

EFFC

Proposal for relaunch of Foundation World

March 2015

BLACKCAP COMMUNICATIONS LTD

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Company No: 09052538

Vat Reg No: 190462018

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Introduction

Thank you for giving Blackcap Communications the opportunity to submit a proposal to carry out the redesign and relaunch of Foundation World. Based upon our conversations, we understand that the priorities for the redevelopment of the website are:

- Raising the profile of the EFFC's activities to member federations and member companies
- Improving the perception of the value of the work of the EFFC among members to justify future subscription rises
- Promoting the activities of member companies to potential clients
- Increasing interaction with the national federations
- Providing a platform for members to share documents (eg working groups)
- Creating commercial opportunities to drive additional revenue for the EFFC.

The fee proposal is in two parts:

- Development and relaunching of the website
- On-going website management and content development.

Appendices cover the commercial aspects of the website, plus an outline budget and a short summary of Blackcap Communications' experience. Please note that advertising and sponsorship sales do not form part of this proposal.

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Meeting your objectives

Encouraging interaction

Interaction with member federations, member companies and the wider construction industry will be increased by driving traffic to the EFFC website. There are a number of tools we will use to achieve this, including:

- Daily news stories
- Email newsletter - distributed to the EFFC database, providing a summary of the latest news and issues and linking back to the website (also available via free subscription on the website)
- Campaign and sector-focused emails - distributed to specific audience segments, delivering tailored information to match that audience's interests
- Discussion forums – through the EFFC's LinkedIn page and groups
- Content – regular opinion pieces from EFFC Officers will be published to encourage comment from visitors
- Social media – sharing of web content via LinkedIn, Facebook and Twitter to drive traffic to the website
- Members' area – to allow sharing of working documents, comment on draft guidance etc.

Promoting a positive image of the foundation industry

Raising the profile of the foundation industry in a positive manner is inextricably linked to raising the profile of the EFFC and its work in improving industry working practices and technical standards.

One of the original aims of Foundation World was to promote the industry in a way that encouraged young people to pursue a career in the sector, with EFFC taking a section of the website. However, this has created a confused message: is it the EFFC website or an 'independent' foundation news website that includes information about the EFFC?

It is proposed to rebrand the website to EFFC and to change the url to www.effc.eu (which is available to purchase at a low cost – not included in this proposal). All existing urls owned by EFFC will be redirected to this new location. This repositioning will not undermine the core objectives and aims of the site and will, at the same time, place EFFC at the heart of the European foundations industry.

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Creating commercial opportunities

We understand that, in the short to medium term, the EFFC is looking at opportunities to commercialise its website. It is proposed that, rather than using subscription pay walls, all information is made freely available (with the exception of the members' area). The website and its CMS will be designed to allow these commercial opportunities to be introduced as and when is felt necessary.

Advertising and sponsorship sales fall outside the scope of this proposal but we have provided some suggestions for the commercial model, its management and delivery in Appendix A, plus an outline three year budget in Appendix B.

Website content

Developing interesting and valuable content will be key to meeting the objectives of the EFFC website. Content will be refreshed daily and will include:

- Foundation industry news
- Relevant wider construction industry news
- EFFC news (initiatives, technical working group activity, position papers)
- Regular thought leadership/commentary articles from the EFFC Officers and the chairs of the technical working groups
- Project reports
- Project galleries/videos
- Careers advice
- EFFC guidance documents
- EFFC membership directory
- Foundation equipment supplier directory.

NB This proposal does not allow for translation costs. It is expected that the main language of the website will be English and if translations are required (eg for EFFC guidance and position papers) these translations will be supplied by EFFC and/or its member federations for uploading.

Social media

Our experience indicates that the most appropriate social media channels for EFFC will be: LinkedIn, Facebook, Twitter and YouTube. Social media is an excellent way of building audiences and driving traffic to the website. Activities could include tweeting and sharing the latest news stories, interacting with relevant companies, industry bodies and individuals and posting project videos. While audience building takes time, they have the potential to deliver high levels of engagement and, as a result, help create commercial opportunities.

This proposal includes fees for setting up social media channels. On-going management of social media can be provided (a separate fee is given for this element), although we understand from your brief that this aspect is likely to be handled by EFFC itself.

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Building your website

Content management

The new site will be based on a custom designed and developed OpenSource CMS (Content Management System). It will be built in HTML, CSS, JavaScript and PHP languages and consist of custom design iconography, plus imagery provided by EFFC for use across the site as well as within any JavaScript animation. The platform specified for this proposal is a Wordpress system.

Website aesthetics

Using the basic EFFC brand elements (including logos, colours and imagery), an overall look and feel for the site will be created.

This stage involves creating a few mock-ups of the index (home) page of the site. Looking at:

- Colour schemes
- Typography
- Illustrations and infographics
- Imagery.

Site design and development

Having signed off the basic aesthetics and functionality of the site, a set of 'parent and child' visual page templates will be created that will format each template used on the site.

Site build

The site build is broken down into the following steps:

Stage 1 Back end build: Configuring the database and related functionality

Stage 2 Front end build: Creating the templates within the CMS and styling them based on approved designs

Stage 3 Cross browser Checking: Ensuring that the site operates on all existing browsers, including Internet Explorer 7 and above, Firefox, Google Chrome and Safari; as well as mobile devices (Apple and Android)

Stage 4 Finalisation: Walk through to finalise any amendments and tweaks prior to launch

Stage 5 Webmaster Tools: Using Webmaster Tools to register the site with Google, ensuring the site is operating correctly, indexed and an updateable XML sitemap submitted

Stage 6 Launch: Activating the site and monitoring development.

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Content development

Foundation World has a wealth of useful and interesting content that will be used to create an archive of news, project stories and EFFC guidance. This content will be reviewed in consultation with EFFC, edited and uploaded to the site's CMS. Prior to launch, we will work with EFFC, its member organisations and individual companies to collate and prepare new content for the site, to ensure it is useful from day one.

Handover

After ironing out any final amends and changes, We will provide site management instructions and take EFFC's administrative staff through a few example updates until they feel comfortable with uploading new content themselves. EFFC will be supplied with all documentation covering the site build for its records, should it wish to use another developer/site management team in the future.

The team

Max Soudain is a director and founder of Blackcap Communications and has more than 20 years' experience in the construction industry. Max was previously editor and then publisher of Ground Engineering and European Foundations magazines between 2000 and 2007. He was part of the team that launched European Foundations and helped organise the joint Deep Foundations Institute and EFFC conference in Amsterdam in 2006. Max will oversee the redesign and relaunch of the EFFC website and take the lead role in content development.

Richard High was editor of Mining World and Coal International between 2013 and 2014. Prior to that, he worked at KHL Group for ten years, first as deputy editor of International Construction and Construction Europe and then as head of content for the group's digital output and social media presence. Richard will use his expertise and experience in developing, launching and commercialising B2B websites when leading the technical aspects of the relaunch, along with contributing to content development.

Uwe Kohl is a web manager and developer who is currently maintaining Sussex Police's database, as well as designing and coding webpages for the force's website. Uwe has 14 years' web management and development experience, with in-depth knowledge of coding with Classic ASP, ASP.NET, VB.NET, PHP, XML, XSL, HTML, XHTML, CSS, SQL, JavaScripting to meet WAI Accessibility guidelines. Knowledge of Microsoft SQL server, IIS and MySQL server. Uwe will be responsible for designing and building the website.

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Marketing

Marketing will be a crucial step in the relaunch of the website. Marketing activity (to be agreed with EFFC) will include:

- Foundation World
- Ground Engineering and European Foundations
- Press coverage in sector magazines across all European geographies (via the member federations)
- Emails to EFFC member companies and to foundation industry suppliers
- Social media channels.

NB this proposal does not include costs for advertising.

Proposed timetable

We would expect that, subject to written agreement from EFFC, the development and relaunch of the new website will take around three months.

Fee estimate

Blackcap Communications’ proposed fees are based on providing the services outlined in this proposal. Please note that fee estimates do not include domain purchase and hosting, translation costs or travel expenditure. All fees are exclusive of VAT, to be added at the prevailing rate, and are valid for one year from the date of this proposal.

Website relaunch

Activity	Activities to include	Estimated fee
Preparation of website specification	<ul style="list-style-type: none"> • Site map/page content • Image requirements • Production schedule. 	£600
Website design	Site design and development: <ul style="list-style-type: none"> • Creation of initial mock-ups of index (home) pages • Creation of a set of ‘parent and child’ page templates. 	£600
Site design, development, build and handover	Site build: Database configuration, template creation, accessibility, browser checking, finalisation, webmaster tools and launch. Handover: Providing site management instructions so staff feel comfortable with the CMS and are able to upload new content.	£3,000
Existing content	Editing and uploading existing content to populate site and create archive	£3,000
New content	Gathering, editing and uploading new content	£3,000
Social media	Setting up social media channels, populate with content	£600
Marketing	<ul style="list-style-type: none"> • Foundation World • Ground Engineering and European Foundations • Press coverage in sector magazines across all European geographies • Emails to EFFC member companies and to foundation industry suppliers • Social media channels. 	£1,200
Total estimated fee		£12,000

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On-going website content development

Activity	Activities to include	Estimated monthly fee
News	Uploading two news stories per day: <ul style="list-style-type: none"> • Foundation industry news • Construction industry news • EFFC news Writing and distribution of a monthly newsletter	£1,500
Other content	Editing submitted content and uploading to the site. To include: <ul style="list-style-type: none"> • Thought leadership/commentary articles from EFFC • EFFC guidance documents • Site reports • Project galleries • Videos 	£600
Total fee per month		£2,100

Additional fees (if required)

Social media	Management of social media channels, uploading posts etc.	£1,200
Site management	General management of site, to include: <ul style="list-style-type: none"> • Technical support • Web activity reports 	£300
Members area	Management and updating of: <ul style="list-style-type: none"> • Members' area • EFFC membership directory 	£600

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Appendix A: Creating commercial opportunities

The EFFC website and its CMS will be designed to allow commercial opportunities. Revenue could be generated by some or all of the following:

- Banner advertising: Main banners, junior banners, premium banners, in-content banners
- Sponsored editorial: Promoting events; sections of the site; minisites
- Sponsored video
- E-newsletter: sponsor banner and side banner
- Emails: renting lists to advertisers
- Downloadable, sponsored, white papers
- Industry reports (top 100 contractors etc)
- Supplier directory listings
- EFFC events sponsorship/exhibition space (cross-selling with website).

Potential advertisers/sponsors

We consider that equipment and materials suppliers will be the main source of advertising revenue and sponsorship:

- Piling equipment manufacturers – rigs, hammers, drills etc
- Smaller niche suppliers to the piling industry – instrumentation, materials etc
- Other equipment manufacturers – cranes, earthmoving etc

There may be other potential sponsors, particularly for events, for example telecommunications, information technology, recruitment.

Delivering website traffic to encourage advertisers and sponsors

Building website traffic through regularly updated (useful) content, will be key to encouraging advertising spend, as advertisers will demand evidence of unique users, visitors and level of interaction, before committing to spend. We estimate that building unique visitor numbers to a level that is attractive to advertisers could take up to a year.

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Advertising and sponsorship sales

We consider there are two approaches to advertising and sponsorship sales:

Advertising agents

There are a number of independent sales agents working in the European construction industry. These agents work on a commission-only basis for trade publications, conferences and exhibitions; or as out-sourced marketing teams for companies. EFFC would establish agreements with one or more agents who would, using the website's banner management system, have the ability to book and upload banners themselves. This approach would require a small amount of EFFC management time, including coordinating revenue gathering and commission payments.

We have spoken, in confidence, to an advertising sales agent whom we have worked with in the past and they believe a pan-European foundation engineering website with the backing of EFFC would be of interest to their clients (depending on unique visitor numbers).

In-house advertising sales

EFFC would employ an in-house advertising sales resource – most likely on a part time basis – paying a salary plus commission.

We have considered the first option in the budget estimates (Appendix B), with agents used instead of in-house sales, to keep the on-going costs to a minimum.

Year One: Commercial support from EFFC members and key suppliers

As discussed above, it will take time for the EFFC website to build traffic to a level that will encourage enough advertising and sponsorship revenue to sustain itself (and possibly create a surplus for EFFC). It is therefore suggested that in the first year at least, the EFFC calls on its members, and some of the key suppliers, to help support the relaunch and on-going management of the website, until such time as revenue is meeting costs. Note the budget estimates do not include this revenue (a worst-case scenario, where no support has been forthcoming, has been assumed).

There are a number of models that can be used, including launch partners, sponsors or simply advertising – a 'menu' of commercial opportunities can be created in advance of approaches being made.

Appendix B: Three year budget estimate

This outline budget is based upon our experience and research into the performance of B2B websites with approx. 5,000 unique visitors. Please note this projection is only a guide to likely financial performance and in no way guarantees revenue.

For the purposes of this budget, we have not included the cost of social media work (assumed to be covered by EFFC's in-house costs) and have assumed low levels of advertising and sponsorship in Year One, with no launch partners or additional financial support from EFFC. As a result, this outline budget shows a break even point in Year Two.

Therefore, over this three year period, unless better than expected revenue is forthcoming, the shortfall would have to be made up from other sources – ie launch partners/EFFC members/EFFC.

We have also included sponsorship and delegate revenue for an annual event, as we would expect these to be 'cross-sold' with web sponsorship (NB costs not included in this budget):

This budget assumes sole use of sales agents.

Note: Agencies typically charge commission of 20-30%, however this can be negotiated, particularly if fewer agents are used or exclusive deals are struck. An in-house sales resource would have a smaller commission (say 5-10%) but would obviously attract an overhead cost. For the purposes of this budget (and to keep things simple), we have assumed a flat rate commission of 20%.

Year 1

	2015				2016								Year 1 Total
	September	October	November	December	January	February	March	April	May	June	July	August	
Revenue													
Banner advertising	£0	£0	£500	£500	£750	£750	£750	£750	£1,000	£1,000	£1,000	£1,000	£8,000
E-newsletter	£0	£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£5,000
Sponsored content	£0	£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£5,000
Event sponsorship	£0	£0	£0	£0	£0	£0	£0	£0	£5,000	£0	£0	£0	£5,000
Total	£0	£0	£1,500	£1,500	£1,750	£1,750	£1,750	£1,750	£7,000	£2,000	£2,000	£2,000	£23,000
Costs													
Content management	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£25,200
Commission	£0	£0	£300	£300	£350	£350	£350	£350	£1,400	£400	£400	£400	£4,600
Administration	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Total revenue	£2,400	£2,400	£2,700	£2,700	£2,750	£2,750	£2,750	£2,750	£3,800	£2,800	£2,800	£2,800	£33,400
Margin	£2,400	£2,400	£1,200	£1,200	£1,000	£1,000	£1,000	£1,000	£3,200	£800	£800	£800	£10,400

Notes

1. Commission at 20%
2. Annual conference around AGM; event costs not included.

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Year 2

	2016				2017								Year 2 Total
	September	October	November	December	January	February	March	April	May	June	July	August	
Revenue													
Banner advertising	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£18,000
E-newsletter	£750	£750	£750	£750	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£11,000
Sponsored content	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750	£9,000
Event sponsorship	£0	£0	£0	£0	£0	£0	£0	£0	£7,500	£0	£0	£0	£7,500
Total	£3,000	£3,000	£3,000	£3,000	£3,250	£3,250	£3,250	£3,250	£10,750	£3,250	£3,250	£3,250	£45,500
Costs													
Content management	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£25,200
Commission	£600	£600	£600	£600	£650	£650	£650	£650	£2,150	£650	£650	£650	£9,100
Administration	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Total revenue	£3,000	£3,000	£3,000	£3,000	£3,050	£3,050	£3,050	£3,050	£4,550	£3,050	£3,050	£3,050	£37,900
Margin	£0	£0	£0	£0	£200	£200	£200	£200	£6,200	£200	£200	£200	£7,600

Notes

1. Commission at 20%
2. Annual conference around AGM; event costs not included.

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Year 3

	2017				2018								Year 3 Total
	September	October	November	December	January	February	March	April	May	June	July	August	
Revenue													
Banner advertising	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750	£21,000
E-newsletter	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Sponsored content	£750	£750	£1,000	£750	£750	£1,000	£750	£750	£1,000	£750	£750	£1,000	£10,000
Event sponsorship	£0	£0	£0	£0	£0	£0	£0	£0	£10,000	£0	£0	£0	£10,000
Total	£3,500	£3,500	£3,750	£3,500	£3,500	£3,750	£3,500	£3,500	£13,750	£3,500	£3,500	£3,750	£53,000
Costs													
Content management	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£2,100	£25,200
Commission	£700	£700	£750	£700	£700	£750	£700	£700	£2,750	£700	£700	£750	£10,600
Administration	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Total revenue	£3,100	£3,100	£3,150	£3,100	£3,100	£3,150	£3,100	£3,100	£5,150	£3,100	£3,100	£3,150	£39,400
Margin	£400	£400	£600	£400	£400	£600	£400	£400	£8,600	£400	£400	£600	£13,600

Notes

1. Commission at 20%
2. Annual conference around AGM; event costs not included.

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Appendix C: Blackcap Communications' experience

Lankelma

Managing external communications for this specialist geotechnical contractor under a retained contract. Work involves PR, social media, plus website development and management.

Keynetix

Delivering a communications campaign to support the launch of this geotechnical software developer's HoleBASE SI Extension for AutoCAD® Civil 3D; technical features, thought leadership articles, case studies and press releases.

Cementation Skanska

Technical feature writing services for this UK foundation contractor.

The Hyde Group

Writing for and managing internal and external magazines for the leading social housing landlord.

Emap

Providing complete editorial support services to Ground Engineering and European Foundations to cover editor's long term absence. Commissioning, interviewing, writing, editing and proofing of pages.

Bouygues UK

External communications for contractors Leadbitter and Denne, focusing on the social, environmental and economic benefits of projects and community engagement. Responsibility for media relations, monitoring and reporting, crisis management and event management.

Daikin Europe

External communications for the global leader in the manufacture of air conditioning and renewable heating systems. Work included liaising with affiliates across Europe to write press releases, features, blogs, social media, website content and case studies. Other activity included managing editorial and production of digital magazines for internal and external communications, developing marketing materials and advertising copywriting.

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