



Terms of Reference

Web Developer for the East Asian Seas Congress 2027 Website

General Information

Reference:	RFP/PRF/2026/03
Title:	Web Developer for the East Asian Seas Congress 2027 Website
Duty Station:	PEMSEA Resource Facility, DENR Compound, Visayas Avenue, Diliman, Quezon City, Philippines (REMOTE)
Duration of Assignment:	November 2026 – post-Congress (90 days spread across this period)
Type of Engagement:	Consultancy

I. BACKGROUND AND CONTEXT

PEMSEA is an international organization specializing in integrated coastal and ocean governance for the Seas of East Asia. It operates as a partnership arrangement of 11 Country Partners and 20 Non-Country Partners with a collective commitment to the implementation of the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA). The SDS-SEA represents a consensus among Partners on the shared vision, objectives and action programs of PEMSEA for sustainable development of the Seas of East Asia. PEMSEA also works closely with educational institutions, Regional Centers of Excellence and Integrated Coastal Management (ICM) Learning Centers to build a critical mass of broad-based, trained and educated coastal and ocean managers to undertake the enormous tasks in the region. PEMSEA Resource Facility (PRF) provides secretariat, communications and technical services and assistance to partners to implement the SDS-SEA Implementation Plan 2023-2030.

The East Asian Seas (EAS) Congress is a premier triennial event participated by hundreds of organizations, experts, and professionals working on sustainable development of coasts and seas. It includes an international conference, Ministerial Forum, exhibition, intergovernmental meetings, and network fora.

The EAS Congress 2027 will be held for 3-4 days in November 2027 (tbc) in Tangerang Regency, Indonesia.

To promote the event, facilitate participant registration, manage abstract submissions, and provide a central hub for congress updates and resources, the PRF Communications and Knowledge Management Unit is seeking a qualified Web Development Firm to lead the UX/UI implementation and full-stack development of the official EAS Congress 2027 website.

II. OBJECTIVE AND SCOPE OF WORK

Develop a secure, fully responsive, WordPress-based website for the East Asian Seas Congress 2027. The initial wireframe and media assets will be provided by the PRF Communications Team.

The Service Provider shall lead the UX/UI implementation, translating wireframes and visual assets into intuitive, conversion-optimized, and accessible digital layouts for desktop, tablet, and mobile interfaces.

The engagement and site delivery will follow a 5-phase execution lifecycle:

1st phase (December 2026 Target Launch): Teaser website with basic landing page for basic information regarding the EASC2027 theme, sessions and features, email newsletter sign-up, and dynamic countdown timer.

2nd phase (February-March 2027): Release of the fully functional website with multi-level pages that includes specific details on Congress activities, logistics, and a dedicated Previous Congresses Archive (2003–2024 reports, ministerial declarations, and photo galleries to establish event legitimacy and history).

3rd phase (May-June 2027): Online registration portal activation supporting both direct credit card payment gateway integration and bank wire transfer receipt upload validation. Online call for abstracts / presentation paper submission system. Program pages developed for each thematic session.

4th phase (October 2027 – Live Congress Operations): Website during Congress featuring a real-time Multimedia page, embedded live stream player, social media wall integration pulling live feeds via event hashtags (#EASC2027), and dynamic landing page restructuring for daily press updates and session photo uploads.

5th phase (November 2027: - Post-Congress Legacy Repository): Post-EASC2027 webpage released. Restructured landing page transitioning the website into a permanent digital repository for session proceedings, presentations, declarations, and final reports.

III. WEBSITE STRUCTURE & TECHNICAL SPECIFICATIONS

A. Key Functional & Technical Infrastructure

- CMS: Built on WordPress (latest stable release) using a clean, easily maintainable theme framework.
- Security & Performance: SSL/HTTPS encryption, GDPR data privacy compliance for international delegate data, anti-spam protection (reCAPTCHA v3), automated database backups, and CDN caching to support traffic spikes during peak registration and live congress days.
- Analytics: Google Analytics 4 (GA4) and Google Tag Manager integration for visitor traffic tracking.

B. Site Architecture & Sections

1. Home page
 - a. Parallax style/effect
 - b. Dynamic hero banner with EASC 2027 Congress logo integration
 - c. Countdown meter to event day
 - d. Call to action button (Register / Submit Abstract)
 - e. Calendar of events (timeline)
 - f. Feature on host city, message from the Mayor and PC Chair
 - g. Link to PEMSEA website
 - h. Footer: contact details, copyright, social media links, quick access links
2. About East Asian Seas Congress 2027 and Legacy
 - a. Background on EASC 2027 (Theme, Objectives, Expected Outcomes, Thematic tracks, Host City/Country)
 - b. Brief history of EAS Congress
 - c. Past Archives (past ministerial declarations, and summary reports, photo/video galleries from past congresses to highlight legitimacy, history, and impact).
3. Programme & Sessions
 - a. Interactive Master Schedule / Calendar of Events (filterable by day, track, or session type).
 - b. Session details & keynote speakers directory (bios, photos, presentation abstracts)
 - c. Call for Abstracts/Submissions guidelines and online submission portal
 - d. Sub-pages for parallel events (Youth Forum, Ministerial Forum, Partnership Hub)
4. Logistics & Delegate Guide
 - a. Visa requirements, official invitation letter request process, and entry guidelines.
 - b. Venue details (floor plans, accessibility, facilities, on-site services).
 - c. Local transportation, airport transfers, weather, and travel tips.
 - d. Internet Connection
 - e. Accommodation (partner hotel list, special rates, direct booking links).
5. News and Media Centre
 - a. News / articles / blogs
 - b. Video
 - c. Photo gallery
 - d. Social media corner
 - e. Press kit and contact information
6. Resources & Repository
 - a. EAS Congress 2027 Brand Identity Guide
 - b. Publicity materials / social media toolkit
 - c. Proceedings per session & presentation slide repository
7. Online Registration Portal
 - a. Individual delegate / Speaker
 - b. Organization / Group Organization
 - c. Exhibitor (without session)
 - d. Sponsor (Exhibition only / Exhibition + Session)
 - e. Session Convener / Partner
 - f. Media / Press Accreditation
 - g. Application form and guidelines

Integrated payment options (Direct Payment Gateway Integration + Bank Transfer Upload with admin validation).

Automated email confirmation, QR code badge generation, and downloadable invoice/receipt.

8. Contact & Support

- a. General inquiry contact form with auto-routing to relevant PRF personnel.
- b. Frequently Asked Questions (FAQs) section.

IV. Support and sustainability

1. Regular Alignment Meetings

The Service Provider shall participate in regular alignment meetings with the PRF team at least once or twice a month (or as needed based on project progress and urgent updating requirements).

2. Documentation & User Manual

The service provider shall prepare a final report with proper documentation of the implemented designs. A user manual will be provided to serve as a step-by-step guide for current and future PRF staff to manage content updates, menus, media, and security settings independently.

3. Capacity Building / Training

The Service Provider shall conduct a one-day training session for designated PRF staff to orient them on CMS administration, content management, user roles, security protocols, and routine maintenance.

4. Extended Support & Maintenance

The service provider will provide after-service support in the next 120 days upon completion of the engagement.

V. TIMELINE & PHASES OF DEVELOPMENT

Engagement Period: November 2026 – post-Congress (with 120-day extended support)

Expected Start of Engagement: November 2026

First Phase Launch Target: December 2026

VI. Qualifications

Education & Certifications:

- Bachelor's degree in Computer Science, Information Technology, Web Development, Software Engineering, or a related field. Relevant certifications in web design, or project management are an advantage.

Work Experience:

- **5+ years of experience** in full-stack web development, frontend/backend engineering, and WordPress theme customization.
- Proven track record of developing and launching responsive, conversion-optimized, and accessible websites.
- Demonstrated portfolio showcasing UX/UI design implementation from wireframes to final production across desktop, tablet, and mobile platforms.

Technical Skills & Capabilities:

- **CMS & Development:** Advanced proficiency in WordPress, custom theme integration, PHP, HTML5, CSS3, JavaScript/jQuery, and REST APIs.
- **Portal & Gateways:** Strong hands-on experience setting up multi-level online registration systems, abstract/paper submission portals, and payment gateway integrations (direct credit card payment APIs and bank transfer receipt upload workflows).
- **Security & Performance:** Expertise in SSL/HTTPS setup, GDPR data privacy compliance for international delegate data, anti-spam protections (reCAPTCHA v3), automated database backups, and CDN caching for traffic surge management.
- **Analytics & Multimedia:** Practical knowledge of Google Analytics 4 (GA4), Google Tag Manager (GTM), embedded livestream players, and dynamic social media wall integrations.

Language Requirement: Fluency in English, with the ability to prepare manual and presentations in English.

VI. IMPLEMENTATION PLAN

The PRF will provide the overall guidance on the file migration, UX, and UI including the overall design, visual assets, and wireframe. Specific functions and features will be proposed but the service provider is expected to conduct its own review of the current website and develop a detailed proposal or Service of Work (SOW).

The engagement is structured as an intermittent, milestone-based contract spanning November 2026 through November 2027 (to cover all 5 website phases), with an estimated total Level of Effort (LOE) of 90 billable days spread across the 12-month period. Peak activity will occur prior to key phase launches (December 2026, March 2027, June 2027, and October 2027). Following the Phase 5 delivery in November 2027, the Service Provider shall provide an additional 120 days of extended after-service support.

Interested suppliers or individual consultants can submit their expression of interest including information of its business profile/curriculum vitae and portfolio showcasing successful web design work and references from clients to: recruitment@pemsea.org no later than 26 October 2026.