	<ul style="list-style-type: none"> - Ability to filter information by participants type, tag, track, day, country, etc.; - Agenda and Sub-sessions representation; - Ability to generate speakers 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 exporter 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's needs.; 	
2.	Engagement features	<ul style="list-style-type: none"> - 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, 	



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		<p>meetings;</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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; - Ability to add banners linked to app or web content. 	
4.	Support	<ul style="list-style-type: none"> - Phone and e-mail support 24 hours in English; - Online and/or Onsite training in app administration; - Step by step user manual & documentation; - Assigned support person. 	

iii. Social Media display tool for monitor screens, integrating with websites and standalone app on iOS, Android or Windows platforms:

No	Attribute	Requirements	Offered
1.	Technical display ability	<ul style="list-style-type: none"> - Ability to embed on website and standalone native apps operating in Android, iOS platforms, Windows phone platform; - Ability to display on various size monitor and plasma screens during the event; - Ability to design the text and photo size and format; - Ability to add banners, colours, headlines for the displayed content; 	
2.	Content display ability	<ul style="list-style-type: none"> - Filtered by hashtag; - Filtered by social media type (Twitter, Instagram, etc.); - Filtered by content; 	



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		<ul style="list-style-type: none"> - Ability to display text & pictures; - Filtered by geolocation; - Ability to monitor content before it displays. 	
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c. Data security and privacy requirements:

No	Attribute	Requirements	Offered
1.	Compliance with security standards and certification	<ul style="list-style-type: none"> - 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). 	
2.	Customer data protection	<ul style="list-style-type: none"> - 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 authentication model and schema along with a full list of supported third party authentication providers (if any). 	
3.	Service availability	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	



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		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.	

d. Deliverables:

Supplier should provide graduate proposal for one, two and three years licence for online event registration and planning platform, Native Standalone Event Mobile application and Social Media display tool that corresponds to the requirements mentioned in the point 2. The Online event registration and planning platform and Native standalone Event Mobile application mandatory should be compatible with each other and provide automated data transfer/synchronization possibility. Additional integration with Social Media display tool will be considered as a benefit.

3. Timetable

General	
Confirmation of bid	Please confirm you have submitted your bid by notifying arturs.kriviss@stratcomcoe.org
Delivery time for submission	12:00hrs (Eastern European Time zone: UTC +02:00) on 01 DEC 2017
Contract implementation date	Upon agreement
Questions	Questions arising from this document should be given to Mr Arturs Kriviss until 29 NOV 2017
Full contact details	Mr Arturs Kriviss, arturs.kriviss@stratcomcoe.org , +371 67335492

4. Respondent Instructions

This section provides detailed instructions to be followed in responding to this ITT. Included are Response Guidelines and the NATO StratCom COE Contact Information.

a. Response Guidelines

You will be required to submit a written proposal that complies with the indicated requirements. The proposal should be submitted on company’s official template in PDF format electronically.



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Please deliver the electronic copy to:

eventtender@stratcomcoe.org

at 12:00hrs (Eastern European Time zone: UTC +02:00) on 01DEC2017.

In order to replicate the facilities of sealed bid process without the need to use the postal service, the NATO StratCom COE wishes to receive all submissions electronically and at the same time. Microsoft outlook and similar e-mail management software's provides for timed delivery of e-mails. This removes challenges faced by different time zones. Instructions, should this method be required, are available at:

<https://support.office.com/en-gb/article/Delay-or-schedule-sending-email-messages-026af69f-c287-490a-a72f-6c65793744ba>

The NATO StratCom COE will disregard any response submitted after the timetable deadline.

Bidders are expected to supply all required information, or clearly state the reasons for being unable to do so.

Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.: brochures, demo videos, presentations, should be included.

Questions relating to clarification of the ITT will only be accepted in writing to NATO StratCom COE representative. Likewise, all responses from the Centre 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 one working day of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.

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.

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

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.



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5. Tender Assessments 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 or not every instruction and requirement contained within the ITT has been fulfilled.

The evaluation criteria will be based upon some or all of the following aspects of the Bidders' proposals (not in order of significance):

- a) Commercial:
 - a. Competitive price;
 - b. Price clarity;
 - c. Management information provision;
 - d. Contractual compliance.
- b) Service Capability:
 - a. Service delivery experience;
 - b. Service delivery models;
 - c. Quality;
 - d. Compliance between products (Online event registration and planning platform, Native standalone Event Mobile application and Social Media display tool);
 - e. Previous experience in cooperation with NATO and NATO military bodies.
- c) Level of Compliance with ITT:
 - a. Understanding of all parts of the ITT;
 - b. Proposal/ bids provided are in accordance with the instructions;
 - c. Adherence to the timescales to send back responses.
- d) Technical Detail:

Collection of evidence of the necessary IT and data security requirements.

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, 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.

6. Briefing for Unsuccessful Participants

The NATO StratCom COE intends to offer feedback to every Bidder submitting an unsuccessful proposal. 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).

7. Contract Details

Contractual and payment details will be subject to negotiation with the selected supplier. The contractor will be required to sign a confidentiality agreement with the NATO StratCom COE.