COM/COS2022/1

**Document E:** **Questions and Answers**

This document is established to centralise the responses to all the questions WOAH receives related to the provision of the Corporate Website’s Content – Editorial Support call for tender (reference [COM/COS2022/1]).

**Updated on: 3/10/2022**

**Questions will be accepted until 5/10/2022**

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| **RFP Section** | **Question** | **Answer** |
| **1.8.** | Erratum | The Contract is expected to be performed from 13 October ~~September~~ 2022.   * **Lot 1:** 13 October 2022 to December 2022 * **Lot 2:** from December 2022 to February 2023 * **Lot 3:** from December 2022 and then the contract shall be renewable each year for a period of one year and must be negotiated at the end of each year. |
| **4** | Precisions on the deliverables expected: Editorial strategy, editorial line, editorial guidelines, guide for all contributors. | **Editorial strategy:** We expect the service provider to support in the development of a comprehensive strategy, which includes recommendations on the different levels of contents according to the target audiences identified, frequency of publication, positioning, themes, etc.  **Editorial line:** We expect the service provider to develop some guidelines to define the overall tone of the website’s content. The editorial line can be part of the editorial strategy.  **Editorial guidelines:** We expect the service provider to deliver a clean PDF document that can be shared, which precises the requirements for the various typologies of formats. This should notably include the development of templates and provide guidance on SEO best practices. It is targeted to the comms department.  **Guide for all contributors:** The guide should be an adaptation of the editorial guidelines targeted to contributors external to the comms team. |