



HONG KONG ACADEMY OF MEDICINE

THE HONG KONG JOCKEY CLUB  
DISASTER PREPAREDNESS AND  
RESPONSE INSTITUTE

Tender Document for the  
Website Development and Event Management of the  
“Disaster Preparedness Festival 2021  
(Temporary project name)”

INSTRUCTIONS TO TENDERERS



## INVITATION TO TENDER

### 1. Invitation

- 1.1. Housed in the Hong Kong Academy of Medicine, the Hong Kong Jockey Club Disaster Preparedness and Response Institute (HKJCDPRI) was launched in September 2014 with a funding support from the Hong Kong Jockey Club Charities Trust.
- 1.2. Tenders are invited for the Website Development and Event Management of the “Disaster Preparedness Festival 2021” (hereafter referred to as “the Festival”), comprising both online and onsite events. The Festival will be held from 1 December 2021 to 3 January 2022, while the event registration will start from early November 2021.

### 2. Lodging of Tender

- 2.1. To be acceptable as a tender, Part III, Part IV, Part V and Annex I of this document shall be properly completed.
- 2.2. Three sets of the *Part III* shall be submitted in a sealed envelope marked “*Envelope 1 [RESTRICTED (TENDER)]*”, and three sets of *Part IV and Part V* shall be submitted in another sealed envelope marked “*Envelope 2 [RESTRICTED (TENDER)]*”. Both envelopes shall be put into a third sealed envelope and marked “*Tender for Website Development and Event Management for “Disaster Preparedness Festival 2021” [RESTRICTED (TENDER)]*”.
- 2.3. The sealed envelopes should be deposited in the Tender Box of Hong Kong Academy of Medicine (the Academy), located on the 10<sup>th</sup> Floor, Hong Kong Academy of Medicine Jockey Club Building, 99 Wong Chuk Hang Road, Aberdeen, Hong Kong **at or before 12:00 noon on 3 September 2021 (Friday)** (the “Tender Closing Time”). Late tenders will not be considered.

### 3. Enquiries

For enquiries, please contact:  
Ms. Angel Ng, Assistant Director  
Hong Kong Jockey Club Disaster Preparedness and Response Institute  
Tel: 2871-8854  
Fax: 2296-4628  
Email: [angel@hkam.org.hk](mailto:angel@hkam.org.hk)

### 4. Tender Issue Date: 19 August 2021



## PART I

### TERMS OF TENDER

#### 1. Tender Documents

1.1 This tender document comprises the following:

- (i) Invitation to Tender
- (ii) Part I - Terms of Tender
- (iii) Part II - Brief
- (iv) Part III - Technical Proposal
- (v) Part IV - Fee Proposal
- (vi) Part V – Offer
- (vii) Annex I – Reply Slip for Briefing Session
- (viii) Annex II – Reply Slip for Presentation Session

#### 2. Receipt of Tender

2.1 The Tender Closing Time (as defined under “Lodging of Tender” in the Invitation to Tender) will automatically be deferred to noon on the next working day not affected by a No. 8 Signal or a Black Rainstorm warning (excluding Saturday) in the following circumstances:-

- (i) if Tropical Cyclone Warning Signal No. 8 or above is hoisted between 10 am and the Tender Closing Time and remains hoisted at the Tender Closing Time; or
- (ii) if a “Black” Rainstorm Warning is issued between 10 am and the Tender Closing Time and remains in force at the Tender Closing Time;

2.2 The Tender Closing Time will remain unchanged if Tropical Cyclone Warning Signal No. 8 or above or the “Black” Rainstorm Warning is lowered or withdrawn before 10 am on the Tender Closing date.



### 3. Completion of Tender

The documents submitted for the purpose of this tender shall be completed in ink or typescript and submitted in the manner stipulated. Unless a tenderer completes all required documents in the manner stipulated, provides information as requested in the tender and returns the tender before the Tender Closing Time, its tender **will not** be considered.

### 4. Tenderers' Response to the Academy's Inquiries

In the event the Academy determines that clarification of any tender is necessary, it will advise the concerned tenderer in writing, indicating whether the concerned tenderer shall supplement its tender with additional information. The concerned tenderer shall submit such information requested within the time as required or specified by the Academy.

### 5. Accuracy of Tender Information

The tenderers are required to declare the truthfulness and accuracy of the tender information. If any material particulars or information in the tender of the successful tenderer are subsequently found to be untrue or inaccurate, the Academy may terminate the appointment of the successful tenderer who shall then be liable for any loss and damage suffered by the Academy as a consequence of the termination.

### 6. Accuracy of Fee Proposal

Tenderers shall make certain that fees and/ or rates quoted are accurate before submitting their tenders. The Academy will not accept any request for adjustment of the fees and/ or the rates quoted on the ground that a mistake has been made in the tender.

### 7. Tenderers' Enquiries

Any enquiries concerning this tender document may be made in writing via e-mail [hkjcdpri@hkam.org.hk](mailto:hkjcdpri@hkam.org.hk) not less than 72 hours prior to the Tender Closing Time.

### 8. Assessment of Tender

The tender will be assessed based on the pre-defined assessment criteria as agreed by the Academy. Both technical competency/ quality of the product/ service and the fee will be the factors for consideration. The Fee Proposal will not be considered unless the Academy is



satisfied with respective Technical Proposal.

9. **Invitation to Offer**

This is an invitation to offer. The Academy shall not be bound to accept any offer regardless of the overall score given to the tender containing the offer, and shall not be bound to make any appointment under this tender.

10. **Validity Period**

Tenderers shall note that their tenders shall remain valid for acceptance not less than 60 days after the date on which the tender was closed (the “Tender Validity Period”). Tenderers are advised that if before the expiry of the Tender Validity Period any tenderer has withdrawn its offer, due notice will be taken of such action and this may prejudice the future standing of the tenderer as a service provider to the Academy.

11. **Preparation of Tender**

Tenderers shall note that submission of a tender shall be made on the understanding that the Academy will not be liable to pay any costs arising out of or incidental to any of the preparation, submission, enquiry, presentation, clarification or cancellation of the tender. The Academy shall be under no obligation to disclose or discuss the assessment results with any of the tenderers.

12. **Presentation**

Tenderers will be required to make presentation(s) to the tender evaluation team, free of charge, to elaborate on the tender or any submissions thereof, within a reasonable period of advance notice from the Academy. Should there be such presentation(s), the person-in-charge/ key project members named in the tender submission will be expected to attend. The Academy reserves the right to interview those personnel named in the tender submission to ensure that they have the required experience and expertise knowledge on the subject concerned.

13. **Negotiation**

The Academy reserves the right to negotiate with any tenderer about any terms, conditions, clauses, paragraphs or parts of its tender.



#### 14. Appointment

Subject to Clause 15 of these Terms of Tender, the acceptance of any tenderer's offer and appointment (as defined in the Brief) will be on the basis of that entity appearing to the Academy to be fully capable of the required provision of service/ product and whose tender has been determined by the Academy to be the most advantageous to it.

#### 15. Cancellation of Tender

The Academy shall not be bound to accept any tender regardless of the result of the assessment process and reserves the right to cancel the tender exercise, whether before or after the Tender Closing Time without any compensation to the tenderer(s).

#### 16. Probity/ Anti-collusion Clauses/ Conflict of Interest

Tenderers are required to stipulate respective probity/ anti-collusion clauses, covering declaration and management of conflict of interest. The extent of any conflict of interest or potential conflict of interest as anticipated by the tenderers shall be clearly stated in the tenders.

#### 17. Confidentiality

17.1 Tenderers shall keep all information provided by the Academy under the tender strictly confidential and for internal use only.

17.2 Tenderers shall not divulge or communicate to any third party without the prior written consent of the Academy any information provided by the Academy.

#### 18. Personal Data Provided

18.1 Personal data provided in the tender will be used for tender evaluation and related purposes. If insufficient or inaccurate information is provided, the tender may not be considered.

18.2 Data subjects shall have the right of access and correction with respect to personal data as provided in the Personal Data (Privacy) Ordinance (Cap. 486).



## PART II

### BRIEF

The Academy intends to make an appointment for Website Development and Event Management of the “Disaster Preparedness Festival 2021” (hereafter referred to as “the Festival”). The specifications and requirements are detailed as below:

#### 1. Background

1.1 Hong Kong Jockey Club Disaster Preparedness and Response Institute (hereafter referred to as “HKJCDPRI”) was launched in 2014, with a mission to establish Hong Kong as a regional and international leader in disaster preparedness and response training, and to promote community resilience.

1.2 **The Festival** serves as an essential platform, for stakeholders across the society to exchange knowledge and lessons, as well as to facilitate dialogues, collaborations and partnerships, in order to make Hong Kong a more resilient and sustainable place to live. It is the first time HKJCDPRI combined two signature events of a year - **Annual Conference** (hereafter referred to as “**ACDPR**”), and **Exhibition** (previously called “Carnival”) into one mega event. The Mega event is temporarily named the “Disaster Preparedness Festival”, and will be held in a hybrid model format.

A website shall be developed to house and/ or facilitate the **hybrid** Festival, comprising both **onsite events** that target in-person audience (live conference and activity), and **virtual events** that target online audience (live-streamed conference, exhibition and activity). Most of the audiences are from Hong Kong.

1.3 The **Festival** comprises three core parts:

a) **ACDPR**

- Date: **3<sup>rd</sup> December 2021**
- Time: **0900 – 1700**
- Title: “Reflect x Recharge: Towards a Resilient and Sustainable Community”
- Format: Hybrid platform (both online and in-person audience)
- Target no. of audience: 80 in-person and 500 online audience
- Speakers: Mostly from Hong Kong, with a few overseas speakers who will join virtually



- Targeted audience: government departments, healthcare professional, frontline emergency practitioners and academia
  - Physical venues: Pao Yue Kong Auditorium, Lim Por Yen Lecture Theatre and Exhibition Hall & Foyer, G/F, Hong Kong Academy of Medicine Jockey Club Building, 99 Wong Chuk Hang Road, Aberdeen, Hong Kong (photos and floorplans: <https://www.hkam.org.hk/en/venue-hire> )
  - Maximum no. of concurrent conference sessions: two (2)
  - Total no. of conference sessions: one (1) opening ceremony, 10-13 sessions
  - Duration of each conference sessions: 10-15 minutes (ceremony)/ 30-45 minutes (session)
- Past references: <https://acdpr.hkjcdpri.org.hk/>

#### b) Exhibition

- Date: 1<sup>st</sup> December 2021 – 3<sup>rd</sup> January 2022
- Format: Virtual platform
- Target no. of audience: 5,000 online audience (covering the entire period)
- Targeted audience: all levels of the society, from the general public, to government departments, non-governmental organisations, academics and practitioners from both the public and private sector
- Past references (physical exhibition):
  - <https://www.hkjcdpri.org.hk/%E3%80%8A%E9%98%B2%E7%81%BD%E6%B4%BB%E5%8B%95%E9%A0%90%E5%9F%8B%E4%BD%A0%E3%80%8B-%E7%8E%A9%E9%81%8A%E6%88%B2%E5%AD%B8%E9%98%B2%E7%81%BD%E7%BC%8C%E5%85%8D%E8%B2%BB%E7%8D%B2%E5%8F%96%E9%98%B2%E7%81%BD%E6%95%99%E5%AD%B8%E7%B9%AA%E6%9C%AC>
  - <https://www.hkjcdpri.org.hk/multi-media-competition-2018-award-presentation-ceremony-cum-community-education-event>

#### c) Online & Onsite Activities

- Date: 1<sup>st</sup> December 2021 – 3<sup>rd</sup> January 2022
- Format: Online & Onsite activities
- Target no. of audience: 600 in-person and 300 online audience
- Note: Activities will be arranged by HKJCDPRI. Tenderers are required to provide services on event listing and information display at the website, as well as managing online registration and (optional service) payment/ refund for the participants.
- References:
  - <https://www.kfbg.org/en/events/forest-immersion-walk-group-application>





- <https://www.kfbg.org/en/events/natural-wood-workshop-school>
- <https://www.science.gov.hk/chi/info-talks.html#2>
- <http://www.putyourself.in/designinspire-online/?fbclid=IwAR3vNGOYVtIRFavKnE9Xo4iVbw9dhIKgNo6IZBDjN2YFR9X3XqLFZiOHMxM>

## 2. Objectives of the Festival

Objectives of the Festival are as follow:

- To raise the public awareness on disaster preparedness/ response and sustainable development
- To educate and equip community members with practical knowledge and resources and get better prepared for disasters
- To facilitate dialogues and partnership building across different disciplines and sectors, by exchanging lessons, challenges and latest developments of disaster risks management and sustainable development
- To call for actions of each individual members of the society, to contribute to the resilience building of Hong Kong

## 3. Deliverables

Detailed deliverables are as follows:

### 3.1 **Web design, development and management**

#### 3.1 a) Web design and hosting

- Responsive web design, user interface and experience
- Language: bilingual (Traditional Chinese & English)
- Hosting at Tenderer's server from 1 Sept 2021 till 30 Aug 2022, with the below highlights:
  - Entire Festival period (1 Dec 2021 – 3 Jan 2022): 5,800 online audience in total
  - Potential peak dates:
    - o 24 Nov 2021 – Onsite & Online Activities Registration: 500 audience
    - o 1 Dec 2021 – Festival Launching: 500 audience
    - o 3 Dec 2021 – ACDPR Opening and Closing: 300 audience
  - After 3 Jan 2022:
    - o Exhibition will continue to run, same with the Festival period



- ACDPR and Onsite & Online Activities will be kept only as information display, all manning (e.g. registration, ACDPR/ events running, etc.) will cease
- A user-friendly content management system for HKJCDPRI with the following functions, and training provided to the related staff:
  - create and update contents, including textual, images, videos, links, files (e.g. word, pdf, ppt, excel), etc.
  - publish and remove contents by designated staff
  - view and download real time reports, with reference to “3.3. Performance Statistics Reports”
  - Any functions other than the mentioned will be managed by the tenderer on a per request basis by HKJCDPRI
- User Acceptance Test: tenderer to propose the frequency and timeline according to the need, with reference to “4. Timeline”

### 3.1 a) Optional services:

- i. Website maintenance after 3 Jan 2022. Tenderers to quote service fees per job and/ or man-day fees
- ii. Website content script/ coding, in a required technical format for further adaptation/ extraction to HKJCDPRI's website ([www.hkjcdpri.org.hk](http://www.hkjcdpri.org.hk)) upon completion of the Festival

### 3.1 b) Sitemap and content development

- Sitemap development
- Content:
  - i. Festival Lobby (homepage)
    - Festival title, donor and organiser name & logos acknowledgement
    - Rolling banner: showing supporting organizations' logo &/ name
    - Virtual TV: playing video of welcoming remarks by hosts
    - Virtual participants mingling around
    - Information counter (詢問處): brief introduction and contact information of HKJCDPRI
    - Virtual entrances: leading to other webpages (ACDPR/ Exhibition/ Online & Onsite Activities)
  - ii. ACDPR
    - Landing page: introduction, countdown days, registration link and deadline



- Programme rundown (會議日程及內容)
- About speakers (講者介紹) (around 12-18 persons): biography, portrait and abstract
- Virtual conference venue/ auditorium (會議場地) for live streaming
  - o Session selection (lead to virtual webinar platform, i.e. Zoom)
  - o Virtual rooms for each track (total: 2 parallel tracks)
  - o Brief introduction for each session
  - o Showing a maximum of 3 nos. of HKJCDPRI videos
  - o Question & answer session at virtual space
- Post-conference resources (會議資源) (only go live after Conference Day)

### 3.1 b ii) Optional services:

#### E-business card directory (名片庫)

- Speakers and participants are encouraged to provide their contact details and take pictures upon registration, to be included in the directory.
- The directory should be presented in a fun and interactive way, to encourage participation and networking.

### iii. Exhibition (虛擬展示區)

- Exhibition venue, which consists of 2 exhibition areas, with materials download function available for the visitors:
  - i. HKJCDPRI's Exhibition Area
  - ii. Supporting Organisation's Exhibition Area
- At **HKJCDPRI's Exhibition Area**, educational materials will be showcased:
  - o Photo Wall (照片牆): photos collected from the general public, which will be approved by HKJCDPRI and uploaded by tenderer. Details will be shared upon project appointment, but potential theme are:
    - 好『相』分享
    - 災前·災後
  - o Reading Corner (圖書閣): showcase flipbooks and other publications
  - o Mini-Kinect Game on Disaster Survival Bag (to be confirmed)
  - o All other materials for download, e.g. poster, leaflet, video, etc.
- At **Supporting Organisation's Exhibition Area**, 14nos of booths will be featured, EACH consists of the below:
  - o 1-2 banners for name and/ or logo display



- o 3-5 information displays (format: flipbook/ word/ pdf/ jpg/ png/ gif, etc.)
- o 1 video display (format: mp4/ avi/ wmv/ swf/ ppt/ pdf, etc.)
- o 1 virtual counter staff with customized outfit and default greeting
- o Visitors' navigation at the exhibition venue of booths:
  - i. select directly from the bird eyes' view
  - ii. swipe left or swipe right to select which booth to visit, a preview of 3 individual booths to be displayed on the slider at one time; with HKJCDPRI booth to be available at all time while the 3 other booths are being displayed on the slider

iv. Online & Onsite Activities (workshop, visit, tour, etc.)

HKJCDPRI will arrange the online and onsite activities. Tenderer to provide:

- Event listing (20-30 activities), with links for registration
- Event details (texts and pictures to be shown in the format of pop-up window when mousing over, or otherwise be proposed by Tenderer)

v. Event Registration

- Landing page for introduction and terms & conditions
- Hyperlink to registration form for participants to fill out

Events	Required Information	
ACDPR	Name, age range, gender, email, mobile, occupation	(additional) Organisation, Job Title
Online & Onsite Activities		--

- Events that require registration: ACDPR, Online & Onsite Activities
- When any of the events is full, it will be removed/ disabled from the registration form
- The registration form will be removed/ disabled after all the event are full/ passed

3.1 b) **Optional services:**

Payment & Refund Gateway

- Hyperlink the registration page to payment and refund information
- Events that require payment & refund: Online & Onsite Activities
- Tenderer to propose gateway(s) that is(are) readily available in the market, which could provide a cost efficient and reliable payment & refund services, covering most commonly used electronic payment methods

3.2 **Event management**



Tenderer shall provide full range of event management and logistics support services during the festival preparation, implementation and post-event period, including but not limited to:

### 3.2 a) General/ Cross-Platform

Handle all administration works related to the online registration for **ACDPR and Online & Onsite Activities**, including but not limited to:

- Send emails on registration acknowledgement, confirmation, reminder and post-event evaluation & certificates as well as any other follow-ups
- Conduct data de-duplication and cleaning
- Submit periodic registration report to HKJCDPRI

### 3.2 a) Optional services:

- i. Design, develop and manage the running of virtual gimmicks/ interactive mini-games to improve engagement with audiences, and enhance audiences' understanding on disaster preparedness. Potential intervention point may include:
  - Visitors entering the website: first appearance (can be visual or audio or both)
  - Digital roaming entertainments and tips sharing, throughout the navigation of the visitors
  - Opening ceremony of ACDPR on 3 Dec 2021
- ii. Design, develop and manage the running of virtual photo booths
  - Participants are invited to participate in the virtual photo booth upon registration and during the events
  - A selection of the Festival-themed designed photo frames (5 options) shall be developed by the tenderer, further mechanism to go social (facebook and Instagram campaign) for the virtual photo booth to be proposed by the Tenderer
  - Participants should be allowed to:
    - edit the photos (include add photos posted to the public space)
    - download the photos to their own terminal
    - upload the photos via social media for sharing
  - HKJCDPRI should be able to develop group photos or albums, by collecting all photos (including the ones created during the ACDPR registration) on the website
- iii. Handle all administration work related to the payment and refund for **Online & Onsite activities**, including but not limited to:
  - Coordinate with the payment/ refund gateway service provider, or on the related



transactions

- Send emails to and follow-up with participants on payment reminder and/ or confirmation
- Validate the attendance, in accordance with the registration report
- Coordinate with the payment/ refund gateway service provider, on refunds to attended participants
- Email the notification to participants on refunds, and obtain acknowledgement of receipt
- Submit periodic payment and refund reports to HKJCDPRI

### 3.2 b) ACDPR

- i) Design, print, install and dismantle the items listed on “3.4: Design Items”.
- ii) Provide live streaming services for ACDPR, covering:
  - All visual and audio capturing and live streaming, at the 2 Lecture Theatres
  - Pan/ tilt/ zoom to speakers for better virtual audience experience, when needed
  - Control and monitor the below at the virtual meeting platform:
    - Virtual background (conference venue/ auditorium)
    - Display names of the Chairperson and speaker of the session
    - Speaker presentation (PPT, video, polling, or any other formats)
    - Questions and answer arrangement (covering both onsite and online ones)
- iii) Provide venue setup and dismantle, and equipment needed for live streaming of ACDPR at the virtual platform. Related materials and equipment may include:
  - Items listed on 3.2.bi
  - Laptop computers for video capturing and/ or viewing
  - Lighting and AVIT equipment (e.g. microphone, camera, speaker, router, projector and monitor etc.)
  - Control panel(s), for broadcast switching among speaker, presentation materials, audience, videos, etc.
- iv) Conduct AVIT equipment compatibility and internet speed tests at the venue, and provide contingency plan(s) in potential risk(s) of system or network failure
- v) Provide necessary manpower for full onsite support, which may include:
  - 1 Event In-charge (Manager grade)
  - 1 Controller for Zoom live streaming management



- 2 AV technicians
  - 2 helpers (event runners) for overall support
- vi) Note:
- VIP and other guest management will be handled by HKJCDPRI
  - MC and Event photographer to be provided by HKJCDPRI
  - Catering services to be arranged by HKJCDPRI
  - Venue set-up and trial run should be conducted on 2 Dec 2021, together with HKJCDPRI and other related parties
  - Full onsite recordings of all ACDPR sessions shall be submitted to HKJCDPRI by 17 Jan 2022

### 3.2 b) Optional services:

- i. Propose additional setup items/ interactive games, besides those listed on 3.2.bi for ACDPR, with an aim to promote HKJCDPRI (light touch to impress the in-person guests) (e.g. floor/ columns/ staircase stickers). **Note:** milestone wall/ photo wall is not suggested
- ii. Propose installation of temporary digital screens with stands at physical venues, to promote the Festival website and allow physical participants to experience the virtual journey.

### 3.2 c) Service at Virtual Platform

- i. Provide and run the Zoom Webinar platform, covering the entire ACDPR duration (from registration period onwards). All sessions should be recorded, with recordings submitted to HKJCDPRI by 17 Jan 2022
- ii. Manage the session participation and running:
  - Confirm identities of participants before allowing in
  - Set-up a designated helpdesk to provide technical support during the ACDPR
  - Propose photo booth features and execution during the conference
  - Ensure the Q&A function is enabled, and chatroom disabled
  - Conduct merging and splitting of participants during different sections
  - Monitor the network and traffic, and timely alert HKJCDPRI if any setting adjustment is necessary
- iii. For session chairpersons and/ or speakers who will join via the virtual platform:
  - Ensure the virtual meeting room support this function
  - Arrange rehearsal(s) to ensure their understanding on the workflow, equipment



- requirement, internet speed, as well as Q&A and photo taking procedures
  - Facilitate the uploading of virtual background in advance, and ensure the projection of such during their speeches
  - Upon request, assist in editing multimedia presentation materials
  - Set up a designated helpdesk to provide technical support during the ACDPR
- iv. Contents update for ACDPR at the virtual platform, after the event day

### 3.2 c) Optional Service

- Provide simultaneous subtitles in English and Chinese, for ceremonies and all sessions of ACDPR at the Zoom Webinar platform.

### 3.3 Performance Statistics Report

- a) Regular real-time registration and attendance status and downloadable reports, of all events before and throughout the Festival. Required specific date sets and report frequency, will be worked out with HKJCDPRI
- b) Website be linked to Google Analytics with access granted to HKJCDPRI to review all real-time data
- c) Statistics report with insights and analysis for ACDPR, to be submitted by 10 Dec 2021
- d) Statistics report with insights and analysis for the Festival, to be submitted by 17 Jan 2022
- e) Registration and Attendance report in excel format containing all unique participants and their details (to be worked out with HKJCDPRI) for ACDPR and Online & Onsite, to be submitted by 17 Jan 2022

### 3.4 Design items

Tenderer should provide professional design service up to a satisfactory standard of HKJCDPRI, including but not limited to the following items:

- a) **Digital use only and all web design related items:**
  - i. Key visual development (2 options)
    - working file of the selected option to be provided by tenderer
  - ii. Website layout





- homepage and key subpages (2 options)
- other pages (adaptation upon confirmation of homepage and key subpages)
- iii. Perspective of the Festival Lobby
- iv. Perspective of the Exhibition Area
- v. Perspective of the ACDPR virtual conference venue/ auditorium
- vi. Virtual exhibition booths (overview) – bird eyes' view
- vii. Virtual exhibition booth (individual x 14nos) – front view
- viii. Lobby entrance billboard (festival name & organizer' logo)
- ix. Lobby entrance rolling banners (supporting organizations' logos)
- x. E-business card directory design template
- xi. The Festival-themed photo frame design (5 options)
- xii. ACDPR Programme book (online flipbook) with around 30 pages covering conference background, general information, rundown and speakers' biography
- xiii. ACDPR e-certificate of Attendance
- xiv. ACDPR Powerpoint presentation slides (cover and transition slides)

**b) Design, print and production items:**

- i. At Exhibition hall:
  - Foam board backdrop (fully covered): 15ft (W) x 10ft (H) x 1.5ft (D)
  - Registration counter foam boards (x4): Each of 39.5" (W) x 12.5" (H)
- ii. At Pao Yue Kong Auditorium and Lim Por Yen Lecture Theatre:
  - Foam board banner (16ft (W) x 4ft (H))
  - Foamboard for podium (740mm (W) x 1250mm(H))
  - Powerpoint Presentation Slides (cover and transition slide)
  - Handheld foam board banner 9ft (W) x 2.5ft (H)

**4. Project Timeline**

**4.1 Tender Schedule**

Tentative Date	Task/ Deliverables
19 August 2021 (Thu)	Issuance of Invitation of Tenders
25 August 2021 (Tue) 10:00 am	Zoom Briefing to Interested Tenderers by HKJCDPRI
3 September 2021 (Fri) By 12:00 noon	Deadline for submission of Technical and Fee Proposal (with detailed breakdown)
7 September 2021 (Tue)	Zoom Presentation of Technical Proposal to selection



	panel by Tenderers (duration & time to be announced)
Around mid-September 2021	Award Tender

#### 4.2 Proposed Work Schedule

Tentative Date	Task/ Deliverables	Remarks
Mid-Sep 2021	First working meeting with appointed tender and confirm working timeline	--
30 Sep 2021 (Thu)	Submission of 1 <sup>st</sup> drafts of site map, key visuals (2 options) and website layout design of home page & key subpages (2options)	Website
7 Oct 2021 (Thu)	Submission of revised drafts of site map, selected key visuals and website layout design of all pages	Website
13 Oct 2021 (Wed)	Confirmation of site map, key visuals and website layout design of all pages	Website
15 Oct 2021 (Fri)	Submission of draft onsite event management for APDPR/ "Conference Plan", including but not limited to the following details: 1. Speed test report for the broadband at HKAM 2. Manpower deployment and operation plan 3. IT and AV equipment set-up plan 4. Contingency plan	Event mgmt
18 Oct 2021 (Mon)	Submission of 1 <sup>st</sup> drafts of digital and website-related design items	Website
Ongoing	Website content upload for ALL events under the Festival: textual and images	Website
21 Oct 2021 (Thu)	Submission of revised drafts of website-related design items	Website
26 Oct 2021 (Tue)	Submission of 1 <sup>st</sup> drafts of ACDPR (onsite conference) design, print and production items	Event mgmt
28 October 2021 (Thu)	Confirmation of website-related design items	Website
29 Oct 2021 (Fri)	Submission of revised versions of ACDPR (onsite conference) design items	Event mgmt
9 Nov 2021 (Tue)	1 <sup>st</sup> UAT for homepage, ACDPR and all registration and (optional) payment pages	Website



11 Nov 2021 (Thu)	Confirmation of ACDPR (onsite conference) design items	Event mgmt
11 Nov 2021 (Thu)	Homepage (the Festival lobby) and ACDPR (and registration and (optional) payment pages) go live	Website
19 Nov 2021 (Fri)	Confirmation of the onsite event management for APDPR/ "Conference Plan"	Event mgmt
22 Nov 2021 (Mon)	Final UAT for entire website (including Exhibition and Online & Onsite Activities page)	Website
24 Nov 2021 (Wed)	Entire website (including Exhibition and Online & Onsite Activities pages) go live	Website
29 Nov 2021 (Mon)	One day rehearsal of the virtual meeting platform for ACDPR	Website Event mgmt
2 Dec 2021 (Thu)	Technical rehearsal for the ACDPR	Website Event mgmt
3 Dec 2021 (Fri)	ACDPR Event Day	Website Event mgmt
1 Dec 2021 – 3 Jan 2022	Ongoing periodic reports	Website
10 Dec 2021 (Fri)	Submission of statistics report with insights and analysis for ACDPR	Website
10 Dec 2021 – 3 Jan 2022	Online & Onsite Activities	Website Event mgmt
15 Dec 2021	Post-conference resources page go live	Website
17 Jan 2022 (Mon)	Submission of Performance Statistics Report (except for ACDPR Statistics Report) and full recordings of ACDPR	Website
30 Aug 2022	Hosting period ends	Website

## 5. Important Notes to Tenderer

- 5.1 The service for the website development and event management of the "Disaster Preparedness Festival 2021" is commissioned and managed by the Hong Kong Academy of Medicine, acting through its HKJCDPRI.
- 5.2 Designated coordinator(s) from HKJCDPRI will provide overall guidance and oversight during the process, with support from other team members when necessary.



5.3 To fulfill the level of technical expertise required for the Festival, the tenderer must possess the qualifications as below:

- Extensive experience in designing, developing and maintaining online platforms, that serves conference, exhibitions and other events.
- Extensive experience in delivering blended event management services, in similar nature and capacity, especially via Zoom platform.
- Previous track records being commissioned by the government, public sector or non-governmental organisations on similar projects.
- Professional qualifications and proven track records obtained by core team members.

5.4 Composition of the assignment team of the tender shall include the following at a minimum:

- a) **Project Manager** – serve as the focal point to communicate with HKJCDPRI. Responsible for the overall project and event management, especially on assurance of timely and quality delivery. At least 8 years' experience (including 5 years at managerial capacity) in similar project. The manager should be supported by 1-2 project team member(s).
- b) **Web Designer and Programmer** – to conduct full range of website design and development works, and ensure all related IT services be covered (e.g. hosting, live streaming, etc.). At least 5 years' post-qualification experience in similar project. The caliber should be supported by IT technician(s).
- c) **Graphic Designer** – to conduct design of all publicity material related to the Festival. At least 5 years' experience in similar projects.
- d) **AVIT Team** – to provide onsite live streaming and Zoom management services during the ACDPR.

5.3 The tenderer shall closely communicate with HKJCDPRI throughout the entire service period (i.e. September 2021 – January 2022, excluding any post-event hosting/ website maintenance of which the need will be determined further), to discuss the project timeline, action items, progress reports, contingency plan, the standard approval procedures, and other requirements deemed necessary.

5.4 The tenderer shall provide services in compliance to all auditing and publicity related policies and guidelines laid down by the donor (i.e. the Hong Kong Jockey Club Charities Trust), The Hong Kong Academy of Medicine and HKJCDPRI.



5.5 For those indicated as [Optional Services], tenderer should submit standalone budgets (with breakdown fees per item) for Part IV of this tender. HKJCDPRI reserves the right to exclude those in the service requirements after consideration.

5.6 If deemed appropriate and necessary, HKJCDPRI will provide technical inputs in emergency/ disaster risks management concepts and knowledge during the development process.

5.7 The tenderer shall observe all the prevailing government arrangements related to COVID-19 precautions.

## 6. Briefing Session

6.1 Each interested Tenderer shall send no more than 2 representatives to attend the briefing session by returning the reply slip (Annex I) by fax (Fax no.: 2296-4628) on or before 12:00 noon, 24 August 2021 (Tue). Arrangements of the briefing session are as follow:

Date: 25 August 2021 (Wed)

Time: 10:00 am

Format: Zoom

6.2 The briefing session will serve to clarify any enquiries that interested Tenderers may have on the Scope of Service.

6.3 The briefing session will provide Tenderers with further information for preparation of the technical proposal, e.g. design brief.

## 7. Tender Assessment Criteria

7.1 Tenderers will be assessed based on the proposals submitted in Part III and Part IV. The technical score in Part III will carry a weight of 70%; while fee score in Part IV will carry a weight of 30%.

7.2 Tenderers who have obtained an overall passing mark in Part III technical assessment will be considered further. Criteria in technical assessment includes:

- Qualifications and track records of the organisation, management and implementation team;
- Capacity in archiving requested programme objective and deliverables, with reasonable timeline and resources;



- Appropriateness, effectiveness and efficiency in developing and managing the virtual platform and other support services for the Festival;
- Fees offered in Part IV will be scored after the technical assessment. Tenderer with the highest total score will be recommended for acceptance.

7.3 Tenderers, especially the core team members, are encouraged to present their technical proposals and clarify questions from the HKAM and/ or HKJCDPRI on 7 Sept 2021 (Tue). Detailed arrangement will be further announced.



## PART III

### TECHNICAL PROPOSAL

Name of the Organisation: \_\_\_\_\_

The technical proposal should include the following items:

#### A. Presentation of the Technical Proposal

1. Qualifications of the organisation, including but not limited to:
  - a. Brief background of the company/ organisation;
  - b. Project team chart, with detailed CV of the team members, e.g. Project in-charge, Web programmer, Design in-charge, etc. Kindly state the office location (region) of the team members;
  - c. A list of relevant experience in website development and event management projects in similar scope and scale, including details on:
    - i. Department(s)/ NGO(s) being served
    - ii. Event name(s)
    - iii. Design layout(s) and function(s) of the website
    - iv. Type of event management services being provided, preferably with photos
2. Project development and execution proposal, including but not limited to:
  - a. Project development and management brief
  - b. Proposed sitemap based on the deliverables stated in “Part II – Brief”
  - c. Proposed key functions and workflows of the website
  - d. Proposed gimmicks and/ or interactive elements across the website during the Festival, and on-day at ACDPR
  - e. Overview of the proposed solutions in accordance with the required deliverables stated in “Part II – Brief”
  - f. Overview of the performance statistical report
  - g. Data security & privacy policy
3. Proposed designs for the following items:
  - a. Key visuals for the Festival



- b. Perspective of the Festival Lobby
  - c. Perspective of the Exhibition Landing Page
4. Detailed project timeline
5. Any other relevant information deemed important for tender evaluation.

**B. Conflict of Interest**

Please state below any potential, perceived or actual conflict of interest which may arise if the Organisation is appointed to act for the Academy or HKJCDPRI\*.

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**Contact details:**

Name of the Organisation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_





## PART IV

### Fee Proposal

(for 'Envelope 2' where applicable)

Name of the Organisation: \_\_\_\_\_

Please provide detailed breakdown of the cost for the Website Development and Event Management of the "Disaster Preparedness Festival 2021".

### Contact details:

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_



PART V

OFFER

1. This tender is submitted on behalf of \_\_\_\_\_  
("the Organisation").
2. I am the sole proprietor/ a partner in the Firm and duly authorized to submit this tender on behalf of the Organisation.
3. The Organisation hereby agrees to its appointment by the Academy for the Website Development and Event Management for the "Disaster Preparedness Festival 2021", as specified in Part III at the fees quoted in Part IV.
4. I confirm on behalf of the Organisation that all the information submitted in the tender submission is accurate.
5. In the event of any queries relating to this tender submission, please contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature with Organisation Chop:

\_\_\_\_\_  
Name in Print:

For and on Behalf of (Organisation's Name):

Date: \_\_\_\_\_



*Reply Slip for Briefing Session*  
 (return on or before 12:00 noon, 24 August 2021)

To: Hong Kong Jockey Club Disaster Preparedness and Response Institute  
 Attn.: Ms Ashley WONG  
 Email: ashley@hkam.org.hk

Briefing Session: Invitation for Tender Exercise for  
 Website Development and Event Management of the  
 “Disaster Preparedness Festival 2021”

I/ we would / would not\* attend the following briefing session:

Date: 25 August 2021 (Wed)  
 Time: 10:00am  
 Format: Zoom

Full name of Attendee(s)

Position/ Title

Mr/ Mrs/  
 Ms/ Miss

\_\_\_\_\_

Mr/ Mrs/  
 Ms/ Miss

\_\_\_\_\_

Name of the Organisation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_

\* Please delete as appropriate.



*Reply Slip for Presentation Session  
 (return on or before 12:00 noon, 1 September 2021)*

To: Hong Kong Jockey Club Disaster Preparedness and Response Institute  
 Attn.: Ms Ashley WONG  
 Email: ashley@hkam.org.hk

Presentation Session: Invitation for Tender Exercise for  
 Website Development and Event Management of the  
 “Disaster Preparedness Festival 2021”

I/ we would / would not\* attend the following presentation session:

Date: 7 September 2021 (Tue)  
 Time: Exact time to be informed on 3 September 2021  
 Format: Zoom

<u>Full name of Attendee(s)</u>	<u>Position/ Title</u>
Mr/ Mrs/ Ms/ Miss _____	_____
Mr/ Mrs/ Ms/ Miss _____	_____

Name of the Organisation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_

\* Please delete as appropriate.