Request for Proposal
PR Retainer Services
June 2009 – May 2010

Hong Kong Internet Registration Corporation Limited

Unit 2002-2005, 20/F, ING Tower, 308 Des Voeux Road Central, Sheung Wan, Hong Kong
Tel: +852 2319 1313 Fax: +852 2319 2626
Email: marketing@hkirc.hk Website: www.hkirc.hk
IMPORTANT NOTICE

This communication contains information which is confidential and may also be privileged. It is for the exclusive use of the intended recipient(s). If you are not the intended recipient(s), please note that any distribution, copying or use of the communication or the information in it is strictly prohibited. If you have received this communication in error, please notify the sender immediately and then destroy any copies of it.
Table of Contents

1. Overview
2. Purpose of the Request for Proposal
3. Information Security
4. Background and Objectives
5. Scope of Work
6. Fee Arrangements
7. Service Period
8. Proposal Response Format
9. Selection Criteria
10. Discussion with Bidders/ Oral presentation
11. Schedule
12. Deadline and Enquiry
1. Overview

About HKIRC
Hong Kong Internet Registration Corporation Limited (HKIRC) is a non-profit-making and non-statutory company limited by guarantee designated by the Government of the HKSAR to undertake the management and administration of the Internet domain names under the ‘.hk’ country code top level domain. The organization is established in 2001 to provide ‘.hk’ registration services.

HKIRC endeavours to be
- Cost-conscious but not profit-oriented
- Customer-oriented
- Non-discriminatory
- Efficient and effective
- Proactive and forward-looking

More information about HKIRC can be found at www.hkirc.hk

2. Purpose of the Request for Proposal

The purpose of the Request for Proposal (RFP) is to solicit proposals to establish a contract, through competitive negotiations, with a qualified PR retainer agency that can provide an effective, cost-efficient, and customized public relations program to promote ‘.hk’ domain services provided by HKIRC.

The selected firm must be capable of, but not limited to, providing comprehensive on-going public relations consultancy services, ranging from strategic counsel on issues, to tactical implementation support on special event or ad-hoc communications activities. All PR activities shall produce quantitatively measurable results identified by HKIRC.

3. Information Security

The company submitting the proposal (“the company”) shall acknowledge and agree that, if the company is selected as the Contractor, it shall be bounded by our Non-Disclosure Agreement (NDA) and Information Security Policy (highlights of the policies illustrated in Appendix A). Customer data and any information supplied to the company by HKIRC shall remain the property of HKIRC. The company shall be obliged to employ the abovementioned data and information for the sole purpose of project and services delivery. The company shall protect the data of HKIRC customers and shall never allow any person to gain access to the data except for the aforesaid purpose. The company shall comply with the obligations under the Personal Data (Privacy) Ordinance and any other obligations in relation to personal data.

The company shall be provided a set of NDA and Information Security Compliance Statement after HKIRC received the company’s Expression-of-Interest before the stipulated time. The NDA and the Information Security Compliance Statement shall be signed and returned to HKIRC attached with documents required by the Compliance Statement before the scheduled deadline. **HKIRC will only consider proposals from parties who have signed both the NDA and the Information Security Compliance Statement.**

According to the Information Security Policy of HKIRC, proposals submitted shall be classified as Restricted information and the following security measures should be observed:-
1. The documents should be marked “RESTRICTED” at the centre-top of each page in black color;
2. The document, if transmitted electronically, must be encrypted.

Each proposal will be reviewed under the terms of non-disclosure by the staff and the Board of HKIRC.

4. **Background and Objectives**
The goal of engaging the PR retainer is to increase and sustain the public awareness of the HKIRC brand identity as well as increasing the popularity and use of `.hk` and all of its related services, which include existing `.hk` domain categories and new initiatives on internet developments. The PR retainer agency is expected to measure, manage, and advise on each HKIRC marketing program/activity in order to maximize the desired outcomes. The HKIRC PR and communications objectives are set out below. Emphasis on each objective should be addressed in the bidder’s proposal.

Public Relations, Communications objectives are:

- To establish brand awareness of HKIRC and generate long term interest and understanding of HKIRC and its services among target audiences.
- To reinforce the awareness of the benefits of `.hk` domain names and promote new developments
- To increase total awareness of HKIRC and ‘hk’ across the target groups with the general public and business sectors
- To generate sustained, quality media coverage in target media

The target audiences for the public relations and marketing efforts requested are:

**Primary:**
- General Public and Business Sector
  - Business sectors (both corporate and SME)
  - Members of the general public interested in the Internet and `.hk` domain including but not limited to youth groups, local schools, charitable and non-profit organizations

**Secondary:**
- All potential `.hk` registrants including professionals, individuals with family and late Internet adopters.

5. **Scope of Work**
HKIRC intends to seek for an external public relations consultant to provide consultancy services on a retainer basis. An estimated average of 45 hours is required quarterly. The scope of work may include but is not necessarily limited to:

1. **Media interviews / meetings:** (Expected Deliverables: 20 per year)
   - To secure media opportunities and face-to-face meetings/luncheons to communicate key messages as well as building good relationship with the media

2. **Case study and byline articles:** (Expected Deliverables: 4 per year)
   - To identify and line-up target media for interviews or article placement

3. **Media relations and office:** (Deliverables: ongoing plus monthly coverage reports)
   - To provide daily news monitoring services for coverage relating to HKIRC, `.hk` and other players in the local domain name industry
To recommend media format and target media groups that best reach the program’s specific goals.

(4) Communications materials (statement, speech, press release, etc): (Expected Deliverables: 4 pieces per year)
- To produce and/or edit high quality printed and broadcasted communications materials that meet the public relations and outreach objectives

(5) Strategic counsel: (Deliverables: ongoing plus quarterly review reports)
- To develop communications concepts and messages based on sound marketing, communications principles and/or market knowledge
- To advise on strategy and approach in response to new opportunities and crisis outbreak.

The bidder shall provide an evaluation methodology on the success of the program/activities, such as monthly updates on progress of PR retainer program.

6. Fee Arrangements
The PR retainer agency should quote a flat monthly rate for the service.

To ensure mutual relationship starts off well, the method of billing, hourly rates for additional services, third-party costs, out-of-pocket expenses and markup/commission percentages, as well as payment terms and any interest charges for late payment should be fully detailed in the bidding proposal.

7. Service Period
The service period is from 1 June 2009 to 31 May 2010. The contract may be extended for one additional one-year period after that without going through another bidding process. HKIRC reserves the right with no penalty to change the budget and services may be added or deleted as necessary.

8. Proposal Response Format
All proposals should be as thorough and detailed as possible so that the HKIRC marketing team could properly evaluate the bidder’s capabilities in providing the required services. Each proposal shall include all of the following items:

1. Cover Page
   - Project Title: PR Retainer Services June 2009 – May 2010
   - Company contact information including the Company name, registered address, contact person, his/her title, contact telephone number, fax number, email address, company website.
   - Project leader(s)’ name, title, contact telephone number, personal fax number (if any), email address

2. Executive Summary
   - One-page executive summary is to briefly describe the bidder’s proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the bidder.

3. Conflict of Interest Declaration
   - Declare any conflict of interest in relation to the Retainer Services project and the ‘.hk’ ccTLD registry HKIRC.

4. General Company Background
Major activities, financial situation, organizational structure, management team and achievements in PR and media relation services outsourcing of the company should be elaborated. Tracked records are preferred.

5. Detailed Response

- Detailed descriptions include the following areas:
  - (1) Staff qualifications and experience:
    - Describe the qualifications and experience of all proposed staff and subcontractors (if any) in providing public relation services and media services.
  - (2) Media Outreach, PR and Communications Programs:
    - Provide information on your firm’s skills and capabilities in applying public relations, media outreach and communications principles and techniques to create a strong awareness of services in relation to Internet and/or service industry such as increasing the popularity and usage of these services. Describe at least two outreach and/or PR initiatives that your firm has undertaken.
  - (3) Strategic communications:
    - Describe your firm’s experience in producing strategic counseling/ communications materials that successfully communicated messages to various groups including media, government departments, business, organizations, individuals with diverse educational, technical background, and/or in low socioeconomic background.
    - Also include materials that would demonstrate the firm’s ability to manage issue/crisis, as well as meeting client’s objectives and addressing the challenges of outreaching to the target audiences.
  - (4) Innovative ideas for HKIRC:
    - Demonstrate ideas for better and/or additional ways to address the media/public relations needs which are not otherwise described in this RFP. It would be appropriate to indicate the advantages and disadvantages of the approaches you recommend, and specify the cost implied and justify the additional PR budget as part of the PR planning process, if any.

6. Proposed Cost of Service

- The overall pricing of the PR retainer program should be considered in accordance with Not-For-Profit rate and allow flexibility for payment. It is important for HKIRC to be able to compare proposals at competitive budget levels.

In addition to the above, the bidder should also include the proposed Service Agreement in the submitted proposal.

A list of proposed optional items with cost should be included. This should be a reference in case additional projects shall be initiated during the contract period.

9. Selection Criteria
HKIRC will evaluate all proposals with following weighted criteria.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Evaluation Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>Ability to meet the scope of work</td>
</tr>
<tr>
<td></td>
<td>- Proposed work plan</td>
</tr>
<tr>
<td></td>
<td>- Strong connection with local, education, business and IT media news, and demonstrate strategies at reaching target audiences, both printed and electronic media</td>
</tr>
<tr>
<td>15%</td>
<td>Qualifications and Staff Experience</td>
</tr>
<tr>
<td></td>
<td>- Qualifications and expertise of staff involved in this program</td>
</tr>
<tr>
<td></td>
<td>- Direct experience in specified PR retainer program especially in Internet/IT related fields</td>
</tr>
<tr>
<td></td>
<td>- Demonstrate the understanding and/or familiarity with the domain name industry trends and researches</td>
</tr>
<tr>
<td>25%</td>
<td>Demonstrated capability</td>
</tr>
<tr>
<td></td>
<td>- Work samples from relevant past projects in non-profit/member-based/internet related organization</td>
</tr>
<tr>
<td></td>
<td>- Work samples showing quality and innovative ideas to develop and execute strategic PR and communications programs</td>
</tr>
<tr>
<td></td>
<td>- References</td>
</tr>
<tr>
<td></td>
<td>- Value added. Give examples of how you can add value.</td>
</tr>
<tr>
<td>35%</td>
<td>Cost (proposed monthly rate and costs for additional services)</td>
</tr>
<tr>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

10. Discussion with Bidders / Oral Presentations
Each initial proposal should be submitted with the most favorable price and service standpoint. An oral presentation by a bidder to supplement a proposal may be required. These presentations, if required, will be arranged after the submitted proposals were shortlisted. The oral presentations will be made at the Bidder’s expenses.

In any case, HKIRC reserves the right to award a contract without going through the oral presentation and discussion process with Bidders.

11. Schedule (subject to change without prior notice)

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Completed by</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Published RFP on web</td>
<td>30 March 2009</td>
<td>Interested party shall send an email to <a href="mailto:marketing@hkirc.hk">marketing@hkirc.hk</a> to express its interest.</td>
</tr>
<tr>
<td>Expression of Interest</td>
<td>8 April 2009</td>
<td>Please state the company name, address and contact person information including contact person name, email address and telephone number.</td>
</tr>
<tr>
<td>Deadline for NDA sign-off</td>
<td>14 April 2009</td>
<td></td>
</tr>
<tr>
<td>Deadline of submitting proposal and quotation</td>
<td>30 April 2009</td>
<td>Short-listed candidate may be invited to present their proposal(s) to introduce their PR plans and answer questions</td>
</tr>
</tbody>
</table>
5. Review proposal and presentation by vendor (if any)  
   7 May 2009

6. Complete evaluation and recommendation  
   15 May 2009

7. Vendor selection Approval  
   21 May 2009

8. Sign service agreement with the awarded party  
   28 May 2009
   Contract will be signed by HKDNR, a wholly owned subsidiary of HKIRC

9. Commencement of service  
   1 June 2009

12. Deadline and Enquiry
Proposals should be submitted on or before 30 April 2009, no later than 5:30 PM (HKT) of the same day, either through email or by post. Any proposals received after this deadline will not be considered. HKIRC reserves all rights to extend the deadline as it sees fit. Announcement will be made on our website in case of any amendment to the deadline.

Should you have questions related to this document, please contact marketing department at marketing@hkirc.hk or Angela Kwok (2319 3828) /Dorothy Chow (2319 3883).
Appendix A – HKIRC Information Security Policy and Guidelines: An Extract Relevant to Outsourcing

This document provides an extract of the HKIRC Information Security Policy and Guidelines with the purposes of (a) introducing various measures and controls to be executed by HKIRC regarding outsourcing and (b) setting the expectation of any potential contractors that their participation and conformance in these measures and controls are essential contractual obligations.

The original Policy and Guidelines applies to HKIRC’s employees, contractors and third party users. However, a potential contractor may interpret the clauses up to their roles and responsibilities only. Nonetheless, the keyword “contractors” hereby refers to all relevant staff members of the contractor and those of any other subcontractors under the contractor’s purview.

Herein, HKIRC would also set the expectation of any potential contractors that upon their expression-of-interest to the project, they shall be required in the subsequent stages (a) to sign off a non-disclosure agreement (NDA) on all information to be provided and (b) to sign off a Compliance Statement where compliance requirements are specified in more details.

(A) Extract from the HKIRC Information Security Policy
In the following, “the organization” means Hong Kong Internet Registration Corporation Limited.

8. Human resources security
8.1 Security objective: To ensure that employees, contractors and third party users understand their responsibilities, and are suitable for the roles they are considered for, and to reduce the risk of theft, fraud or misuse of facilities.

8.1.1 Security roles and responsibilities of employees, contractors and third party users shall be defined and documented in accordance with the organization’s information security policy.

8.1.2 Background verification checks on all candidates for employment, contractors, and third party users shall be carried out in accordance with relevant laws, regulations and ethics, and proportional to the business requirements, the classification of the information to be accessed, and the perceived risks.

8.1.3 As part of their contractual obligations, employees, contractors and third party users shall agree and sign the terms and conditions of their employment contract, which shall state their and the organization’s responsibilities for information security.

8.2 During employment
Security objective: To ensure that all employees, contractors and third party users are aware of information security threats and concerns, their responsibilities and liabilities, and are equipped to support organizational security policy in the course of their normal work, and to reduce the risk of human error.

8.2.1 Management shall require employees, contractors and third party users to apply security measures in accordance with established policies and procedures of the
organization.

8.2.2 All employees of the organization and, where relevant, contractors and third party users shall receive appropriate awareness training and regular updates on organizational policies and procedures, as relevant to their job functions.

8.3 Termination or change of employment
Security objective: To ensure that employees, contractors and third party users exit an organization or change employment in an orderly manner.

8.3.2 All employees, contractors and third party users shall return all of the organization’s assets in their possession upon termination of their employment, contract or agreement.

8.3.3 The access rights of all employees, contractors and third party users to information and information processing facilities shall either be removed upon termination of their employment, contract or agreement, or adjusted upon change.

12. Information systems acquisition, development and maintenance
12.5.5 Outsourced software development shall be supervised and monitored by the organization

13. Information security incident management
13.1 Reporting information security events and weaknesses
Security objective: To ensure information security events and weaknesses associated with information systems are communicated in a manner allowing timely corrective action.

13.1.2 All employees, contractors and third party users of information systems and services shall be required to note and report any observed or suspected security weaknesses in systems or services.

(B) Extract from the HKIRC Information Security Guidelines
6. ORGANIZING INFORMATION SECURITY
6.2 EXTERNAL PARTIES
6.2.1 Identification of Risks Related to External Parties
The risks to the organization’s information and information processing facilities from business processes involving external parties should be identified and appropriate controls implemented before granting the access.

6.2.3 Addressing Security in Third Party Agreements
Agreements with third parties involving accessing, processing, communicating or managing the organization’s information or information processing facilities, or adding products or services to information processing facilities should cover all relevant security requirements.

7. ASSET MANAGEMENT
7.1.3 Acceptable Use of Assets
Rules for the acceptable use of information and assets associated with information processing facilities shall be identified, documented, and implemented.

8. HUMAN RESOURCE SECURITY
8.1.1 Roles and Responsibilities
Security roles and responsibilities of employees, contractors and third party users
shall be defined and documented in accordance with the organization’s information security policy.

8.1.2 Screening
Background verification checks on all candidates for employment, contractors, and third party users shall be conducted in accordance with relevant laws, regulations and ethics, and proportional to the business requirements, the classification of the information to be accessed, and the perceived risks.

8.1.3 Terms and Conditions of Employment
As part of their contractual obligation, employees, contractors and third party users shall agree and sign the terms and conditions of their employment contract, which shall state their and the organization’s responsibilities for information security.

8.2.1 Management Responsibilities
Management shall require employees, contractors and third party users to apply security measures in accordance with established policies and procedures of the organization.

12. Information systems acquisition, development and maintenance
12.5.5 Outsourced Software Development
Outsourced software development shall be supervised and monitored by the organization.