

## **Hong Kong Ballet's Website Revamp Request for Proposals**

### **SYNOPSIS**

Hong Kong Ballet (HKB) is one of the premier ballet companies in Asia and is internationally recognised as a world-class institution that represents Hong Kong's unique character. Since 1979, HKB has evolved into a vibrant performing arts organisation with accomplished dancers and a strong repertoire composed of a range of stunning, technically challenging productions. With nearly 50 dancers from Hong Kong, Mainland China and other parts of Asia, Australia, Europe and the US, the Company has won recognition in recent years both regionally and internationally. HKB's repertoire combines 19<sup>th</sup> to 21<sup>st</sup> century classical masterpieces, acclaimed contemporary works and newly commissioned ballets performed to audiences in Hong Kong and abroad. Mr Septime Webre, former Artistic Director of The Washington Ballet, joined the Company as its new Artistic Director in July 2017.

This Request for Proposals (RFP) invites vendors to provide integrated services in revamping HKB's website ([hkballet.com](http://hkballet.com)). Vendors shall consider a solution that caters the specifications and requirements laid forth in this RFP.

### **1. PROPOSAL REQUIREMENTS**

#### **1.1. Design**

- Stylish, on-brand, fun to navigate, intuitive, interactive, and easy to follow, which helps experience HKB through the website
- Bold and Clean
- Energetic and Fun
- Visually driven, with large photos and videos, and there being a sense of movement throughout
- Feels like a lifestyle page
- A navigation configuration which emphasises priorities of ticket sales, audience involvement in lots of ways, developing HKB's dancers as stars and fundraising

## **1.2. Functions**

- The website has the capacity to take online subscriptions, event reservations, online payments for events, donations, audition fees, merchandising and such securely
- Easy to capture patron contact information and to interface with HKB's database systems such as in-house CRM system and a third party newsletter blasting system
- Please refer to Section 3 Functional Specifications for more details

## **1.3. Content Management System**

- A content management system (CMS) for managing the website content
- Updates can be made easily in-house

## **1.4. Technical Setup**

- A technical setup for the website and CMS to reliably run. Please refer to Section 4 Technical Requirements for more details

## **1.5. Portfolio**

- Examples of past projects, preferably with performing arts organizations or NGOs, that could enhance HKB's understanding of the vendors

## **1.6. Cost**

- A detailed cost estimate, with any optional costs out of the scope of this RFP

## **1.7. Project Management Team**

- Introduction of the project management team, the team members' experiences and duties

## **2. SITE STRUCTRE AND SECTIONS**

### **2.1. Navigation Bar**

- Subscription, Tickets & Performances
- The Company
- Behind-the-scenes
- Explore & Engage
- Support Us

### **2.2. Full menu / Site map**

#### Productions/Tickets & Performances

- Productions
- Subscribe

- Enrichment programmes
- Touring
- Calendar
- Past Season and previous productions

### About Us

- Hong Kong Ballet
- Artistic Leadership and Dancers
- Management and Staff
- The Board and Committees
- Annual Reports
- Tender Notices
- Vacancies
- Auditions

### Explore/Engage

- Behind-the-scenes, e.g. photo and video galleries, Ballet blog, social media-oriented things, Ballet 101
- Ballet in the City
- Saturday Ballet Workshops
- Programmes For School
- Programmes For Community
- Programmes For Public
- Cultural Trips
- Add “Enquiry Box” to each event’s page
- Shop
- Past programmes and activities
- Becoming Friends of Hong Kong Ballet Members and Ballet Family Club Members

### Support Us

- Menu: Philanthropy, Corporate Sponsorship, Special Events, Advertising, Acknowledgments, Friends of HK Ballet, and Ballet Family Club
- Four categories of “Special Events”: The Hong Kong Ballet Ball, The Nutcracker Benefit, The Sponsors’ Events, and The Cultivation Events
- A photo & video gallery
- Flexibility of editing online donation form
- Shop

### Media

- Press releases

- Reviews
- Stories of Dancers' health and wellness
- Media subscription

### **2.3. Content in Main sections**

#### Home Page

- Bold, oversized photos with the ability to replace photos with video content
- Should be able to see the upcoming show and the following two or three shows without scrolling down, e.g. a row of smaller thumbnails under the large banner
- Scrolling down with about 6-10 horizontal bands to highlight different things, rotating them from time to time
- Features to insert Special Announcements when necessary
- Action buttons
- Must include contents about Artistic Team, Subscription, Upcoming shows and Donations

#### Production Page (capable of a flexible mix-and-match layout of the below)

- A horizontal band for productions listed chronologically
- Main photo bold and big
- A photo/video gallery
- Tickets button, Subscribe button, Donate button
- Programme blurb
- Cast
- Quotes
- Dramaturgical note
- Synopsis
- Creative team / Credits
- Behind-the-scenes, i.e. photos, videos, interviews (extracting contents/images from original sections)
- Logos of sponsors and partners in designated dimensions
- Fringe activities
- "You may also like" (to show contents/ extracts/ images of other sections)
- Usage of icons to different links

#### "Subscribe Now" Page

- Recap the whole season and sell subscriptions, Friends of Hong Kong Ballet and Ballet Family Club

#### Touring Page

- Upcoming touring
- Information for Presenters

- Archive of past touring

#### Artistic Leadership and Dancers Page

- Full body shots of dancers
- Each individual dancer page includes the dancer's bio, full body shot, a gallery which contains head shot and up to 8-10 photos of the dancer
- Contains Interviews (written and video)
- Linkage to social media

#### Shop

- Sell merchandises online

### **3. FUNCTIONAL SPECIFICATIONS**

#### **3.1. Viewing**

- The Website and CMS should be fully functional on modern browsers including Chrome, Safari, Firefox and Internet Explorer on the latest versions of operating systems with a screen resolution no less than 1024 x 768 pixels

#### **3.2. Responsive Layout**

- Responsive layout for all mobile devices and operating systems (iOS and Android)

#### **3.3. Online Subscription**

- People buy subscriptions online by choosing programmes and number of tickets
- Prices with discounts are calculated automatically

#### **3.4. e-Shop**

- Sell merchandises online

#### **3.5. Languages**

- English, Traditional Chinese and Simplified Chinese
- CMS interface can be in English only

#### **3.6. Event Registration**

- The CMS may set up event registration to collect information of personal particulars, and a customizable list of options
- The collected information will be easily transferred / automatically stored to HKB's databases. Automated reply can be sent to the registrants
- Equipped with payment options

### **3.7. Payment Gateway / Membership System / Point Accumulating System**

- For payment of event registration, online shop and donations
- For customized layout and personalized welcome

### **3.8. CMS System and Management**

- The content of the website should be maintained by a CMS with user-friendly and easy-to-use interface which is capable of text formatting and processing functions, simple image processing functions, and switching between HTML codes and What-you-see-is-what-you-get (WYSIWYG) editor
- CMS can be managed by user access management where a user may log in using a specified username and password. Accounts may be added, edited or removed
- Webpages will be published via an approval process
- CMS will also include a library to manage and recycle uploaded files, and interface to add, edit or delete tracking and conversion codes

## **4. TECHNICAL REQUIREMENTS**

### **4.1. Programming languages and codes**

- Programming language to write the website is optimized
- Build under HyperText Transfer Protocol Secure (HTTPS)
- Comply with the latest GDPR of EU

### **4.2. Browsers**

- The Website and CMS should be fully functional on modern browsers including Chrome, Safari, Firefox and Internet Explorer on the latest versions of operating systems with a screen resolution no less than 1024 x 768 pixels

### **4.3. Tracking code and conversions**

- Can be tracked by Google Analytics, Facebook, Baidu and similar tools

### **4.4. SEO & SSO Optimization**

- Search engine optimized, with appropriate HTML data structure, meta-data fields and other SEO measures in place
- Social sharing optimised with social sharing, with appropriate meta-data fields and other SSO measures in place
- Fast loading website which attracts high score in Google PageSpeed Insight in both desktop and laptop version

#### **4.5. Web Server**

- The website is hosted on a web server, either dedicated, shared or on the cloud, with all necessary services (e.g. Database, Mail gateway etc)
- The website is served with adequate bandwidth to maintain a reasonable traffic.

#### **4.6. Domain Name**

- Provide technical assistance in overseeing the transfer of domain from old website to the new production Website

#### **4.7. Server Monitoring**

- The website is monitored 24/7 by external HTTP monitors tracking the server's health. Email alerts are sent when it is downed

#### **4.8. Warranty**

- The website, CMS and technical setup come with a warranty of no less than one year.

#### **4.9. Testing Environment**

- The website will be provided a testing environment similar to the production environment for development, user acceptance test (UAT) and training

#### **4.10. Data Migration**

- All data on old website is safely and timely migrated to the new website

### **5. LAUNCH DATE**

The new website is expected to launch end of March 2019.

### **6. ASSESSMENT CRITERIA**

Competence of proposal	50%
Cost and cost effectiveness	30%
Past projects	20%

## **7. SUBMISSION OF PROPOSAL**

Submission of RFP shall be delivered to HKB's office at G/F, 60 Blue Pool Road, Happy Valley, Hong Kong, or be sent to [tender@hkballet.com](mailto:tender@hkballet.com). Please mark "Website Revamp Proposal" on the envelop. The deadline of submission is 12 December 2018 at 6pm.

## **8. FURTHER INFORMATION**

For further information, please contact Ms Eunice Ho at [eunice\\_ho@hkballet.com](mailto:eunice_ho@hkballet.com) or on (852) 2105 9757

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