



Arab Thought Foundation
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Request for Information

I- About the Arab Thought Foundation

The Arab Thought Foundation (ATF) is a pan-Arab, international, independent, non-profit and non-governmental organization which was officially founded in 2001. In its core, the Foundation presents itself as a platform for cooperation between Arab intellectuals and businessmen with a guiding mission to help advance social, cultural and economic development of the whole Arab region.

II- Objectives

The objectives of this RFP are to solicit competitive proposals for the development of a fully bilingual (Arabic-English) mobile application for the Arab Thought Foundation (ATF) 18th edition of its annual conference FIKR, in order to ensure the event runs smoothly for attendees including speakers, guests, and organizers.

FIKR is one of the Arab world's leading cultural and academic conferences typically attended by top-notch dignitaries, leaders, intellectuals, journalists and public figures. The two-day conference consists of several panels and sessions in addition to welcome notes and audiovisual presentations.

The event is planned for December 2023.

Target launch day of the App is November 2023.



III- General Directions of the desired app:

- Create a dynamic app to be used for the yearly conference and any other events/seminars, and all year round for pushing/promoting ATF's content such as highlights from Ofoq and blog articles and podcasts.
- A user-friendly interface and CMS; easy to set up and navigate and provide a platform for guests to network and connect through interactive features and event map
- An **informative, useful and entertaining** App (news feed, gamification, push notification (real-time and prescheduled), contact, help, instant feedback...)
- Ability to allow any change to be updated immediately and notify the attendees, conduct surveys
- **Easy and friendly preview:** time management features such as countdown, chronometer or timer sessions, alarms, etc...
- Provide tools to easily export content and data

IV- General Features of the desired app

- **AI:**
 - Ability to customize the user experience, by asking questions to know their preferable topics, best time to send notifications; select their areas of interest and reasons to attend; Preferences/favorites;
 - Send relevant random facts, inspirational people; recommended for you
 - **Matchmaking** facilitates and optimizes structured networking by connecting attendees with matching interests.
- **Build a community:** Creating a well-connected network by using features such as notifications, interactive sessions, news updates, engaging publications, and allowing attendees to book meetings and engage with their connections before during and after the event.



- **Streamlined interaction:** Offering the possibility for multiple channels of communication and interaction. Organizers can send messages or updates in order to make sure attendees and speakers alike are always up to date. Attendees should be able to easily plan their journey; users can access the entire event schedule and create their own personal agenda. As well as conducting digital meetings. With customizable reminders and synced notifications across all devices, no presentation or networking opportunity will be missed. All multimedia resources such as presentation slides, videos, and speaker bios to be accessible in just a few clicks.
- **Increase awareness and collect ideas:** Create challenges, polls, manage members, ideas and issues to engage your community and solve problems
- **Real-time event analytics:** Provide event organizers with real-time data and analytics to adjust as needed to improve the event experience and ROI. Ex number of attendees/checked in a session...
- **Backend** (Simple CRM + API)

V- Content general Description

- What is this event about?
- Where will it take place?
- When is it going to happen?
- Who will be there?
- Program preview and detailed program
- Speaker's list
- Map + Floor Map: make it work offline so people can use the app to navigate even without a connection.
- Multimedia + banners + infographics
- Polls survey
- Sustainable features such as book club (leveraging on the networking functionality) and News where we feature our latest articles, books, podcasts, seminars, etc...)



VI- User journey:

- App opens by a video (during the event) or branded banner
- User Profile/log in
- **Home:** to be branded and includes:
 - o event title, date and location
 - o latest news, deadlines highlight, “Count down”,
 - o event, panels and speakers highlight,
 - o During the event “Happening now”, watch livestream
 - o “Social media sharing”, Statistics balls # of participants, countries, sessions, Speakers...
- Tabs Menu (or more) to include: (some of them could be shown on the home page and accessed directly depends on the design)
 - o About the event
 - o Agenda/program per day and time
 - o Speakers
 - o Attendees
 - o Partners (different types)
 - o Activities and workshops
 - o Maps-Floor Maps
 - o Media Center (to include podcasts, reports, news, photos, videos and documents
 - o Contact us
 - o Organizer
 - o Survey/polls
 - o Notifications
 - o Social media
 - o Privacy policy
 - o Language
- **Profile:** My scanned favorite contacts

VII- Detailed Features of the desired app

1- Personal Sign on

- Must be able to integrate with our CRM via API



- User may use their registration ID to sign on for a customized experience and a different interface/UX
- Signing in will be required for App access and usage and strict to invitees and registered users with an easy sign in especially for people attending physically the conference.
- Username + password – to be linked to our CRM and export data and pic
- Or new user – enter email + details - email subscription verification
- Or Continue as a guest
- Privacy policy agreement
- Sign up requirement: name, photo, country, email, mobile, position and company name + possibility to sign up via social media
- Register: choose a role: guest, attendee, speaker, organizer
- Select language, select profile visibility preferences,
- Generate a specific QR code for each user profile to be used for benefits such as seating reservation in private dinners and to allow other users to quickly scan them and get access to their info
- App to have a social aspect where users can see other attendees, visit their profile and get in contact with them

2- Admin and User features

- Must be able to integrate with content management system of ATF website via API
- The event schedule will include event title, event date, event time, and event location. It will also enable users to mark/unmark favorite sessions/speaker
- The event detail view will include the event title, session track, event date, event time, event location, and the ability for users to mark/unmark favorite session, and highlights from the main topics discussion points, take digital notes, and the ability to rate each event or session.
- Add the events to their personal Outlook or google calendar



- Users schedule appointments with exhibitors/partners (if any) can be layered into the schedule
- Diary appointments – itinerary/schedule builder
- Survey polls: Live Audience Polling for pre-selected sessions
- Sessions, programs and events evaluation can integrate with research targets to provide necessary file formats.
- Possibility to add/write personal notes for each session so they can get back to it, download and share via email for both speakers and users.
- Registration (simple mark/unmark feature) could be done for event/session and add to calendar
- Possibility to upload speakers' presentation and other supporting material for the session. And allow users to download them and/or share docs via google or other social media mediums and WhatsApp
- Download agenda, as a table for one day or all days and ability to share the agenda via email and WhatsApp
- Highlight for the session in progress

3- Exhibitors

- Must be able to use the API to integrate the floor plans into booth and update exhibitor profiles on the floor plan.
- Exhibitor summary includes company name, booth number, and will enable users to mark/unmark favorites
- The exhibitor detail tab includes company name, booth number, company description, link to exhibitor web site, address, phone and fax numbers, and the ability for users to mark/unmark favorites and take digital notes
- Enables users to export exhibitor contact information and their digital notes into their contacts
- Exhibitor Logo and PDF upload for all exhibitor handouts

4- Navigator



- Interactive map of the show floor
- Interactive map of conference areas (networking areas) outside of the main room
- Interactive map of surrounding area of the convention center, with customized points of interest (official hotels, off site event venues)
- The map will be searchable by room name and booth number/host
- The user will be able to zoom in and zoom out on the map. User will be able to utilize point to point mapping feature on show floor

5- Networking/messaging

- Match making capability – Subgroups for certain demographics (board, VIPs, Women, Young Professionals, First Time Attendees, Host country invitees etc.)
- Private user to user messaging and invitations
- Offer real-time messaging between users, speakers and even FIKR team
- Ability to create group messaging, allowing up to 10 or more participants per message thread
- Talks can be shared and attached in the chat
- Ability to send pictures and documents

6- Social

- User Interface with Twitter, Facebook, Instagram, and LinkedIn accounts
- Pre-programmed social media feeds from ATF accounts
- Community photo taking: where users can capture photos during the event and upload to be viewed in a live feed

7- Sponsor

- Sponsor page to include logos, descriptions, sponsor level and booth location with access to the floor plan within the sponsor listing so user can learn about them



- Specific exhibitors/sponsors will be able to be highlighted and featured or prioritized

8- Speakers

- Speaker bios, pictures, and head shots, speaker preview videos and PowerPoint presentations, social media accounts, Panels/schedule of various activities they are participating in, possibility to view and download.

9- Notifications, Polls and Feedback

- Push alerts before, during, and after the event with a web portal for show staff to schedule and add alerts
- Allow instant feedback
- To have integrated push notification where users can see on the screen any notifications they might have missed
- Create dynamic polls on-the-go to be pushed to the user's application
- User to be able to leave feedback or participate in a survey about the experience in the event

10- Reporting

- Number of downloads by operating system and device platform and per language
- Number of unique visitors per age, gender, country,...
- Usage for banner ads, video, overall impressions, ads shown
- Number of clicks on exhibitor- profile views, information, handouts downloaded, added to schedule
- Number of times schedule tab used
- Usage for events/sessions – added to schedule, viewed

11- Branding



- The application branding is required to be dynamic, following ATF guidelines to be set in the CMS to accommodate year-to-year changes and ongoing events and news requirements.

12- News/activation features

- Podcasts
- Newsletters/periodicals posting
- Blog posting

VIII- Deliverables

- Specify the language platform to be used
- Propose a new app wireframe
- Provide a new UX and UI
- Propose a sustainable app to be used for future FIKR editions
- Provide a clear detailed maintenance and QA services.
- Hosting part will be at ATF account @ Amazon Elastic Server
- The App should connect through API with our CRM & Website

IX- Timeframe

- Submission of the proposal by May 5th, 2023

X- Required services:

- Mobile app consulting and strategy
- Mobile app development
- Mobile app UX and design
- App testing and QA
- Maintenance and support
- The platforms required: Android – iOS
- Devices: Smartphone; Tablet

XI- Budget



Agencies that submit a proposal in response to this RFP are solely responsible for meeting any and all costs incurred in preparing their proposal. No costs incurred by any bidder (successful or otherwise) in preparing and submitting a proposal shall be payable or reimbursable by ATF.

Budget is required to be provided with a detailed breakdown pricing per deliverables stating man-day allocated for each deliverable, start and end date for each, and phases/periods requiring ATF involvement/feedback. (WBS)

Invoicing shall be made using the following invoicing profile after each phase:

Contract signing and kick-off meeting	30%
Reviewing first app skeleton	20%
Implementation and testing	20%
Project Completion	30%

IX- Legal Issues

Amendments and Withdrawals

ATF reserves the right to amend the RFP and/or the proposal acceptance closing date. If ATF deems it necessary to amend the RFP, an Addendum will be prepared and issued to all proposers.

Compliance

It is the proposer's responsibility to comply with all laws, codes, regulations and insurance requirements applicable to the operation of their business. ATF accepts no liability for the actions of the proposer/contractor and his or her employee(s) or subcontractors during the development of the proposal or through the term of the subsequent contract once interred into.

Performance of work

Once a contract is agreed upon and signed, the winning proposer will be required to assume responsibility for all services outlined and finalized in the contract, whether the contractor, a representative or



subcontractor produces them. Unless clearly otherwise specified, ATF considers the proposer responsible for all contractual matters, including performance of work and the stated deliverables.

Right of ownership

All materials, information, processes, and outputs resulting from the work of contractor under agreement with ATF shall be the sole property of ATF and may not be used by anyone else for any reason except with the written permission of ATF.