

Tender Notice

T/2020/003: Cyberport Social Media Agency Services 2020/21

Hong Kong Cyberport Management Company Limited (“HKCMCL”) invites interested parties to submit tender for the Cyberport Social Media Agency Services 2020/21.

Hong Kong Cyberport Management Company Limited (HKCMCL) is looking for a social media partner with a proven understanding of Cyberport’s stakeholders and digital technology trends. We seek to strengthen both Cyberport’s brand and Arcade@Cyberport, increase the overall public awareness and the value of Cyberport’s vision, mission, services and programmes through annual social media platforms management and strategic social media campaigns.

The scope of service is to plan and execute the social media strategy with day-to-day management for both Cyberport’s and Arcade@Cyberport’s social media platforms for the fiscal year 2020/21. For scope of services, please refer to Annex A.

Interested parties with relevant experience shall fill-in the enclosed form and send it to the following **on or before 5:00pm of 7th Feb 2020 (Fri)**:

By Post:

Hong Kong Cyberport Management Company Limited
Level 6, Cyberport 2,
100 Cyberport Road,
Hong Kong

Attn: Manager – Compliance and Procurement

Or **by email:** procurement@cyberport.hk and jackieyu@cyberport.hk and rebeccalau@cyberport.hk

Or **by fax:** (852) 3027 0385

Tender document will be sent to the interested parties.

If the company does not submit a tender or decline for submission after having replied to this notice, the company may be suspended from quotation for a period of time.

All costs and expenses incurred for or in connection with any response to this invitation, including the preparation of any submission, shall be borne entirely by the party concerned without recourse to HKCMCL.

Please note that submissions are being invited on a non-committal basis and this Invitation does not constitute any part of an offer by HKCMCL. HKCMCL is not bound to award any contract to any of those parties which have replied to this notice.

Date of Issue: 24 Jan 2020

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Scope of Services

Objectives

This Request for Proposals (RFP) provides interested vendor/agency partner with sufficient information to prepare and submit proposals for consideration by Hong Kong Cyberport Management Company Limited (HKCMCL).

HKCMCL is looking for a social media partner with a proven understanding of Cyberport's stakeholders and digital technology trends. We seek to strengthen both Cyberport's brand and Arcade@Cyberport, increase the overall public awareness and the value of Cyberport's vision, mission, services and programmes through annual social media platforms management and strategic social media campaigns with the following outcomes:

- 1) Establish and promote Cyberport as a key driver in fostering digital economy development.
- 2) Emphasize and promote Cyberport's strategic focus:
 - a. Talent Cultivation and development
 - b. Industry Development
 - c. Integration of New & Traditional Economies
- 3) Promote and build Cyberport as the trusted and top of mind source of information on digital tech and entrepreneurship.
- 4) Promote and build Arcade@Cyberport as the unique "Get-inspired Hub" for youngsters and families.
- 5) Provide accurate, timely and informative contents to relevant stakeholders about Cyberport and Arcade@Cyberport initiatives, news, events, programmes, activities, promotions and value-added services.
- 6) Gain popularity by defining an effective Social Media strategy for both Cyberport and Arcade@Cyberport to enhance organic reach and engagement.
- 7) Promote and drive awareness, acquisition and participation to Cyberport's signature events (IES, DELF and CVCF).

Responsibilities of the Service Provider

The service provider needs to provide 1-year social media marketing service with the scope of work listed below:

- 1) Conduct a social media audit and SWOT analysis for both Cyberport's and Arcade@Cyberport's social media platforms, analyse existing performance, benchmark with other relevant competitors and identify areas of improvement and how to achieve that.
- 2) Define and develop a comprehensive Social Media playbook for Cyberport and Arcade@Cyberport to achieve the objectives and goals.
- 3) Develop an ongoing social media strategy that enable Cyberport and Arcade@Cyberport to increase social media reach, online presence, fans number and drive audience engagement with the latest marketing and social media trends.
- 4) Proactively provide updates on social media trends, policy changes and tactics.
- 5) Identify important dates/events, social issues/news, policy and success stories for proactive feeds to capture key stakeholders' attention and interest.
- 6) Bi-weekly content plan/ calendar across all platforms.
- 7) Provide optimization plan to improve overall social media channels key metrics and measure success via KPI framework.
- 8) Provide monthly report for defined metrics and assess areas of improvement and change of tactics.
- 9) Provide post boosting/ ads support with allocated budgets for all channels to enhance reach and engagement.
- 10) Assign a dedicated team to assist Cyberport team on day-to-day social media management for both Cyberport's and Arcade@Cyberport's social media platforms.
- 11) Define ad settings for each of the stakeholder groups that can effectively deliver relevant contents to them.

- 12) Define the workflow and rules of engagement on how to respond to various comments/enquires relating to Cyberport and Arcade@Cyberport
- 13) Plan and execute 3 social media engagement campaigns (IES, DELF and CVCF) for branding, events or programme promotions. Drive awareness, acquisition and participation.
- 14) Support in ad hoc items or request.
- 15) Support crisis management on social media channels.

Contract Period

The term of this contract is 1-year contract award with the scope of work listed.

Reply to Tender Notice

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Please complete and return this form to HKCMCL by email, by fax or by post **no later than 5:00pm (Hong Kong Time) of 7th Feb 2020 (Fri)**:

By post : Level 6, Cyberport 2, 100 Cyberport Road, Hong Kong
By fax : (852) 3027 0385
By email : procurement@cyberport.hk and jackieyu@cyberport.hk and rebeccalau@cyberport.hk

We are interested to tender. Please send us one set of tender document.

(If the tenderer does not submit a tender or decline for submission after have replied to HKCMCL with this form, the tenderer will be suspended from quotation for 3 months.)

Name in block letters:

Company name:

Company address:

Tel. no.:

Fax. no.:

E-mail address:

Signature and company chop

Date: _____