REQUEST FOR PROPOSAL (RFP)

For the Appointment of Website Development & Maintenance Agency

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Section I: Introduction and Background

1.1 Purpose of RFP

The Event and Entertainment Management Association (EEMA) invites proposals from qualified and experienced **website development agencies based in Delhi/NCR** to design, develop, upgrade, and maintain the official EEMA website.
The objective is to build a seamless, modern, fast, and scalable digital platform reflecting EEMA's stature as the apex body of India's experiential industry.

1.2 EEMA Overview

Established in 2008, EEMA is India's only national body representing the event and experiential marketing industry, bringing together leading agencies across events, MICE, activations, entertainment, sports, and weddings—representing nearly 80% of the organised sector.

For nearly two decades, EEMA has:

- Led crucial policy advocacy with national and state government bodies

- Established industry standards through ten+ active committees

- Created development platforms across sustainability, safety, skill-building, youth empowerment, and gender inclusion

- Hosted national flagship events – **EEMAGINE**, **EEMAX Global Awards**, and **Spotlight Awards**

- Run multiple zonal forums, conclaves, and regional member initiatives

Event & Entertainment Management Association
E-330, Ground Floor, Greater Kailash – II, New Delhi – 110048 | website: www.eemaindia.com
| Ph: 91 11 2921 1029/30/31 | Email: info@eemaindia.com

The website functions as EEMA's primary digital touchpoint for members, government, partners, and the media. A comprehensive revamp is essential to improve user experience, content accessibility, membership processes, and overall brand communication.

1.3 Project Background

EEMA's current website requires systematic upgrades to:

- Improve navigation and visual appeal

- Strengthen information architecture

- Integrate automated membership journeys

- Provide real-time updates from committees, regions, and events

- Build a secure backend for data and internal workflows

This RFP seeks an agency capable of delivering a **robust, modern, secure, and scalable website platform.**

1.4 Primary Goals and Objectives

Through this engagement, EEMA aims to:

- Build a responsive, user-friendly, and visually aligned website

- Establish strong backend CMS for easy updates

- Digitize membership processes (registration, renewals & payments)

- Create dynamic sections for committees, events, and announcements

- Improve SEO visibility and search rankings

- Ensure data security and website uptime

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1.5 Mandatory Eligibility Requirement

The participating agency must be headquartered or have a full-service office in Delhi/NCR.
(On-ground meetings with the national office team are essential for coordination.)

Agencies not fulfilling this requirement will not be considered.

1.6 Point of Contact

All queries and submissions must be sent to:
✉ executive.director@eemaindia.com
✉ secretary@eemaindia.com

Section II: Project Scope of Work and Deliverables

2.1 Scope of Work

The scope includes full-cycle website design, development, testing, deployment, and maintenance.

A. Website Design & UX/UI

- Redesign of www.eemaindia.com

- Modern, clean, and professional UI aligned with EEMA brand guidelines

- User journey mapping for members, partners, and visitors

- Mobile-first responsive design

- Accessibility compliance (WCAG)

B. Development & Backend

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- Development on a secure and widely supported CMS (WordPress/Custom Framework)

- Member login/dashboard with profile management

- Online membership registration form linked to payment gateway

- Integration of CRM / Google Workspace / Email workflows

- Committee pages with updates

- News, announcements & resource library

- Search functionality

- Multilevel admin access

C. Event & Media Integration

- Dynamic event listings

- Speaker profiles, schedules, galleries

- Automated archive for past events

- Media coverage section

D. Technical Infrastructure

- Hosting migration support (if needed)

- Data backup system

- SSL certification setup

- Website speed optimization

- Security layer & firewall

E. Annual Maintenance Contract (AMC)

- Monthly updates & backups

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- Issue resolution & bug fixes

- Adding new pages/sections as required

- Quarterly SEO audit and improvements

- Regular security monitoring

2.2 Key Deliverables

- Complete website design prototypes

- Final developed website (UAT & go-live)

- Admin training for EEMA staff

- SEO optimization checklist

- Monthly AMC reports

- Technical documentation

Section III: Budget and Timeline

3.1 Estimated Budget

The expected financial range is:

- **Website Development:** ₹75,000-₹100,000 (one-time)

- **Annual Maintenance Contract:** ₹20,000 per year

The final value will depend on the scope, features, and integrations proposed by the agency.

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3.2 Timeline

- **Proposal Submission:** As per deadline

- **Agency Selection:** Within 30 days

- **Project Duration:** 8–12 weeks for full development and launch

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Section IV: Submission Requirements and Evaluation Criteria

4.1 Submission Format

Agencies must submit their proposals electronically in PDF format titled:
Proposal for EEMA Website Development

4.2 Documents Required

- Agency Profile & Company Details

- Must confirm **Delhi/NCR office presence**

- Relevant experience with associations/corporates

- Proposed website structure & wireframe approach

- Execution timeline

- Team details

- Past work portfolio (links mandatory)

- Financial proposal (development + AMC separately)

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4.3 Evaluation Criteria

Criteria	Weightage
UI/UX & Proposed Website Strategy	40%
Relevant Experience & Portfolio	30%
Team Capability & Technical Expertise	20%
Financial Proposal	10%

Agencies may be invited for a virtual or in-person presentation.

Section V: General Terms and Conditions

- EEMA reserves the right to accept or reject any proposal.

- All RFP information must remain confidential.

- The selected agency shall enter into a Service Agreement.

- All assets and source code will remain EEMA's property.

Section VI: Legal Clauses

A. Confidentiality
All shared data, credentials, and content remain confidential.

B. Dispute Resolution
Disputes fall under the jurisdiction of New Delhi courts.

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C. Force Majeure
 Neither party is liable for delays caused by uncontrollable events.

D. Governing Law
 Governed by the laws of India.

By Order of the Association

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 New Delhi, India
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