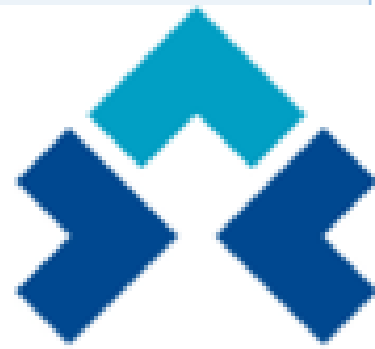


2017

# ConFEAS Website and Application

# FEAS

FEDERATION OF EURO-ASIAN  
STOCK EXCHANGES



Prepared by Iran Fara Bourse Securities  
Exchange

Approved by FEAS Secretariat  
19 December 2017

Updated 10 January 2017, quotation  
deadline prolonged till 15 January 2018

## About FEAS

Federation of Euro-Asian Stock Exchanges NGO (hereinafter refers to as 'FEAS') is a not-for-profit and not a profit distributing organization, that unites trading venues, pre-trading and post-trading institutions from Europe, Asia and Mediterranean basin.

FEAS was established on 16 May 1995 in Istanbul with 12 founding members. During the Extraordinary General Assembly Meeting of the Federation held on May 16, 2017 in Tehran, it was decided to move FEAS's headquarter from Istanbul, Turkey to Yerevan, Armenia.

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## Project description

The **ConFEAS Website** is to promote the event (annual conference) that will be organized by FEAS.

The purpose of the website and application is to inform possible audience including FEAS members as well as other market players about the content, timetable, agenda and sponsorship. The website is also for registration and payment. Therefore, this website should be well designed to cover all of the following features:

- 1) Registration Gateway (Online process)
- 2) Payment Gateway (Online and offline process)
- 3) News and updates
- 4) Forum for Discussion
- 5) Agenda
- 6) Timetable
- 7) Reports
- 8) Archive
- 9) Subscription
- 10) Special platform for meeting arrangements

Considering the enormous range of audience, a team with significant experiences in designing websites, particularly event/conference websites, is required to accomplish these functionalities with international standards. Besides being aware of best practices regarding successful website design, development, and deployment; innovative ideas would play a key role for differentiating ConFEAS website among other similar events' websites.

### Target Audiences

The target audiences are as follows:

- 1) Trade and Post trades Venues
- 2) FinTech Companies
- 3) Regulators in the capital market
- 4) Banks and other Financial Institutions including the investment banks, brokers, and investment consulting companies.

## Development stages

It is requesting to have two-stage development, where the main features on website will be launched in March 2018 (A) and additional features and applications will be launched in June 2018 (B).

Content of the website (application) will be developed and managed by FEAS, thus this is not included in the requirements.

## Main Features

### Registration/Login (A)

New account registration form (general sample information) and option to register through social network accounts (example: LinkedIn and if possible add to LinkedIn group).

Logged in users are able to see some more info, than not logged in users.

Separate registration for conference participation. Registered users have more features on the website: live chat, special sections' access, organization of B2B, B2C meetings.

**Note:** there should be a CMS panel for Secretariat of FEAS to manage the roles of the users.

### About ConFEAS (A)

- FEAS (History and Members)
- ConFEAS (Describing the initiative)
- Related events such Members' Award

### Agenda (A)

- Agenda per each day
- Timetable

### Speakers (A)

- Welcoming note from host exchange
- Speakers list (picture, name and position)
- Speakers details (introduction and bio, links to social profiles)

### Participants (B)

### Past Events (B)

- Past Conferences
- Upcoming Conferences
- Members' Award
- Sponsors (mentioning type of sponsorships)

### Meetings organizer (B)

- Registered users can send invitation requests to other registered users
- Calendars with agreed meetings
- Notifications

### Reports (per year) (B)

- Articles
- Highlight Speeches
- Previous Attendees
- Previous Achievements
- Previous Sponsors (mentioning type of sponsorships)

### Online payment (B)

There should be both online & offline payment option. Also there should be possibility of using Promo cod. (This part should be broken down in two parts in proposal: Timeline & Cost)

### News (A)

- Countdown
- News and Updates about Event

### Media (B)

- Videos including Speeches, Panels and Interviews
- Photos
- Live streaming
- ConFEAS in other Media Channels

**Note:** All registered participants should be able to see all videos completely and others could be able to see 2 minutes of videos free of charge & payment option for the full video.

### Contact us (A)

#### Links (A)

- Banner options for partners

#### Domain/Hosting Services (A)

- Domain **confeas.org** belongs to FEAS.

### Other requirements

#### Style

- Simple, professional
- Resembling FEAS website and use FEAS logo.

#### Copy write

- All rights will be reserved for FEAS.

#### Content Management

- Only members of Secretariat will have the right to post content on the website.

#### Search Engine Optimization

- full SEO, keyword research

#### ADA Compliance

- The website should be compliant with the requirements of the Americans with Disabilities Act.

#### Traffic Reporting

- e.g. Google Analytics, or inbound feature

#### Timeframe

- The desired delivery date for the (A) stage March2018 (reviewed and tested)

### Request for Quotation and Proposal Instructions

- Quotations to be received by 15 January 2018
- Proposals from shortlisted candidates (based on quotation) to be received by 20 January 2018
- Submit your proposal by e-mail to [secretariat@feas.org](mailto:secretariat@feas.org).

### Request for Proposal (shortlisted candidates)

As part of your proposal, please address the following:

- 1) Sample Project Plan
- 2) Your approach to website design
- 3) Details regarding your website project management process
- 4) Summary of website development experience
- 5) A listing of existing client references
- 6) Identify who will be involved on your project team, including their relevant experience and credentials

(\*)Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

**(\*)Note:** The proposal should be delivered up to 20<sup>th</sup> of **January**. The first part (marked as A) of project should be done up to the end of **March** and the second part (marked as B) should be done up to the end of **June**.

For Additional Information or Clarification

E-mail: [secretariat@feas.org](mailto:secretariat@feas.org)

Phone: +374 44 737 727