THE HAGUE CONFERENCE APP RFP

Introduction
The Union requires a mobile application for participants to use during the 49th Union World Conference on Lung Health, to be held in The Hague, 24-27 October 2018.

The annual Union World Conference, a meeting place for all those working on lung health, has a four-day programme intended to present latest research, share knowledge and unify global commitment to take actions that will make rapid, meaningful improvements to public health. In addition to scientific sessions, there are commercial, cultural and NGO exhibitions, political and advocacy activities and growing level social media engagement around the conference.

The conference app needs to capture and communicate all these elements. It should enable stakeholders to find the information they need to plan their conference experience, either onsite in The Hague or remotely, and provide The Union and key partners with an efficient way to communicate with participants.

About The Union
The Union is a global scientific organisation with the mission to improve lung health among people living in poverty. Since our founding as a global scientific organisation in 1920, The Union has drawn from the best evidence and the skills, expertise and reach of our staff, consultants and membership in order to advance solutions to the most pressing public health challenges affecting people living in poverty around the world.

The Union is made up of a membership body of thousands of people around the world who help to advance our mission, and a scientific institute that implements public health projects within countries. For close to 100 years, we have been leaders in the fight against some of the world’s biggest killers, including tuberculosis, lung diseases and tobacco use.

Context
The 49th Union World Conference on Lung Health will be held in The Hague, from 24-27 October 2018. It will unite researchers, global advocates, civil society, scientists, healthcare professionals and students working on all aspects of lung health, under the theme ‘Declaring Our Rights: Social and Political Solutions’.

The previous conference was held in Guadalajara, the website can be seen at: http://guadalajara.worldlunghealth.org/

Brand
This year’s conference brand, design and thematic principles have been established and will need to inform the app development. Examples of the brand in place can be seen at http://thehague.worldlunghealth.org/

Conference programme database
Like most medical conferences, The Union World Conference has a tight programme, so participants must be able to easily find topics or speakers of their interest, know when and where sessions will happen and access
abstracts, slides and audio recordings when available. The 2018 programme database is managed by PharmaService, documendias LIC.

The 2017 conference programme included 60 symposia, 15 workshops, 7 post-graduate courses, 30 oral, late and short-format abstract sessions, 550 posters split in 50 concurrent sessions and 30 mixed-format sessions in an open-access “Community Space”.

The app must synchronise seamlessly with the conference programme database to show participants the latest information about sessions and to have this reflected in the online programme (last year’s online programme here: http://www.professionalabstracts.com/theunion2017/planner/#/grid)

**Summary of the project**

We require a well-designed, branded, responsive and globally accessible conference app, delivering real-time conference information to all users. It should be easy to find from the conference name, download quickly, and available to navigate on or offline before, during and after the conference.

This will be the first year without a printed conference programme, so the app will ensure participants can find the current logistical and programmatic information speakers and have instant access to any conference updates.

**Project requirements**

**General requirements:**
- Dedicated Union World Conference template app that we can reskin for up to the next three conference
- Design planning session with team, to ensure app meets our needs
- App support before, during and after conference
- Pre-launch testing
- Accessible CMS for app updates (with training if required)
- Evaluation outputs from the app, including usage (time, geographic and nature of use) and other event data

**Technical requirements:**
- Supports iOS, Android, Windows devices: laptop, phones, tablets and wearables
- Accessible download speed
- After initial download, the app can be accessed offline
- Push notifications for announcements
- App customisation re-usable for future events (i.e. any work we do on one app should be re-usable for the next conference)
- Dynamic replacement of app content to avoid a new app submission to the app stores, including: scientific programme data, speaker photos, company logos, presentations and e-poster, sponsor banner, sponsor splash and ads
App features:

**User Experience**

- Easy to find and download
- Strong emphasis on a great user experience
- User-friendly and flexible layout of complex session programme
- Add slides, notes, images, and audio or video recordings to sessions, presentations or people
- Social media integration and ‘share’ buttons
- User networking options for participants
- Personal sign-in through integration with registration database
- (optional) In-session polling and surveys
- (optional) Real-time evaluations for all sessions
- (optional) Chat function allowing participants to get in contact with us

**Programme**

- Automatic import and synchronisation between the scientific programme database (sessions, presentations, abstracts, chairs, speakers) and the app
- Programme schedule overview per day that includes session title, time, and location
- Session detail view that includes the title, description, speakers/chairs, session track, date, time, location, details of presentations
- Use the app to add favourites (sessions, presentations, abstracts, chairs, speakers)
- Automatic synchronisation of favourites and personalised agenda between online iPlanner and different versions of the app (i.e. iPhone and iPad)
- Automatic inclusion of e-posters and presentations from the iPlanner
- Users create personalised agenda, with the ability to add to personal calendar
- Basic and advanced search functions for theme, sessions, presentations, persons, abstract content
- Speaker profile pages with bio, organisation and optional picture

**Exhibitors/Sponsors**

- Search industry and NGO exhibition spaces
- Exhibitor summary includes organisation name, logo, booth number
- Exhibitor detail pages, including organisation name, booth number, description, link to exhibitor website, address, phone numbers
- Ability for users to mark/unmark favourites
- Users can export exhibitor contact information
- Sponsorship opportunities – including banner ads, splash pages, menu options

**Maps**

- Interactive maps showing conference areas and session rooms
- Interactive maps of exhibition area, with booths numbered and named
• Interactive maps of poster area, with poster boards numbered and linked to the corresponding abstract
• Users should be able to find session details via the floor plan and to locate the session room on the floor plan via the session details
• Specific exhibitors/sponsors will be able to be highlighted and featured
• The map will be searchable by company name, type and booth number
• The user will be able to zoom in and zoom out of all maps.
• (optional) Interactive map of surrounding area of the convention centre, with points of interest (official hotels, etc)
• (optional) GPS tracking/wayfinding for help with navigation

Timeline

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<th>Project stage</th>
<th>Deadline</th>
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<tr>
<td>Submit proposal</td>
<td>June</td>
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<tr>
<td>Select agency</td>
<td>July</td>
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<tr>
<td>Launch of test app</td>
<td>August</td>
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<tr>
<td>Complete launch</td>
<td>September</td>
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Submitting your proposal
Interested companies must give a clear indication of approach with relevant examples of previous apps, and a proposed budget.

Deadline for proposals
15 June 2018

Proposals sent to bids@theunion.org