



# FEAS Website 2019

Prepared by FEAS Secretariat



# FEAS

FEDERATION OF EURO-ASIAN  
STOCK EXCHANGES



## About FEAS

The Federation of Euro-Asian Stock Exchanges (FEAS) was established on 16 May 1995 with 12 founding members.

The purpose of the Federation is to contribute to the cooperation, development, support and promotion of capital markets in the Euro-Asian Region (i.e. Europe, Asia and the Mediterranean Basin).

Currently there are 34 members in the federation.

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## Project description

The **FEAS Website** is an online business card for federation. It will show the federation's ongoing work, news, member profiles, etc.

The purpose of the website is to inform possible audience including FEAS members as well as other market players about the federation's work, content, timetable, events. Therefore, this website should be well designed to cover all of the following features:

- 1) About FEAS Information
- 2) Members Platform: Login
- 3) Events Calendar
- 4) Blog – Articles, News, Interviews with Gallery option
- 5) Training Platform

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

### Target Audiences

The target audiences are as follows:

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

**\* Search Engine Optimization (SEO) is a must for the website.**

## Development stages

It is requesting to have two-stage development, where the main features on website will be launched in April 2020 (A) and additional features will be launched in June 2020 (B). Content of the website will be developed and managed by FEAS, thus this is not included in the requirements.

## Main Features (A)

### About FEAS(A)

- FEAS History  
Text, Video
- Governance  
Images, Text, Link
- Charter  
Text

### FEAS Members (A)

- Member Profiles  
Image, description text, link to external website, table
- Member's Working Days, Monthly Public Holidays Calendar  
Table format that can be updated each month
- FEAS Membership Benefits
  1. Text
  2. Download the brochure button
- How to become a Member?
  1. Text
  2. Download the brochure button

### Our Work (A)

- FEAS Projects  
Text, Photo, Video, PDF (with the opportunity to download)

### Events (A)

- FEAS General Assembly  
Text, Highlighted Dates, Pictures
- ConFEAS  
Upcoming conference dates, venue, picture; link to external website
- Award Ceremony  
Upcoming dates, venue, picture; link to external website

### News (A)

- Articles
  1. Tags for each member
  2. Option to add Video/ Photo
  3. Social Media Icons – directly share the news to SM pages

- Interviews
  1. Tags for each member
  2. Option to add Video/ Photo
  
- Press Releases
  1. Text
  2. Download the Release button
  
- Infographics  
Images

### **Publications (A)**

- Quarterly Newsletters
  1. PDF Download Button
- Yearbooks
  1. PDF Download Button

### **FEAS Index (A)\***

1. Description
2. To show the index performance graph from this website on our website.

<https://us.spindices.com/indices/equity/dow-jones-feas-composite-index-usd>

### **Subscribe to FEAS Newsletter (A)\***

Regular Subscription template

### **Stage B: Login**

FEAS Secretariat (Admin) will register FEAS Members. Each member will have their own login info. Logged users have more features on the website

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

### **Login Categories**

- Members

Admin will register all the website users, no self-registration on website. The admin will register the user with email address, and the user will get the automatically generated password on their email. They will have access to all the files that are uploaded on Members Platform.

FEAS Members will have tags indicated from which company they are from.

- Observers

FEAS Secretariat will register these users the same way that is registering Members, but they will have limited time to spend on the website. For example admin will write down the expiration date for their account, and after that time, they won't have access to the website.

***\*Tool for the admin to manage user profiles and give them permissions to have an access to different pages in member platform. For example, admin can decide that a specific user shouldn't have access to training platform, so admin will close that page for that user, and that user won't have access to that page.***

### **Member Platform Features (B) – only for logged users**

- Training Platform – All FEAS Trainings that are uploaded on YouTube, will be linked to this platform, with short introductory text/description and with a PDF Presentation file uploaded next to the video. There will be also a link that will take the user to the photo gallery of the training (Flickr Account).
- FEAS Private Documents, only for Members, with an option to download the files
- Events Calendar – Event Dates are highlighted , clicking on the date will open new window with the detailed information about the event that is on that day
- Downloadable reports for the admin about User experience on the website

### **FEAS Current Website**

[www.feas.org](http://www.feas.org)

### **Website Template Suggestions:**

<https://www.confeas.org>

<https://www.esomar.org/>

<https://www.eacd-online.eu/>

<https://www.uicc.org/>

<https://www.moaa.org/>

<https://nrf.com/>

### **Other requirements**

#### Style

- Modern, 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



Traffic Reporting

- e.g. Google Analytics, or inbound feature

Timeframe

- The desired delivery date for the website is April 2020 (reviewed and tested) for the **Stage A**, and June 2020 for the **Stage B**

Request for Quotation and Proposal Instructions

- Quotations to be received by **6 December 2019**
- 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

**For Additional Information or Clarification**

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