MKTE WEBSITE

The Kenya Tourism Board is the organizer of the MagicalKenya Travel Expo (MKTE). This is the leading B2B travel and tourism exhibition in the region. In this regard we require a website which will enhance the positioning of the MKTE.

As a key component of KTB's information sharing platform, the website needs to be at par with modern trends in web design and development and embrace new features that improve on the user experience. The website is expected to be as interactive as possible with features that attract those visiting it to enable them navigate with ease.

DESCRIPTION AND OBJECTIVES

Description

Create a flexible, informative Website that is easy to maintain, simple to use and can handle large amounts of constantly changing information. In addition to designing a user-friendly Website with an intuitive interface, it must have a web-based Content Management System that allows for easy updates without directly accessing source code.

The Website must be visually pleasing, informative, quick to load and operate and adhere to current web design standards and modern technologies. The website must be repsonsive to work on all devices.

OBJECTIVE

Our primary objective is to build the MKTE brand identity, raise awareness of the event and stir interest for the targeted clients.

The website should inspire, inform and advise on the Magical Kenya Travel Expo (MKTE). It should be a platform for online interaction between KTB and all stakeholders interested in the MKTE locally and abroad.

Through this website, KTB would like to communicate about the MKTE provide general information about Kenya and tourist attractions at a glance, provide a forum for feedback from those who visit the website, provide a facility to book meetings and appointments with attendees and more importantly provide news and updates about the MKTE .

It is in recognition of the above needs that KTB is seeking a creative, qualified and experienced and professional consultant to design the MKTE website.

SCOPE & GUIDELINES

We are looking for a firm that can handle the design and development of the MKTE website and associated tools to make it truerly interactive and easy to navigate.

The Website must include a Content Management System that allows for in-house staff to easily update content after launch. The Website should have a strong linkage with social networking websites such as Facebook, Twitter, YouTube, Flickr and other relevant sites.

The Website will be developed to work on a PHP/MYSQL platform

RESOURCES / INTEGRATION ISSUES
KTB will provide the content to be used on the Website. However, clearly indicate in your bid the content that will be required to bring to life your proposed Website. The appoitments booking platform has already been developed and will be availed to the succesful bidder for integration with the rest of the site.

1. FEATURES

The main features of this website are:

1. **Give a point of information –** We would like people to be able to find information on MKTE, while at the same presenting a credible and professional image about the show
2. **Registration engine** – The Hosted Buyers, Trade Visitors and Exhibitors will be able to register by visiting this website **,** edit their details like company contacts, logo etc, order exhibitor badges
3. **The appointment booking system- t**his will enable trade visitors to book appointments with the exhibitors. It has already been developed and will be handed provided to the developer for integration with the rest of the site.
4. **PR and Marketing tool –** we will be able to show case MKTE through this website. Therefore, the images should be very attractive and navigation should be very easy. It should be interactive enough to enable us respond to customer feedback. It should enable us receive worldwide exposure
5. **Service Providers –** this is where exhibitors will get a list of service providers and request services such as Stand building and decoration, AV,
6. **Registration for Seminars** – this will provide participants an opportunity to register to attend the seminars of their choice.
7. **Links to Hotel booking portal –** hotels.magicalkenya.com
8. **Activities during MKTE** – Excursions, Golf etc

2. **Key information about the MKTE**

1. **ABOUT**
   a. About MKTE
   b. Venue
   c. Show dates
   d. Show Times
   e. Website
   f. Exhibitor profile
      i. Airlines
      ii. Counties
      iii. Tourism Boards
      iv. Hotels and Hotel Groups
      v. Game Lodges and Camps
      vi. Tour Operators
      vii. Industry Associations
      viii. Media Players
   g. Buyer profile
      i. Airline representatives
      ii. Tour Operators
      iii. Travel Agents
2. **EXHIBITORS**
   a. **How to exhibit**
   b. **Exhibitor list –** this shows all the exhibitors who have registered and their stand numbers. Include their Logos
   c. **Stand Rates –** this shows the various incentives for exhibitors, the rate per 9 square meters and the number of badges allowable for each exhibitor
   d. Self service Module and Online Registration

3. **TRADE VISITORS**
   a. Why attend MKTE 2015
   b. Entrance fee
   c. Online Application form
   d. Travel tips
   e. Self service Module and Online Registration

4. **HOSTED BUYERS**
   a. Why attend
   b. Program includes

  c. Program Excludes

  d. Application and Registration Form

  e. Self service Module

5. ACCOMMODATION

  a. Show the various hotels that are partnering with MKTE and the offers they have

EVALUATION

Note that this is a competitive bidding process. Effectiveness and speed of execution will be the main consideration but cost will also be a factor. In your response, please refer directly to the criteria in this RFP.

FINAL PRESENTATION

Your proposal must include;

- Brief rationale behind the proposed design and technology proposed
- Clear, color printouts of all proposed pages with the key areas requested for in the bid document
- Recommended ideas that go over and beyond what is requested for in the bid document
- A clear project plan that demonstrates how you plan to deliver the projects with timelines and all the deliverables.
- Kindly note that the MKTE will run in October 2015 and the website needs to go live by 15th May 2015

BID EVALUATION / TECHNICAL SCORE SHEET:

	Maximum Points	
• Proposed website structure and content management System (PHP/MYSQL Based) • Valid tax compliance certificate or equivalent • Certificate of incorporation	**MANDATORY**	
Company Profile • Company Profile • Current projects undertaken – at least 3 including project references • Key Staff and their qualifications with regards to	**10**	

this project		
Project Plan • Suitability of the proposed project plan to meet KTBs timelines	**10**	
Design Innovativeness and creativity • Engaging visuals and elements that encourage users to stay longer on the site • Clear design and content layout, instant and powerful brand recognition • Clear content navigation that simplifies access to key content on the website across different key pages • Link to various social media platforms • Recommended simplified mobile site • Other proposed creative elements that would see us meet our objectives	10 15 15 2 5 3	
Technical Specifications • Recommendations for SEO • Integration with appointments booking system • Online registration system and self service Module • Proposed User training, Handover schedule and post production support • Other proposed technical elements that would see us meet our objectives	5 10 20 10 5	
Total Technical score	**120**	

Financial Proposal – 20 Marks

Provide a detailed cost proposal to accomplish the scope outlined above. The financial proposal must include;

• A clear break down of all cost items
• All inclusive financial Quote in Kenya shillings(Kshs)