<Your Organization Logo>

**RFP for Mobile Event App**

**<Name of Meeting>**

**<Meeting Dates>**

**<Meeting Venue>**

**<Meeting Venue Address>**

RFP Issue Date: <Enter RFP Issue Date>

RFP Response Date: <Enter deadline for RFP>

Questions & Responses can be addressed to:

<Enter Name>

<Enter Phone>

<Enter Email address>

# Introduction

## Organizational Background

<insert organizational background>

## Event’s Mission

<insert mission statement>

## Event History

| Dates | Location | Name of Event | In-Person Attendees | Virtual Attendees |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Organizational Event Tech Stack

| AMS/CRM |  |
| --- | --- |
| Registration |  |
| Speaker Management |  |
| Abstract Management |  |
| Exhibitor Management |  |
| Event Microsite |  |

# SCOPE OF WORK

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## SPECIFICATIONS

Event Name: <insert event name>

Event Date:<insert event date>

Contract Term: <Length of contract>

Multi-platform/device access for all current mobile device models available.

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| Features | Event Platform  (Y/N) | Mobile App  (Y/N) | Notes |
| --- | --- | --- | --- |
| Integration with existing Website Event Platform |  |  |  |
| Integration with Mobile Calendar |  |  |  |
| Open API |  |  |  |
| Integration with <insert registration software> |  |  |  |
| Integration with <CRM/AMS> |  |  |  |
| Integration with Website Networking Features: matchmaking, networking rooms, 1-1 video conferencing/chat |  |  |  |
| Integration with Website Social Media Features: social media wall, live feeds |  |  |  |
| Integration with Website Exhibitor and Sponsor Features: virtual booths, digital listings, 1-1 video conferencing/chat & matchmaking |  |  |  |
| Global Search |  |  |  |
| Banner Ads |  |  |  |
| Polling |  |  |  |
| Floor Plans – Session Rooms and Exhibit Hall |  |  |  |
| Exhibitor List |  |  |  |
| Speakers List |  |  |  |
| Searchable by ICMA in app stores |  |  |  |

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| Schedule | Event Platform  (Y/N) | Mobile App  (Y/N) | Notes |
| --- | --- | --- | --- |
| Schedule, with Multi Filter |  |  |  |
| Personal Schedule |  |  |  |
| Integration with Website Schedule Builder |  |  |  |
| Attendees List with Blind Emails |  |  |  |
| Ability to Sort by Name or State |  |  |  |
| Push Notifications |  |  |  |
| Timed Splash Pages |  |  |  |
| Social Media |  |  |  |
| News |  |  |  |
| FAQs |  |  |  |

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| Evaluations | Event Platform  (Y/N) | Mobile App  (Y/N) | Notes |
| --- | --- | --- | --- |
| Integration with Website Evaluation System |  |  |  |
| Overall Event Survey |  |  |  |
| Session Surveys |  |  |  |
| Speaker Surveys |  |  |  |

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| Attendees | Event Platform  (Y/N) | Mobile App  (Y/N) | Notes |
| --- | --- | --- | --- |
| Personal Contact list from Attendee list |  |  |  |
| Ability to check into sessions |  |  |  |
| Session Mapping / Wayfinding |  |  |  |
| Geo locater “attendee near me” |  |  |  |
| Ability to connect to LinkedIn Profile (or Who’s Who Profile) |  |  |  |

## DELIVERABLES

* Project Plan and Timeline
* Define User Stories
* Systems Requirement Analysis
* Concept Development & Design
* Integration with AMS single sign and member directory
* Beta Testing (Staff & Digital Advisory Group)
* Initial Release and App Store Submission
* Marketing Templates for Launch Communication & FAQ
* CMS Training
* App Updates
* Account Management throughout the term of the agreement including continuous improvement/best practice consulting, reporting and issue resolution within a reasonable time frame.

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# SUBMISSION REQUIREMENTS

## Company Profile

Please limit to no more than two pages.

1. Provide a description of your business
2. Provide the year established in the current business for the services requested in this request for proposal.
3. Include information on company size, number of employees, and annual revenue.

## References

A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered.

Respondents should provide references as follows:

1. At least three (3) examples of relevant work;
2. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process.

## Specifications

Ability to meet the criteria described in the Statement of Work.

## Approach

1. Describe your development process and philosophy
2. Provide your typical project timeline with Milestones
3. Outline your customer service workflow and resolution process

## Pricing

<Organization> will consider a proposal that is either a transaction level, fixed fee, or level of effort rate subject to a maximum not to exceed the fee.

If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.

For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to <organization>.

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# RFP Instructions

## Timeline

| RFP Published Date |  |
| --- | --- |
| RFP Questions Due |  |
| RFP Questions Answered |  |
| Proposal Due Date |  |
| Finalists Determined |  |
| Proposal Presentation Dates for Finalists  Proposal Presentation Location: |  |
| Outstanding Issues Addressed |  |
| Decision Date |  |
| Contracted |  |
| App Launch |  |

There will be a preliminary cut with a second review of finalists. All expenses associated with proposal presentations are the responsibility of the vendor.

## Evaluation Criteria

* Responsiveness to the items listed in the RFP
* Credentials of the service provider. A minimum of three references (including example applications) on projects similar in nature
* Samples of work
* Capability of service provider
* Proposal should include costs

The application should accomplish the following for the user:

* Be intuitive and easy to use
* Enhance the attendee experience through networking and navigation
* Continue conversations post event and throughout the year
* Maintain as proprietary and confidential all information concerning IAEE, its exhibitors and its affiliated groups

## Contract Information

Contracting Agency: <Name of Organizations>

Proposals and questions should be sent to:

<insert name>

<insert organization name>

<insert address>

<Insert phone>

<insert email address>