



SKÅL

INTERNATIONAL
Connecting Tourism Globally

TENDERING

Website Development
and ERP System
2025



1. Introduction

Skål International is seeking a company to help define and execute a digital modernization plan that will guide the redesign of our website and ERP platform, improve global visibility, and enhance member engagement.

The ERP system should incorporate a fully integrated CRM module. This solution must support Skål International and its Clubs, National Committees, and Area Committees.

2. Background

Skål International is a global association of tourism professionals with more than 12,000 members in over 65 countries.

The current digital infrastructure (website and back-office system) was built on Odoo, and it is currently in use.

A new integrated solution is needed to serve both corporate and club-level operations

3. Scope of the Project

3.a. Website Development

- **Development of a modern, multilingual, mobile-first website with user-friendly navigation and accessible design.** The content and sitemap are to be defined, but the website will include both a public-facing area and a private members-only section. It will be integrated with the main database to enable dynamic search functionality across various pages, based on specific fields to be determined.
- **The website must be available in three languages:** English, Spanish, and French.
- **The platform should unify the main Skål International website and the websites for National Committees, Area Committees, and local Clubs under a centralized system.** A central website will serve as the primary portal, and individual sites for each level (Clubs, National Committees, Area Committees) will be generated using predefined templates. These templates will allow for visual and structural consistency across the organization while supporting localized customization. These templates should be designed to allow automatic generation of new websites based on the entity type. Once a site is created from the appropriate template, each entity will have full access to manage its own content, modify sections, and publish new information independently.
- **Some pages will be shared across all levels (e.g., mission, history, structure, overview, etc), while others will be unique to each entity.** There will also be shared information flows in both directions, from Skål International down to Area Committees, National Committees, and Clubs, and vice versa, enabling seamless communication and information propagation across the network.

- **Please provide separate price quotes** based on the following development scenarios, which refer to the total number of individual websites to be created using the predefined templates for Clubs, National Committees, and Area Committees:
 - 150 websites.
 - 250 websites.
 - 350 websites.
 - Each website will be generated from a standardized template according to its entity type, and subsequently managed and customized by the respective local administrators.
- **All websites must be:**
 - Scalable to accommodate future growth.
 - Visually aligned with Skål International’s branding guidelines.
 - Easily managed by local administrators at the Club, National Committee, and Area Committee levels, with role-based access control.
- **Additional required features include:**
 - Integration with third-party services (as needed).
 - SEO optimization and analytics integration (Google Analytics or equivalent).
 - Accessibility compliance (WCAG 2.1 or higher).
 - Membership directory, events calendar, news/blog platform, and networking functions.
 - Secure member-only area with login credentials.
 - Flexible content management tools that empower entities to update their sites independently.
 - Ability to reuse and link content across different levels.

- **Note: An independent tendering process will be conducted in parallel** to select a professional website design agency. This firm will be responsible for defining the strategic direction of Skål International's digital presence, including positioning, content strategy, and recommendations for member engagement. While this company will not be responsible for developing the website itself, it will provide critical input on structure, messaging, and purpose. A single company may bid for both tenders or submit a joint proposal with a preferred partner to manage the other part.
- **This dual approach will ensure the final website reflects a modern, professional, and impactful image,** supporting Skål International's digital transformation and its role as a global leader and voice of tourism.

3.b. ERP System

- **The selected provider must develop and integrate the following modules within both the ERP and public/private web platform:**
 - **Communications:** Automated and customized campaigns, newsletters, news updates, surveys, social media management, and a digital magazine.
 - **Branding:** A module for automatic and personalized generation and download of branded assets for clubs and committees (logos, PPTs, footers, etc.).
 - **Elections:** Full automation of delegate list generation, nomination management, and integration with ElectionBuddy for voting procedures.
 - **Awards:** Automated management of various award categories with historical records and online evaluation processes.
 - **Twinning:** Online request system for official Skål Twinning and certification between clubs.

- **Membership Management:** Full lifecycle workflows for members and clubs, organizational structure, virtual membership cards, data update system, statistics, and exports.
- **Officers Portal (Dashboard):** Tools for payments, document management, events, communications, financial reports, and role-based access.
- **Other tools for Clubs:** collection of fees, internal notifications, personalised communications, branding and documental management.
- **Invoicing:** Automated invoicing in full compliance with Spanish tax law, including invoices for dues, donations, VAT-taxable activities, and data protection compliance.
- **Accounting and Bookkeeping:** Standard nonprofit accounting adapted to Spanish regulations, payment reminders, and reporting features.
- **Florimond Volckaert Fund (FVF) & Antonio Garcia del Valle Membership Development Fund (MDF) Management:** Online request forms, approval workflows, and donation options.
- **Human Resources:** Employee management, attendance tracking, and holiday approvals.
- **Events and Congresses:** Multi-level calendar, congress bidding and registration management, integration with club data and payment gateways.
- **Document Management and Statistics:** Integrated system across all modules for data storage, access, and export.
- **Database Cleaning:** Removal of outdated or duplicate records to improve data quality.
- **CRM, SEO, Analytics, AI:**
 - CRM integration, search engine optimisation.
 - AI-driven support and information routing.

- **Networking and Member Benefits:**
 - Member directory with LinkedIn connectivity (or another option).
 - Tools for offering and finding member benefits.
 - Job's Bank – create and publish offers.
- **Sponsors and FAQs:**
 - Sponsor visibility sections.
 - Public FAQ and live chat features.
- **Ticketing/helpdesk system.**

3.c. General Technical and Functional Requirements

To ensure a modern, scalable, and efficient platform for Skål International, the following cross-functional requirements must be implemented across all modules and interfaces:

1. Notification System

- Centralized platform-wide notifications (e.g., visual badges).
- Email alerts for pending tasks (user-configurable).
- Periodic email reminders for unresolved notifications.

2. Data Management and Reporting Tools

- Customisable lists, filters, sort, group, and export (Excel/CSV, PDF, print).
- Report builder for non-technical users.

3. Audit and Historical Records

- Track all user actions.
- Store historical logs for audits and stats.

4. Automated Tasks: Scheduled statistics and database clean-up.

5. Multilingual Support: Entire platform (front and back-end) in English, Spanish, and French.

6. Form and Workflow Management: Admin tools to create/edit forms and workflows without external help.

7. Digital Signature Integration: Signature requests for members, and new club formations.

8. Administrator Support Tools: “Impersonate user” feature for troubleshooting and support.

4. Required Profile of the Bidding Company

- Preference will be given to Spanish speaking companies.
- Fluency in **Spanish** (both written and spoken).
- **Knowledge of Spanish and European legislation** related to legal, financial, and data protection (GDPR), online payments, and non-profit associations.
- **Spanish office hours availability** for regular communication.
- Demonstrated experience in similar projects (preferably in associations or membership organizations).
- Multidisciplinary team: project management, UX/UI design, backend/frontend developers, ERP experts.

5. Deliverables

1. Fully functional multilingual website and ERP system by agreed deadlines.
2. Source code and full documentation (including video tutorials for members if possible).
3. User training (online and/or in person).
4. Optional quote for maintenance and ongoing support.

6. Proposal Requirements

Interested companies must submit:

1. Company profile and portfolio.
2. A Non-Disclosure Agreement (NDA) will be issued upon receipt of the completed form from the company intending to participate in the tender process.
3. Description of the proposed technical solution.
4. Timeline for development and implementation.
5. Team members involved and their roles.
6. Price proposal broken down by:
 - Website development.
 - ERP implementation.
 - Additional quotes for 150, 250, and 350 club websites.
 - Optional: maintenance and support.

7. Deadline and Submission

- **All proposals must be submitted by 27 July 2025.** Responses should be provided in English and Spanish.
- **Please ensure to complete the Tender Response Form.** Upon receipt of the completed form, we will issue a Non-Disclosure Agreement (NDA). Once the NDA has been duly signed, you will be granted access to detailed documentation covering all modules and workflows.
- **Any questions can be directed to: tendering@skal.org.** The deadline to submit questions is 2 July 2025, indicating “Subject: Tender – Skål International Web & ERP Proposal”.

8. Evaluation Criteria

- Understanding of the project and proposed solution.
- Relevant experience and past clients.
- Team qualifications.
- Value for money.
- Technical scalability.
- Support and maintenance offering.
- Spanish speaking (both written and spoken).
- Knowledge about Spanish and European legislation requirements related to legal, financial, and data protection (GDPR), online payments, and non-profit associations.
- Operate within Spanish business hours.

9. Disclaimer

Skål International reserves the right to:

- Accept or reject any or all proposals.
- Modify the tender specifications before contract award.
- Request additional information or clarification from bidders.



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