



Association of Mediterranean Cruise Ports (MedCruise)

Amended Request for Proposals for Website Design and Development and optional Hosting and Maintenance

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For additional information please contact:

José Campos
Secretary General, MedCruise
Email: secretariat@medcruise.com
Phone: (+34) 607 87 87 50

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Association of Mediterranean Cruise Ports (MedCruise) Amended Request for Proposals for Website Design and Development and optional Hosting and Maintenance

1. SUMMARY

The Association of Mediterranean Cruise Ports ("MedCruise") is requesting proposals to design, develop, host and maintain its website, www.medcruise.com.

A Request for Proposals ("RFP") process is different from an Invitation to Bid. MedCruise expects potential contractors to propose creative and competitive solutions to the association's stated web needs, as specified herein. The purpose of this RFP is to also provide a fair appraisal of all candidates' proposals and to provide the candidates with the evaluation criteria against which their proposals will be evaluated.

MedCruise's goal is to develop a website that soon becomes the one-stop resource for fully reliable information and the latest news on Mediterranean cruise ports and on the cruise industry in general in the Mediterranean, and in particular, a clear point of reference for cruise industry executives. It also could offer useful tourist information on our member ports to the general public.

At the same time, the website, while promoting its members, should become a useful information and communication tool for the members and the Association itself, as well as seen as a resource that would encourage non-member ports to join the Association.

MedCruise expects potential contractors to have proven experience in developing high-quality database-driven websites and to propose creative and competitive solutions to the Association's stated needs as specified in this document.

2. OVERVIEW OF PROJECT

MedCruise is soliciting proposals from website developers to design and develop, and optionally host and maintain, a new website, which is to replace the existing site to better reflect the mission of the Association and suit its needs.

The current website has a somewhat outdated appearance, structure and functionality. The new website should apply the latest website technologies and possibilities to their full capacity, and allow easy and cost-effective in-house maintenance. A main reason for the creation of a new website is to significantly increase the number of hits at medcruise.com, and in particular, to ensure continuous hits by the MedCruise targeted audiences.

The new website must be built on a high-quality data-base structure and administrated by an efficient Content Management System (CMS).

It is essential that the contractor understands the specific needs of the Association and works closely with the MedCruise Secretary General and any other person MedCruise assigns to the project, in order to develop a tool that meets the Association's requirements and corporate image standards, and to create a user-friendly website for website editors, MedCruise members and external users.

Upon completion of the development of the site, all content, coding and graphics will become the sole property of MedCruise.

3. ORGANISATIONAL BACKGROUND

MedCruise's mission is to promote the Mediterranean and its adjoining seas as a cruise destination, and to encourage the growth and first-rate management of cruise activity at each of its member ports.

MedCruise's sphere of influence extends from Georgia in the Black Sea to the Azores in the mid-Atlantic. The Association is made up of 54 port members (representing 76 ports in 20 countries), plus 20 associate members, comprised of ship agents, associations and tourism boards. While its members speak over 16 Mediterranean- and Black Sea-basin languages, the Association's official language is English, and the website will operate in English, although considering the variety of languages spoken within our membership, the website has to allow the use of different alphabets.

The Association's main activities include the two general assemblies it holds per year, at which it generally invites cruise line executives and other industry leaders to meet with its members. MedCruise serves as the key networking forum for the cruise ports in the region and supplies its members with industry information as it liaises with industry players.

At meetings MedCruise organises, cruise lines and ports collaborate to resolve industry issues. The Association is the holder and distributor of its member port's passenger traffic statistics and their technical data related to cruise port activity. MedCruise also produces or collaborates on financial, statistical, economic and environmental studies related to cruise tourism.

MedCruise collaborates with other industry groups in the preparation of conferences, trade fairs, and exhibitions in the region and usually organises exhibition space for itself and its member ports. The Association, in collaboration with the Escola Europea de Short Sea Shipping and industry leaders, provides professional development courses for its members. MedCruise also works closely with staff at the European Commission by advising on maritime, port, and cruise tourism policies.

With respect to marketing and paper publications, MedCruise and its publishing contractor currently produces two quarterly newsletters highlighting its activities and its members' accomplishments, which are currently published and electronically distributed through its website, plus yearbooks that catalogue member port specs and associate member details, a regional fold-out map with port details, and a who's who with updated port-by-port contact information. MedCruise is currently developing a new three-year marketing contract; therefore, its approach to marketing activities may change. This marketing contract will be developed at the same time as the website development and hosting contract to maximise coordination, efficiency and synergy of efforts.

MedCruise maintains relations with cruise industry press and offers articles and interviews for publication. MedCruise also issues press releases, distributes these to its industry press database, and posts them on its website.

4. WEBSITE OBJECTIVES

The selected contractor will have to create a dynamic, flexible website that is easy to maintain, and to develop, a friendly, interactive site that can deliver large amounts of constantly changing information to MedCruise's key audiences, either in the form of news or in the form of data.

In addition to designing a user-friendly site with an intuitive interface, it also must develop a web-based, database-driven administration tool that allows the content editor(s) to easily update content without directly accessing source code. The administration of web content will be based on a CMS, which must allow the edition of pages, sections, news, events, data, multimedia contents, etc., and has to implement a control access based on roles (e.g. author, reviewer/editor, publisher, etc).

The information contained on the website must allow a variety of selection options and must be easily exported to other formats for further treatment.

Primary objectives:

The new website must be consistent with the main goals of the Association, including but not limited to the following objectives:

1. To promote the Mediterranean and its adjoining seas as the best possible cruise destination.
2. To exclusively promote its member ports and their destinations.
3. To provide reliable, relevant, updated and key technical information on its member ports' facilities, services and policies to the cruise lines and general user.
4. To make MedCruise efforts and activities well-known to the cruise industry and to non-member ports.
5. To establish the MedCruise website as the point-of-reference for news and information on Mediterranean cruise ports to the industry-at-large and to significantly increase hits by MedCruise's principal targeted audiences.
6. To prominently display key news features in an easy-to-read and easy-to-find format.
7. To collect data, information and statistics in structured and standard formats with the possibility to manipulate and update the database and the website upon the administrator's request and control.
8. To report on member ports statistics, technical information and other details in structured and standard formats in order to distribute them, along with studies and reports, to the membership and to the industry-at-large.
9. To be a useful communication tool between MedCruise and its members and between members themselves.

10. To provide a "close-up" view of the ports, their locations, their manoeuvrability, and their facilities.
11. To host an itinerary toolkit well-used by cruise line itinerary planners (developed with their input).
12. To provide shore excursion professionals with all the options the destination offers, including new venues, in a way that is helpful and useful.
13. To be of attractive and elegant design, yet fully user-friendly and easy to navigate.
14. To be devoid of glitches.
15. To be easily updated and modified.

5. TARGETED AUDIENCES

MedCruise targeted audiences, in order of importance, are:

1. Cruise Line Executives –
 - a. CEOs/managing directors;
 - b. Itinerary planners; and
 - c. Port operations/relations and port development managers.
2. Board members and staff of international cruise line and cruise industry associations.
3. Management, marketing and cruise department staff at MedCruise member ports, companies and organisations for the purpose of networking and information-sharing.
4. Cruise ship agents and tour operators.
5. EU Commission and Parliament members and staff.
6. Staff of national-level governmental agencies related to ports, shipping and tourism.
7. Staff of non-member ports in the Mediterranean and its adjoining seas.
8. Staff of local tourism boards in the Mediterranean and its adjoining seas.
9. Executives of high-production cruise travel agencies and cruise travel agent associations.
10. General audience: anyone who is interested in cruise activity the Mediterranean and adjoining regions.

6. GENERAL SCOPE OF WORK

MedCruise wishes to develop a new website according to the latest internet technologies and services. With this purpose, the Association is requesting proposals that will consider the above communication objectives and targeted audiences to incorporate alternative or enhanced ideas and services to offer the below requirements.

6.1. Corporate Image and Marketing & Publishing services

Beyond the Website Design and Development and optional Hosting and Maintenance services considered in this RFP, MedCruise intends to hire additional contractors to enhance its corporate image (Corporate Image consultant) and has released an RFP for Marketing and Publishing Services (<http://medcruise.com/page.asp?n=newsdetails&i=13404>), which requests to include internet strategies to enhance its web-based and electronic marketing to provide a coherent, inter-related and efficient package of marketing services and strategies.

The Corporate Image consultant will look at the logo and the material MedCruise has published to date to provide updated graphics and image guidelines for the production of the Association's printed newsletters, yearbooks and reports, as well as for stationary and electronic media. The marketing consultant, as expert in communication in the cruise industry, might be involved as content provider/editor for the website. Therefore, the selected contractor for this website RFP will have to work hand-in-hand with the Corporate Image consultant, and consider the role of the marketing and publishing services contractor that will feed the website with news contents.

6.2. Website management

Members (currently 74) will be allowed to update and enter information on the site as MedCruise wants to encourage their participation and, at the same time, reduce the load of administrative work, therefore an efficient privilege system must be implemented.

We have in mind a complete CMS that allows editor(s) (besides members, also the marketing consultants or any other designated person with privileges to edit contents) to input contents into the site edition tools through an easy-to-use web interface. These contents are diverse, e.g. new pages, sections, multimedia items, etc. The tool has to enable a person without technical skills to maintain the whole website without external assistance. All content has to be edited and updated dynamically by the editor(s) through the CMS, powered by a database. The website structure and pages have to be modifiable in order to create new sections.

The CMS has to allow multi-users, and the administrator will manage the privileges system for various users to be entitled to edit on the website, through a multi-level, highly flexible authorisation system. Also, the administrator will assign which areas each user has privileges to edit.

Once these contents have been created or uploaded into the edition tool, the person designated with full privileges (administrator) should receive notification of the changes, edit and validate them for publishing. The idea is to create a system for constant information updating, which is streamlined and efficient, but that at the same time offers consistency and control.

We are open to the idea of sharing and linking contents to external services such as youtube, flickr, facebook, vimeo, etc.

6.3. Association's administrative needs

The website should be a tool to reduce the staff time invested to meet the Association's administrative needs. For example, required forms (statistics, travel logistic forms, contact info, event registration, stand bookings, etc.) should be filled out by members online and once submitted, the fields should automatically be completed. It also should offer other forms for the public, such as contact forms and applications for new memberships.

Automated data entry via standard and user-friendly online forms should manage several data-bases that are integrated throughout the website and in reports, either public or private. These include data on statistics, contact information (names, addresses, telephone numbers, photos), and port facts (such as changes in cruise infrastructure – which should trigger a press release).

The approach in regards to database administration could be summarised in two main divisions:

1. Public information: this is the information that can be currently found on the website, which refers to each member's details: port facts, facilities, contact info, statistics, etc. The users have to be offered enough options to select the ports and the specific information they wish to see about those ports and be able to export it to more than one format such as spreadsheets, lists, etc.

2. Internal administrative information: The internal information managed by the Association can be of a more varied nature and change to suit one-time needs, for example, forms to register for a specific event (logistic forms, event registration, stand bookings, etc.). Therefore, it must necessarily be a data-base-driven tool that allows the administration the creation of forms, and the treatment and export of the information to more than one format such as spreadsheets, lists, etc.

MedCruise understands that some of the functionalities we are requiring might go beyond the standard CMS, therefore specific modules or additional software will have to be developed or implemented.

6.4. Basic definition of contents

In this section, MedCruise details some aspects of each area that present special requirements, but the following items do not constitute an exhaustive list of contents.

The different tasks distributed among the directors of the MedCruise Board (which can be found on the current website: <http://medcruise.com/page.asp?p=2778&l=1>) are also a good guide to define some of the matters the Association addresses. These can be reflected on the new website either in the form of sections or simply as tags or topics to classify news.

Again MedCruise open to suggestions to improve the site structure and functionalities.

The following areas, depending on the navigation scheme, are required at a minimum.

6.4.1. Members/Destinations

Both members and destinations need to have an important presence on the website. It is essential to understand that a member not necessarily represents only one destination.

The Association consists of member ports, which can represent a port or group of ports, and Associate Members, comprised of ship agents, associations and tourism boards, which are "associated" with a member port.

All member information needs to be structured in a clear way that permits users to easily find the desirable contents. MedCruise port members should have their own page that fully depicts and informs the user about the port, its facilities and the destination. These pages should be linked by an Interactive Members Map. Likewise, the MedCruise website should provide direct links to all members' websites.

Itinerary Toolkit

Since MedCruise brings together a network of ports to promote Mediterranean and adjoining seas' itineraries to cruise lines, it should offer tailored information on itineraries. The user, whether a cruise line executive or a tourist, needs to find useful information and to be able to select the ports and information they wish to see: certain port facts, distances and travel times, excursions, tourist information on the destination, port contacts, etc. The development of a useful and cutting-edge itinerary toolkit will require brainstorming between MedCruise, cruise line executives and the website contractor. For purposes of this RFP, MedCruise invites Interested Parties to provide creative solutions to the itinerary toolkit.

Distances/Travel Times

The itinerary toolkit should accurately calculate distances of sea routes between member ports and travel times at different speeds.

Interactive Members Map

The current MedCruise website includes an Interactive Members Map. MedCruise would like to recreate the format of this map with the latest design and web technologies. This map must show, in a very visual way, all the member ports of the Association. This map should be designed according to the corporate image guidelines. Every member represented on the map has to be linked to its section on the website, besides showing the name and maybe a picture of the port.

Due to the fact that there's a continual flow of members, the map should be easily modifiable by the administrator.

Port Facilities

The most important information the MedCruise website provides its key target audience, the cruise line managers, is the detailed characteristics of each member port's cruise facilities. Each port's page must have updated information on key cruise port infrastructure, such as cruise-dedicated piers, berth dimensions, draughts, coach parking, security or screening,

passenger boarding facilities, passenger terminals, transportation alternatives, distances to city centre and venues, etc., and also on the availability of port services provided to cruise ships. The key to a successful, new MedCruise website will lay in the extent this information is complete, easily visible, easily attainable, accurate and up-to-date.

Close-up Views (Photography, Video, Satellite)

The port pages and the itinerary toolkit would be extremely helpful to the cruise line itinerary planners and port operations people if it were to include photos of the ports' facilities, piers, surroundings and conditions.

One option could be to integrate in every port page a Google Maps viewer.

Port Facts

The ports are constantly changing their facts. We should develop a standard on-line form that the ports fill out when there are changes and send an automatic reminder for review on an annual basis. Any field changed on the online form should be automatically changed on the website.

Not all ports have the same information; therefore, the fields must be flexible. When retrieving data in the form of spreadsheets, those ports missing certain data shouldn't be counted or should be somehow highlighted. It is important that the database provide consistent and effective information, therefore the data must be processed efficiently.

MedCruise currently publishes a Yearbook on paper with complete information on each port. The marketing contractor should have access to all this information so that they can easily extract it for paper publications.

Contacts

MedCruise also currently publishes a Who's Who document on paper which is extremely helpful because it is a complete list of contact information for each port. These are always changing and need constant updating. Having a face (photo) to match each contact is a very helpful way to build relationships. This should all be on the web. Updates should be done online by the ports, in the same way as the port facts, and the ports should be reminded automatically to make corrections every several months.

The marketing contractor should have access to all this information so that they can easily extract it for its paper publication.

Home Ports

The website should highlight ports with Home Port or turnaround activities, describe these activities in their profiles, including statistics, and clearly describe the home-port-specific facilities and infrastructure offered.

Transit Ports

Transit Port descriptions should focus on the ease in passenger throughput from the ship to the destination/excursion, the transit port infrastructure and shorex opportunities.

Excursions and Venues

A more in-depth description of excursions/sites, done in a standardised-way, is needed. This could include Google maps view highlighting the main sites, itineraries from the port and essential information and addresses.

Statistics

MedCruise maintains a port traffic statistics database. Currently all this information is submitted by members via email.

On the new website, MedCruise needs an online tool to manage the input and calculation of port statistics that can be entered by the members themselves. MedCruise will work with a statistics consultant who should provide statistic programmes and a report that should be generated automatically based on web-based data entry. These statistics should automatically be updated in fields throughout the website, in a statistics page or on the ports' individual pages. Again, annual reminders should be sent to the ports based on an automatic warning, with a follow-up of ports that haven't provided statistics past a certain date.

The user should be able to retrieve this information by ports or areas of interest in the form of spreadsheets.

Not all ports have the same information; therefore, the fields must be flexible. When retrieving data in the form of spreadsheets, those ports missing certain data shouldn't be counted or should be somehow highlighted. It is important that the data base provides consistent and effective information; therefore, data must be processed efficiently. In regards to statistics, this means that an empty fields doesn't necessarily mean "zero", it could mean that the information isn't available, therefore this fact has to be taken into account when creating the forms.

6.4.2. News

Approximately half of the home page should be devoted to news headlines, with the stories following underneath, in chronological order. These can be laid out in a blog format with jumps to a news section for a continued reading of the article. Photos should accompany each headline, in general. These will be added every week or so, minimally, for a continually-refreshed look to the site, with new information offered up-front to encourage regular, frequent visits.

The tool should include the option of tags to classify news by different matters or ports of interest, in order to allow searches as well as to show the news related to a certain category while navigating in that particular category. The editors should be able to edit or create new tags.

Articles should accept any kind of attachment, such as video, picture, document...

All news should be accessible via RSS feeds, and offer sharing options with other Internet services and "send to a friend" functionality.

The news should be automatically shifted to a structured archive, which will be easily consulted on-line.

Press Releases

Members should be encouraged to submit draft Press Releases to the Secretariat or marketing contractor for editing. These should be emitted every week or so. This should be done through the website tool, to encourage its use by the Association's members, always with the approval of the administrator before being published. The press releases should follow a sample template. This template should include certain compulsory fields such as headlines and contact person. Once the press release is posted on the web, it should be automatically emailed to the MedCruise press and publisher database. The articles from the press releases should be immediately posted onto the news section. These would also eventually be published in MedCruise's print publications, depending on the outcome of the MedCruise Marketing and Publishing Contract RFP.

Member News

MedCruise staff or marketing contractors should have one-on-one contact with each port's marketing and press representative. Guidelines for publishing relevant news articles (infrastructure improvements, new services, new excursions, new staff, new funding, for example) should be developed. More and more ports need staff to be proactive in providing the Association with relevant news information. They need to see the usefulness in this, and the new website has to offer tools useful and attractive to them.

MedCruise News

Also, MedCruise itself will continue to provide press releases on its activities. General news concerning the Association, while placed on the news blog with the other news spots in a chronological order, should be archived separately so that there is a page highlighting the news and the evolution of the Association – its varied events, its leadership (elections, etc.), its reports and targeted activities. The website could also include links to articles (or copies of articles) in other publications that highlight MedCruise – like a press review.

Mediterranean/Cruise News

In addition, as part of its mission to promote the Mediterranean as a whole, MedCruise or its marketing contractor should disseminate relevant news on the Mediterranean, on the cruise industry in general, or on sister associations. Beyond the cruise industry, this could also include EU initiatives focussing on the Mediterranean or Black Seas.

Archives/Tags

The news stories should all be easily attainable through archives or tags based on the above subjects and others, but also in chronological order – say "September 2009" – and clicking on this would result in a display of all September 2009 articles. The news related to a particular category or website area should appear as well when navigating in that particular category or area. The editors should be able to edit or create new tags.

Other Publications

The website should include links to other affiliated publications with MedCruise related articles to encourage further cooperation.

Press Database

MedCruise should be able to use the website to create and manage a press database with email contacts to distribute news. This press database, as any other database on the website, needs to be retrievable in the form of spreadsheets or lists. Press contacts will be added by the editors or they will subscribe from the press room to receive press releases.

These contacts must be organised by editable distribution groups.

Subscribers

This is aimed to a more general audience, to allow users to subscribe to their chosen areas of interest. As a database, it should function as described above.

An “unsubscribe” automatic option must be enabled.

6.4.3. Events

This section promotes the events from the Association outwards, but it also must offer private services to the membership, such as forms, floor plans, presentations and other useful information.

This section, like the news section, has to allow attachments, tag classification, etc.

In order to promote events, there should be an option to highlight them in a special way, either in a box, a banner, etc, and not only on the home page, but on any other selected page. This could apply to any other content of the website, but it is especially relevant in the case of events due to its temporary nature.

6.4.4. Private Area and Member Services

The members section should include even more material than the existing website, such as an attractive annual calendar of MedCruise and cruise industry events, and web links to helpful resources. This section should be more inter-active, and therefore, more used than the current website’s members section .

MedCruise members should have a private and secure area which serves as a platform for communications from MedCruise to members, from members to MedCruise and between members. MedCruise wishes to optimise and systematise communications and to reduce the amount of time invested in sending information to the members (press releases, notifications, reminders, etc.), and in receiving and processing information submitted by members (forms, port facts and statistics for the website, etc.).

Since most of the information the Association manages is also reflected on the website, the website will have to integrate data-based solutions to input and retrieve information, some of which will remain private but most of which will be public information related to the ports.

The private area should include a forum for the members to communicate between them, share documents, large files, images, etc., as well as the option to post comments related to the news publicly published, but that are only visible when the member is logged in.

6.4.5. Search engine and site map

A powerful search engine must be provided. This search engine must be visible at all times, and it must allow the search of any kind of contents and advanced searches (the option to search over selected areas).

Additionally, a site map that facilitates the navigation must be put in place.

7. TECHNICAL REQUIREMENTS

The web site designed by the successful candidate must meet the following criteria:

- Create a CMS that will permit non-technical staff to instantly and dynamically update web site contents on specific pages, under the final control of the administrator, who must be automatically notified when every time an update is submitted for validation.
- Grant total control privileges to the administrator for the whole website (structure, pages, users administration, etc.).
- Easy updating: once the site has been completed and accepted by MedCruise, the site will be maintained by the MedCruise web editorial team
- Move existing content to new website. Information currently provided on the website must be included in the proposal.
- Specific modules or additional software must be developed or implemented to cover functionalities that go beyond the standard CMS, such as treatment and export of information, and creation of tailored forms.
- Software: Provide necessary software and licenses to maintain site internally or externally, as decided by MedCruise.
- The edition tool must support special non-English characters.
- Visually appealing: the site must have an attractive mix of text and graphics.
- Common theme: each section of the site should have a common look and feel. The MedCruise logo should be prominently displayed. The use of photographs, fonts and layouts should be consistent throughout the site. The same font types and basic layout should be used through the site.
- Easy to navigate: the site should be easy to navigate. Information should be grouped and presented in a logical manner. The designer should be looking at how users can get the information they need with minimal navigation and no advance knowledge of MedCruise.
- Cross-reference information should be hyperlinked from page to page within the website with the Home Page link always available.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc. preferably in HTML format.
- RSS Feeds and sharing options with other Internet services.
- Compatible with current versions of commonly used Internet browsers.

- The website must not require plug-ins as a default.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Use valid (X)HTML. Using valid HTML means having an HTML code that follows one of the DTDs of the HTML specification.
- Use extensively valid CSS. Avoid any presentational mark-up and keep all the layout features in well-defined CSS style sheets.
- It is desired that the website design strictly separates the content from the presentation layers.
- Images containing text should be avoided for accessibility reasons and search engine optimisation (SEO).
- The system has to be able to resize any images uploaded to optimal user view.
- Use of friendly URL and SEO optimisation.
- The site will be optimized to reduce connection, navigation and download time, in accordance with most recent standards.
- The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.
- The proposal should include a maintenance security planning for all implemented software.
- The proposal should include basic training for a minimum of two (2) employees, training plan, and timeline for same.
- Both the site's copyright (including graphics and any other element), and the original artwork for any editable graphics (titles, etc.) will be granted to MedCruise before sign-off of the project.

MedCruise is not requiring a specific web-server and data-base platform; however, the proposal should include a description of the hardware and software requirements.

The installation of the website, including all software, will be included in the project, whether the hosting is provided by the selected contractor or by a third party.

We encourage applicants to consider and propose alternative solutions, recommendations and improvements.

8. STAFF RESOURCES

The selected contractor must have sufficient and capable staff for the project. As the official language of the Association, English is a must. All direct staff must be able to communicate orally and in writing in fluent English. Other languages will be considered a plus.

An assigned project manager will be made available to present information and coordinate with MedCruise, including a reasonable number of meetings to present design and development solutions.

If the execution of work to be performed by the selected contractor requires the hiring of sub-contractors, the proposals must clearly state this. Sub-contractors must be identified and the work they will perform must be defined. Each proposal must provide the name, address, and samples of previous work and any other relevant details regarding the sub-contractor. MedCruise will not refuse a proposal based upon the use of sub-contractors; however, it retains the right to refuse the sub-contractors selected. In any case, the project manager cannot be a sub-contractor.

9. BUDGET

The budget for this project is expected to be around 30,000 EUR.

Proposals must include several cost proposals to accomplish the scope outlined above. The budget must encompass all design, production, and software acquisitions necessary for design and development of the web site. Hosting and maintenance will be addressed separately.

Please list pricing for:

1. Discovery, Requirements Planning & Site Definition.
2. Site Development, Testing and Deployment.
3. Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard. Hosting costs will be addressed separately.
4. Maintenance: Please include your rates, indicating the tasks that you consider MedCruise might need assistance with.

The price quoted should be inclusive. If the price excludes certain fees or charges, the proposal must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

10. WARRANTY

The warranty must cover a period of 12 months to be counted from the date the site is online.

The warranty has to cover any malfunctions, security holes or behaviours not expected within the normal operation. The request of new features will not be included in the warranty.

During the first 6 months, the selected contractor must offer a prime support service, capable of giving response within 48 hours.

11. PROPOSAL PROCEDURE AND INSTRUCTIONS

MedCruise requires all Interested Parties to follow the following procedures and meet the following deadlines:

Planned Schedule of RFP Events

Submittal of expressions of Interest: before January 29th, 2010.

MedCruise requests that prior to the deadline for submittal any Interested Party send an email to secretariat@medcruise.com to establish a preliminary interest in this RFP. Those who submit Expressions of Interest will become Interested Parties and receive updates, notices and process clarifications.

Questions and Answers: before January 29th, 2010.

Between the Release Date (October 22nd, 2009) and the Opening Date (January 29th, 2010), Interested Parties may submit any questions specific to this proposal solely by email, to secretariat@medcruise.com. Email responses to the questions posed during this period will be provided to all Interested Parties.

- Deadline for Submission and Opening Date: January 29th, 2010.

The final proposal shall be received no later than January 29th, 2010, at the MedCruise Secretariat offices, by fax, post or email. Addresses and fax are as follows:

José Campos, Secretary General
MedCruise
World Trade Center
Edifici Est, 3^a Planta
08039 BARCELONA (SPAIN)

Fax number. (+34) 93 306 88 17
e-mail: secretariat@medcruise.com

Meeting with MedCruise Review Committee: to be determined.

After January 29th, 2010, MedCruise will organise a meeting at which Interested Parties may be requested to present their proposals individually before a Review Committee made up of MedCruise members.

- Final Selection: February 2010

MedCruise reserves the right to reject any or all proposals and the decision taken shall be final.

12. PROPOSAL EVALUATION AND SELECTION

MedCruise will establish a Review Committee, which will evaluate each proposal submitted by the deadline, hear Interested Party presentations, and select the contractor(s) based on its deliberations.

Weighted Scoring of Proposals:

All categories listed below will be rated by the Review Committee on a scale between 0 and 100 points. Each category's score will be multiplied by the percentage points assigned to the category to obtain the Interested Party's total weighted score. The scores are absolutely non-binding, are meant for guidance-purposes only and are to be confidential in nature.

Prior work and company background

- Candidate Experience :10 Points

This category includes the expertise of the Interested Party which should have successfully completed similar projects and have the qualifications necessary to undertake this project.

- Depth and Breadth of Staff and resources :15 Points

This category evaluates that the Interested Party has appropriate staff to develop the site in the time frame needed, and that it has the necessary facilities, ability and resources to provide the service specified.

- Image/design/usability :15 Points

Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers. This category includes the evaluation of the design quality, professional image and usability of sample material provided by the Interested Party.

Project

- Suitability of the Proposal : 30 Points

The proposed solution meets the needs and criteria set forth in this RFP. This category includes expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal.

- Alternative Solutions :10 Points

Alternative solutions means new solutions or improvements to better suit MedCruise requirements as proposed by the Interested Party.

- Creativity in Approach :15 Points

This category includes the creativity in approach that is expected to enhance the feel and look of MedCruise website.

- Proposal Presentation 5 Points

The information is presented in a clear, logical manner and is well-organised.

- Costs

The Review Committee will look for competitiveness in pricing as a principal factor in its decision-making. However, in order to assure an optimal cost-to-value ratio, the Review

Committee will not automatically recommend the lowest-priced proposal, or the proposal with the highest weighted score.

The Review Committee will compare the delta between candidates' weighted scores with the delta between candidates' pricing proposal.

Presentations to Review Committee:

Prior to February 2010, the Review Committee intends to convene a meeting at which previously selected Interested Parties will be asked to present their proposals.

The presentations should be no longer than 20 minutes in length and be prepared in a PowerPoint format or any other format easily projected from a standard laptop computer to a screen.

The MedCruise Secretary General will create a schedule of presentations.

MedCruise will pay economy air travel to the city at which the Review Committee meeting will be held for a maximum of one (1) presenter per invited Interested Party. Up to three (3) presenters per invited Interested Party may participate in the presentation before the Review Committee.

13. PROPOSAL REQUIREMENTS

While the requirements stated below do not constitute a complete list of items that could be a part of the submittal, the following elements must be included in the proposal submitted by January 29th, 2010:

Proposal: Discuss your proposed solution, including the features, benefits and uniqueness of your solution. Include a preliminary proposal of the information architecture/design of the home page.

Technology: Provide description of all necessary software and licenses to maintain site as decided by MedCruise.

Hosting: Describe the hardware, software and general requirements for hosting. In case you are also offering a hosting service (or recommending one), describe additional service features, tracking software plan, back-up policy and other terms of service.

Tasks: A list of proposed specific work tasks to be undertaken by the selected contractor. Please discuss your testing and support plan. Please state how you intend to communicate with all program areas to gather all of the required information.

Work Schedule: A work and performance schedule that is in alignment with the proposed work tasks.

Committed Staff: A listing of the staff committed and assigned to work tasks and their professional profiles.

Costing: A table of proposed costs. The table must be itemised by each product and each task. The table will also contain the cost per hour for developing and supplying new features not included in the present RFP.

Samples: Samples of previous works produced by the Interested Party to aid in the weighted scoring described above. List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation. MedCruise is interested not only in the public view but specifically in the administration area of the site. The possibility to get access to demos of the administration areas will be valued.