



Arab Thought Foundation
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Request for Information

I- About the Arab Thought Foundation

The Arab Thought Foundation (ATF) is a pan-Arab, international, independent, non-profit and non-governmental organization which was officially founded in 2001. In its core, the Foundation presents itself as a platform for cooperation between Arab intellectuals and businessmen with a guiding mission to help advance social, cultural and economic development of the whole Arab region.

II- Objectives

The objectives of this RFP are to solicit competitive proposals for the development of a fully bilingual (Arabic-English) mobile application for the Arab Thought Foundation (ATF) 18th edition of its annual conference FIKR, in order to ensure the event runs smoothly for attendees including speakers, guests, and organizers.

FIKR is one of the Arab world's leading cultural and academic conferences typically attended by top-notch dignitaries, leaders, intellectuals, journalists and public figures. The two-day conference consists of several panels and sessions in addition to welcome notes and audiovisual presentations.

The event is planned for December 2023.

Target launch day of the App is May 2023.

III- General Directions of the desired app:

- Keep features as simple as “out of the box” as possible
- A user-friendly interface and CMS; easy to set up and navigate and provide a platform for guests to network and connect through interactive features and event map
- Be **informative** and **entertaining** (news feed, gamification, push notification (real-time and prescheduled), contact, help,...)
- Ability to allow any change to be updated immediately and notify the attendees, conduct surveys



- **Easy and friendly preview:** for parallel sessions/activities, built-in countdown timer that shows how much time is left before your event starts...
- Provide tools to easily export content and data

IV- General Features of the desired app

- **AI:**
 - o Ability to customize the user experience, by knowing asking questions to know their preferable topics, best time to send notifications; select their areas of interest and reasons to attend; Preferences/favorites; Small games (which would you chose);...
 - o Send relevant random facts, inspirational people; Recommended for you
 - o **Matchmaking** facilitate and optimize structured networking by connecting attendees with matching interests.
- **Build a community:** By creating a well-connected network by using features such as notifications, interactive sessions, news updates, engaging publications, and allowing attendees to book meetings and engage with their connections before during and after the event.
- **Streamlined interaction:** by opening up the possibility for endless channels of communication and interaction. Organizer can send messages or updates in order to make sure all attendees and speakers alike are always up-to-date. From their side, planning is made easy for attendees; users can access the entire event schedule and also create their own personal agenda. As well as conduct digital meetings. All with customizable reminders and synced notifications across all devices, no presentation or networking opportunity will be missed. All multimedia resources such as presentation slides, videos, and speaker bios to be accessible in just a few clicks.
- **Increase awareness and collect ideas:** Create challenges, polls, manage members, ideas and issues to engage your community and solve problems
- **Real-time event analytics:** Provide event organizers with real-time data and analytics to make adjustments as needed in order to improve the event experience and ROI. Ex number of attendees/checked in a session...
- **BackEnd** (Simple CRM + API)

V- Content general Description

- What is this event about?
- Where will it take place?
- When is it going to happen?
- Who will be there?
- Program preview and detailed program



- Speakers list
- Map + Floor Map: make it work offline so people can use the app to navigate even without a connection.
- Multimedia + banners + infographics
- Polls survey

VI- User journey:

- App opens by a video (during the event) or branded banner
- User Profile/log in
- **Home:** to be branded and includes:
 - o event title, date and location
 - o latest news, deadlines highlights , “Count down”,
 - o event, panels and speakers highlights ,
 - o During the event “Happening now”, watch livestream
 - o “Social media sharing”, Statistics balls # of participants, countries, sessions, Speakers...
- **Tabs Menu (or More)** to include: (some of them could be shown on the home page and accessed directly depends on the design)
 - o About the event
 - o Agenda/program per day and time
 - o Speakers
 - o Attendees
 - o Partners (different types)
 - o Activities and workshops
 - o Maps-Floor Maps
 - o Media Center (to include podcasts, reports, news, photos, videos and documents
 - o Contact us
 - o Organizer
 - o Survey/polls
 - o Notifications
 - o Social media
 - o Privacy policy
 - o Language
- **Profile:** My scanned contacts favorite

VII- Detailed Features of the desired app

Personal Sign on

- Must be able to integrate with our CRM via API
- User may use their registration ID to sign on for a customized experience



- Sign in will be required for App access and usage and strict to invitees and registrees.
- Username + password – to be linked to our cms
- Or new user – enter email + details - email subscription verification
- Or Continue as a guest
- Privacy policy agreement
- Sign up requirement: name, photo, country, email, mobile, position and company name
- Register: chose a role: guest, attendee, speaker, organizer
- Select language, select profile visibility preferences,

Admin and User features

- Must be able to integrate with content management company via API
- The event schedule will include event title, event date, event time, and event location. It will also enable users to mark/unmark favorite sessions/speaker
- The event detail view will include the event title, session track, event date, event time, event location, and the ability for users to mark/unmark favorite session, take digital notes, and the ability to rate each event or session.
- Users will be able to add their own items to the event schedule and add events to their personal Outlook calendar
- Users scheduled appointments with exhibitors/partners (if any) can be layered into the schedule
- Diary appointments – itinerary/schedule builder
- Live Audience Polling for pre-selected sessions
- The capability of submitting pre-event questions on the application
- Session evaluations for all education sessions, programs, and events. can integrate with research company to provide necessary file formats.
- Speaker bios and head shots, speaker preview videos and PowerPoint presentations possibility to view and download.
- Possibility to add/write personal notes for each session so they can get back to it
- Registration could be done for event/session and add to calendar
- Possibility to download speakers' presentation and other supporting material for the session.
- Download program, as a table for one day or all days
- Share docs via google or other social media mediums
- Highlight for the session in progress

Exhibitors (to a lesser extent)

- Must be able to integrate with the floor plan management via API.
- Exhibitor summary includes company name, booth number, and will enable users to mark/unmark favorites



- The exhibitor detail tab includes company name, booth number, company description, link to exhibitor web site, address, phone and fax numbers, and the ability for users to mark/unmark favorites and take digital notes
- Enables users to export exhibitor contact information and their digital notes into their contacts
- Exhibitor Logo and PDF upload for all exhibitor handouts

Navigator

- Interactive map of the show floor
- Interactive map of conference areas (networking areas) outside of the main room
- Specific exhibitors/sponsors will be able to be highlighted and featured
- Interactive map of surrounding area of the convention center, with customized points of interest (official hotels, off site event venues)
- The map will be searchable by room name and booth number/host
- The user will be able to zoom in and zoom out on the map. User will be able to utilize point to point mapping feature on show floor

Networking

- Must be able to integrate with registration company via API.
- Match making capability – Sub groups for certain demographics (board, vips, Women, Young Professionals, First Time Attendees, Host country invitees etc.)
- Private attendee to attendee messaging and invitations

Social

- User Interface with Twitter, Facebook, Instagram, and LinkedIn accounts
- Pre-programmed social media feeds from ATF accounts
- Community photo taking where users can capture photos during the event and upload to be viewed in a live feed

Gaming

- Think of potential games such as built in pedometer to create a competition for most steps walked; most shared posts...

Sponsor

- Sponsor logos, descriptions, sponsor level and booth location with access to the floor plan within the sponsor listing.

Speakers

- Speaker bios, pictures, and head shots, speaker preview videos and PowerPoint presentations, Social media accounts, Panels/schedule of various activities they are participating in



Other

- Push alerts before, during, and after the event with a web portal for show staff to schedule and add alerts

Importing Data/Content with Third Parties

- Application Program Interface (API) with other parties for real time data updates is preferred for all data sources and will be required with some third parties. API development is required for registration data, exhibitor data, and speaker data.
- Transfer data related to show floor plan management, session evaluations, speaker management systems, registration, member database management system and web services.

Reporting

- Number of downloads by operating system and device platform
- Number of unique visitors
- Usage for banner ads, video, overall impressions, ads shown
- Number of clicks on exhibitor- profile views, information, handouts downloaded, added to schedule
- Number of times schedule tab used
- Usage for events/sessions – added to schedule, viewed

Deliverables

- Propose a new app wireframe or uplift the current one while making sure it is compatible with main medium zoom for example
- Provide a new UX and UI
- Propose a sustainable app to be used for future FIKR editions

Timeframe

- Submission of the proposal by March 15, 2022

Required services:

- Mobile app consulting and strategy
- Mobile app development
- Mobile app UX and design
- App testing and QA
- Maintenance and support

The platforms required:

- Android – iOS

Devices:

- Smartphone
- Tablet