

RFP – Website & Social Media Management

1. Introduction

The India Convention Promotion Bureau (ICPB) invites proposals from qualified agencies for comprehensive **Website Management, Development, and Social Media Handling Services**.

The objective is to:

- Strengthen ICPB's **digital presence**
 - Enhance **user engagement and global visibility**
 - Position ICPB as a leading **MICE promotion body** aligned with global benchmarks.
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2. Scope of Work

A. Website Hosting & Server Management

- Secure hosting with high uptime (99.9%+)
 - SSL certificate installation & management
 - Server monitoring & troubleshooting
 - Website migration (if required)
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B. Domain Management

- Monitor domain expiry timelines, also purchase multiple domains available to ICPB and relink with the one using.
 - Handle renewals with prior approval
 - DNS management and technical support
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C. Website Maintenance & Updates

(Based on internal scope document)

- Regular content updates (text, images, PDFs, announcements)
- Upload:
 - News

- Events
 - Reports
 - Media content
 - Maintain **Membership Directory**
 - Create dedicated event pages
 - Minor UI/UX updates and bug fixes
 - Continuous functionality monitoring
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D. Security & Backup

- Regular vulnerability checks
 - System patching and updates
 - Periodic backups
 - Disaster recovery (basic level)
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E. Content & Media Management

- Upload and organize digital assets
 - Maintain structured content hierarchy
 - Ensure real-time updates
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F. Website Development & Enhancements

- Creation of new pages and modules
 - Development of:
 - Event sections
 - Forms
 - Member announcements
 - UX/UI improvements aligned with global tourism boards
 - Major developments to be approved separately
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G. SEO (Search Engine Optimization)

- On-page SEO optimization
- Keyword strategy implementation
- Speed & mobile optimization
- Google Analytics tracking
- Sitemap & indexing management
- Monthly performance reporting

H. Content Optimization (SCO)

- Content refinement for readability and engagement
 - Internal linking strategy
 - Keyword-based content planning
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I. Digital Marketing Advisory

- Google Ads strategy recommendations
 - Social media campaign planning
 - Email marketing suggestions
 - Platform recommendations for MICE promotion
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J. Graphic Design Support

- Event creatives (posters, banners)
 - Social media posts
 - Brochures, presentations, flyers
 - Branding materials (certificates, signage)
 - Membership certificate updates
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3. Social Media Management Scope

Platforms

- LinkedIn (Primary for MICE)
 - Instagram
 - Facebook
 - YouTube for Promotion Videos – Each Member State & India
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Key Deliverables

- Monthly content calendar
- 12–16 posts per month
- 4–6 reels/videos
- Event-based real-time coverage
- Industry storytelling & thought leadership

Content Strategy

- Position ICPB as:
 - MICE authority
 - Policy & knowledge leader
- Highlight:
 - Events & conferences
 - Member success stories
 - Destination promotion
 - Industry insights

Community Management

- Response to comments/messages
- Engagement tracking

Paid Campaigns (Optional)

- Lead generation campaigns
- Event promotions
- Global targeting (B2B audience)

Reporting

- Monthly performance report:
 - Reach
 - Engagement
 - Growth metrics
 - Campaign performance

4. Deliverables & Reporting

Monthly Reports:

- Website analytics (traffic, performance)
- SEO performance
- Social media insights
- Work summary (tasks completed)

5. Eligibility Criteria

Agencies must:

- Have minimum **3-5 years experience**
- Experience in:
 - Tourism / MICE / Government bodies preferred
- Demonstrate past work similar to:
 - ICPB / IEIA / SECB / Tourism Boards
- Provide portfolio of:
 - Websites
 - Social media campaigns

6. Proposal Submission Requirements

Technical Proposal:

- Company profile
- Relevant experience
- Team structure
- Approach & methodology
- Sample work
- The Proposal should have a 12-month plan which the agency has to share at the time of Proposal Submission. This is mandatory for all agencies which would be participating.

Commercial Proposal:

- Monthly retainer cost
- Breakdown:
 - Website management
 - Social media handling
 - Additional services

7. Evaluation Criteria

Criteria	Weightage
Experience & Portfolio	30%
Technical Approach	25%

Criteria	Weightage
Creativity & Strategy	20%
Cost Effectiveness	25%

8. Contract Duration

- Initial term: **12 months**
 - Extendable based on performance
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9. Terms & Conditions

- All content will remain property of ICPB
 - Confidentiality must be maintained
 - SLA adherence is mandatory
 - Delays or non-performance may lead to penalties
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10. Submission Details

- Proposal submission deadline:
 - Submission email:
 - Contact person:
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11. Strategic Direction (Important)

The selected agency must aim to position ICPB comparable to:

- Global tourism boards
- MICE authorities worldwide

Focus should be on:

- International visibility
 - Digital credibility
 - Member value creation
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