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# Call for Tender

ASEM InfoBoard ([www.aseminfoboard.org](http://www.aseminfoboard.org))  
Website Redesign and Redevelopment

<b>LOOKING FOR</b>	Design Agency to evaluate, redesign, redevelop the ASEM InfoBoard
<b>DEPARTMENT</b>	Public Affairs
<b>DEADLINE OF SUBMISSIONS</b>	23 June 2014
<b>CONTACT PERSON</b>	Theresa CUA ( <a href="mailto:theresa.cua@asef.org">theresa.cua@asef.org</a> )

## Tender for Proposal

The ASEM InfoBoard website needs to be evaluated for improvements, redesigned in line with the Logo Guidelines and redeveloped to take advantage of recent technological advancements to improve content delivery and user experience. (See attached Project Brief for further specifications)

We are currently in the process of soliciting quotations from design agencies to undertake such actions. Your company is invited to tender.

## Overview of Requirements

- Proposal of work, CMS platform
- Brief background of the company and samples of past work in a similar project
- Detailed quotation with payment terms, based on the requirements stipulated in attached briefs
- Timeline proposal for completion by September 2014
- Terms and conditions for acceptance

## About the Asia-Europe Meeting (ASEM) and the Asia-Europe Foundation (ASEF)

The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern.

ASEM brings together 49 member states (29 European and 20 Asian countries), ASEAN and the European Union. [www.aseminfoboard.org](http://www.aseminfoboard.org)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education.

Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). [www.asef.org](http://www.asef.org)

ASEF is tasked to maintain and administer the ASEM InfoBoard, the official website of the ASEM process, on behalf of all ASEM governments.

## Submission and Contact

Interested parties should send in their proposals and queries to **Ms Theresa CUA** at [theresa.cua@asef.org](mailto:theresa.cua@asef.org) on or before the stipulated deadline.

# Project Brief

Redesign and Redevelopment  
ASEM InfoBoard

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## **Project:**

Evaluation, redesign and redevelopment of the ASEM InfoBoard website ([www.aseminfoboard.org](http://www.aseminfoboard.org))

## **Background on the Asia-Europe Meeting (ASEM)**

The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. ASEM brings together 49 member states (29 European and 20 Asian countries), ASEAN and the European Union. [www.aseminfoboard.org](http://www.aseminfoboard.org)

The Asia-Europe Foundation is tasked to maintain and administer the ASEM InfoBoard, the official website of the ASEM process.

## **Project Background**

The ASEM InfoBoard ([www.aseminfoboard.org](http://www.aseminfoboard.org)) is the official information platform of the Asia-Europe Meeting (ASEM). It is a website providing the latest news, events, and documents on ASEM and its activities and is the key source of information about the Asia-Europe Meeting.

It was first launched in 2004 and currently serves the following functions: provide relevant background information on ASEM for the general public; serves as a coordination tool for ASEM officials by providing the most extensive listing of activities organised by individual members under the ASEM umbrella; archives official public documents from ASEM activities, and serves as the public face of the dialogue process.

The current ASEM InfoBoard was last developed in 2011 and currently runs on Joomla! Version 1.7.3, PHP 5.3.3 on Linux. Further information can be found on the attached requirements.

## **Objectives**

1. Improving UX/UI, ensuring functionality and ease-of-use;
2. Redesign and redevelop the front-end of the website to be attractive, engaging, organised and accessible;
3. Upgrade or change the current CMS platform;
4. Redevelop the back-end of the website to ensure efficient, easy-to-update interface;
5. SEO – improving, optimising search engine scanning, ranking

## **Target audience**

Main users of the ASEM InfoBoard are:

1. General public
2. Government / ASEM officials
3. Media
4. Academic researchers

## **Scope**

1. **Design / Layout development**
  - a. Develop a new look-and-feel for the website;
  - b. Ensure a coherent over-all look for website, consistent with the ASEM Brand Guidelines;
  - c. Create all the necessary graphic elements when needed (including iconology, maps, etc if needed)
2. **Information Architecture**
  - a. Develop a new logical structure of contents
3. **Technical direction and development**
  - a. Propose and develop technical solutions according to requirements
  - b. Propose and develop a logical, easily searchable and retrievable information system for the existing document archive
  - c. Propose a new, open-source (not bespoke) Content Management System (CMS) and developing the backend with ease of content updates
  - d. Final set up of all technical requirements for go-live on ASEF server
4. **Migration of content**
  - a. Migration of current database (currently in Joomla! SQL), ensure smooth transition of contents as much as possible
5. **Tutorial**
  - a. Provide editorial guidelines (size of photos, character size of headlines, etc)
  - b. Conduct a briefing/tutorial prior to go-live for site administrators on how to update content

## **Specifications**

### **Frontend**

1. Front-end website design must reflect ASEM logo and brand guidelines.
2. Front-end website design must take into account the possibility of non-availability of photography.
3. Website must be done with responsive design (i.e. site to adjust according to screen size requirements).
4. Website structure should contain interlinkages between content (see suggested site map), other means to find content within content.
5. Website should be optimised for search-engine tracking, indexing
6. Website should have sharing tools to push content OUT to different platforms: RSS by Category (Event / Documents), Social Media (Twitter, Facebook, Google+, LinkedIn), Email, Calendar, and Print
7. Pages must be print-friendly
8. Website should include tracking tools e.g. Google Analytics for visits and document downloads

## **Backend**

1. Set up of new Content Management System (CMS).
2. Proposed back-end CMS must be open source (i.e. no proprietary solutions).
3. CMS core components should not be customised to ensure easy upgrading of platform.
4. CMS platform should have wide plugin compatibility with external plugins.
5. CMS platform must allow for multi-user access and multi-level access rights.
6. Website content must be easy to update, add or change information.
7. The updating process should maximise automation (especially for site-interlinkages, such as related events, document-event links and vice-versa, etc.), avoid duplication of content and work.

## **Deliverables**

1. Live site published on ASEF's server
2. DVD or zipped file of new website and SQL databases for backup
3. Final design artwork for graphic elements (icons, etc.) in both JPG and open file format (.indtt or .ai)
4. Tutorial on use (in PDF and in open file format e.g. .indtt or .doc)

## **Timeline**

Expected start date: **30 June 2014**  
Date of completion: **30 September 2014**

## **Website References**

Berlage Institute <http://www.theberlage.nl/>  
Walker Art Center <http://www.walkerart.org/>  
Whole Education <http://www.wholeeducation.org/>  
Fundacion PROA <http://www.proa.org/eng>  
Gapers Block <http://gapersblock.com/>  
Calvert Journal <http://calvertjournal.com/>  
The Guardian <http://www.theguardian.com/>  
History Miami <http://www.historymiami.org/>

# Summary of Requirements

Redesign and Redevelopment  
ASEM InfoBoard

The ASEM InfoBoard is the official information website of the Asia-Europe Meeting (ASEM) process. ASEM is not an organisation, but rather a platform for informal dialogue meetings between different levels of governments of countries within Asia and Europe on different topics. Various ASEM events and meetings are organised across 49 countries yearly under the ASEM process. The ASEM InfoBoard collates information on these meetings, providing an international overview.

## Overall Sections

The ASEM InfoBoard must contain the following sections as a minimum requirement. These sections are the main use of the website:

### 1. Calendar of Events

The most used section of the website. As outlined briefly above, various ASEM meetings are organised on a yearly basis across 49 countries. Events are organised on a government level by the hosting countries and the InfoBoard collates all public information on these events, which is sent by the organisers to the Administrator for publication.

The Calendar of Events should include:

- (1) **overview index of events** with a **logical search** (year, country, series, themes, type, etc)
- (2) **individual event pages** that hold information and **related documents and events**.

### 2. Documents Archive

As ASEM has no Secretariat, the Documents section holds an important function to archive all previous documents from past meetings. It is the second-most frequently used section of the website.

The documents serve as (public) institutional records for past ASEM events, and reference points for upcoming events. The Document section needs to be sorted into a **logical structure**, which is **easily searchable** and documents should be **easily retrieved**. Usually documents are not accompanied by any descriptive text.

### 3. Static Information

**Background:** Includes all relevant background information about the ASEM process, including its history, characteristics, achievements, working methods, etc.

**Press:** Require suggestions for the development of a press/media section. The Press section should not include any press clippings. Suggestions include a section to obtain multimedia content, whenever available, possibly under a registration-only basis.

Interlinkages between Calendar Events to Documents, Static Information to Events, etc. are expected. (See proposed site map)

## Overall website features

- **Design:** Should reflect ASEM branding guidelines
- **SEO:** URL optimisation
- **Sharing tools:** to push content OUT to different platforms: RSS by Category (Event / Documents), Social Media (Twitter, Facebook, Google+, LinkedIn), Email, Calendar, and Print
- **Website Tracking** (Google Analytics in existence)
- **Download Tracking** for Documents
- **Responsive** design for various screen size requirements
- **UX/UI:** emphasis on navigation and content finding
- **Interlinkages:** Content within website should interlink with other sections

## CMS Platform

The current ASEM InfoBoard was last developed in 2011 and currently runs on Joomla Version 1.7.3, PHP 5.3.3 on Linux. An upgrade or change of CMS platform is expected. The platform is expected to:

- be an open-source Content Management System (CMS)
- have wide plugin compatibility with external plugins
- be easy to upgrade in the future: CMS core components should not be overly customised
- Enable multi-user and multi-level access rights,
- Emphasis on navigation and content access/information-finding and sorting
- Every section should interlink with other sections of the website (easier content access)

## Further Suggestions on Content:

### - Front Page

- **Main menu**
  - Home
  - About ASEM
  - Calendar of Events
  - Documents
  - Press
  - Contact
- **Map: Overview of Events**
- **Rotator Banner overlay**
- **About ASEM (Blurb+link)**
- **Events**
  - Next event (highlight)
  - Calendar of Events (upcoming, at least 3-5) overview + **View all**
- **News**
  - Featured News
  - Older news + **View all**
- **Log-in for ASEM contacts (tbc)**
- **Log-in for visibility materials (tbc)**
- **Useful Info/Tools**
  - ASEM at-a-glance (quick facts?)
    - o Year began
    - o Number of members
    - o Members – Link to **Member pages**
    - o Coordinators
  - Recent site activity
    - o Date
    - o What was posted + link
    - o Posted to where + link
  - Current date + time (reference – News webs)
- **Social/Sharing Media**
  - Newsletter sign-up
  - Sharing tools – RSS , others
  - Print-friendly versions
- **Site Map**
- **About the ASEM InfoBoard (Blurb)**
- **Copyright/Legal/Funding**
- **Contact**
- **Footer + Site map**

### - Calendar of Events

#### 1. Event Index/Search/Listing

- **Visual listing** – Calendar overview? Standard iconology? Icons/Logos? Color blocks by meeting type? Map overview?
- Listing with basic info: **Title, Date, city, country**
- **Logical sorting**/search framework
  - o By **year** / By **country** / By **meeting “type”** (Summits, Ministerial...) / By **meeting “series”** (Foreign Ministers' Meeting...) / **By themes** / other tags

## 2. Event pages

- Basic clear info:
    - **Title** – Series Title (9<sup>th</sup> ASEM Summit)
    - **Subtitle** – Theme? (Partners and Friends for Prosperity)
    - **Date** – (with capabilities of “vague” dates e.g. TBC, April 2014, 2<sup>nd</sup> Qtr 2014)
    - **City**
    - **Country**
    - **Map**
    - **Themes**
  - Related Information
    - **Related Events** (auto)
    - **Related documents** (auto connect, manual ordering should be possible, highlight with icons or something obvious it's a download/document)
    - **Related articles** (news, press)
    - **Tags?** - Subject, related event series
  - Photo/Gallery – pictures not always available
  - Last updated
  - Sharing Tools
    - Share tools
    - Print-ready
    - Add to calendar
- **Documents**
- Logical sorting and archiving system by document type
  - Search system: Easy to find, by document type (?)
  - Event linkage: should be related back to its corresponding event
  - Downloads tracked
  - Direct download link

Further descriptions of current content and suggested improvements are attached in the site map.

## **For development**

The following below are suggested for new development.

### **1. Self-submission platform**

For submission of content (description, documents) from ASEM contacts to the Administrator for publishing (moderated)

### **2. Map overview**

Suggested for front page: Overview of ASEM events via a borderless map (Asia and Europe) which auto-updates with place-markers according to event information entered (city/country) under the Calendar of Events, information shown by year.

### **3. eNewsletter Sign-up**

Current eNewsletter is hosted on ASEF's PHP mailing platform. Sign-ups via the ASEM InfoBoard should lead to this platform. Furthermore, the following follow-up pages should be designed to ensure a complete experience:

- Confirm subscription page
- Thank you page (after signup)
- Unsubscribe page

### **4. Members-only section**

A private area should be set up. An account will be issued per country for access. The planned area is meant to:

- Share contacts – members from each Ministry are able to log on and update their Ministry's contact persons and information, which would serve as a dynamic contact list. The list should be or have a printer-friendly version.
- Share documents – sharing of non-public documents, for example, working files, logo assets and guidelines.