



Request for Proposal Public Relations Services Forum of Incident Response and Security Teams, Inc.

**Issue Date: November 6th, 2023
Deadline for submission: December 7th, 2023**

Section 1 - Introduction

The Forum of Incident Response and Security Teams, Inc., also known as, and referred to herein as "FIRST", is a non-profit, membership-based association with over 650 member teams from over 100 countries and an operating budget of nearly USD 3 million. FIRST is incorporated in North Carolina, and is recognized by the U.S. Internal Revenue Service as a 501(c)(3) tax-exempt organization. FIRST is an international membership association of trusted computer incident response and IT security teams who cooperatively handle computer security incidents and promote incident prevention programs.

FIRST's Vision Statement:

FIRST aspires to bring together incident response and security teams from every country across the world to ensure a safe internet for all.

- Effective response is a global task, mirroring the global nature of the internet. Based on a peer to peer network governance model, Computer Security Incident Response Teams (CSIRTs), Product Security Incident Response Teams (PSIRTs) and independent security researchers work together to limit the damage of security incidents. This requires a high level of trust; the fuel our members run on. FIRST fosters trust building among members through a variety of activities. Incidents are not confined to one cultural or political corner of the internet, nor do they respect borders or boundaries. FIRST thus promotes inclusiveness, inviting membership from all geographic and cultural regions.

FIRST's Mission Statements

- Global Coordination - You can always find the team and information you need.
 - FIRST provides platforms, means and tools for incident responders to always find the right partner and to collaborate efficiently. This implies that FIRST's reach is global. We aspire to have members from every country and culture.
- Global Language
 - Incident responders around the world speak the same language and understand each other's intents and methods.
 - During an incident it is important that people have a common understanding and enough maturity to react in a fast and efficient manner. FIRST supports teams through training opportunities to grow and mature. FIRST also supports initiatives to develop common means of data transfer to enable machine to machine communication.
- Policy and Governance - Make sure others understand what we do, and enable us rather than limit us.
 - FIRST members do not work in isolation, but are part of a larger system. FIRST engages with relevant stakeholders, in technical and non-technical communities, to ensure teams can work in an environment that is conducive to their goals.

Section 2 - RFP purpose and Description of the RFP

The purpose of this RFP is to solicit proposals from interested parties to provide Public Relations services for FIRST **from January 1st, 2024 to September 30th, 2026.**

The high level goal of the resulting contract will be to assist FIRST leadership in:

1. Developing a PR and Communication Strategy
2. Maintaining a core set of public relations responses and key messages alongside FIRST Chair and FIRST CEO
3. Reviewing our current media engagement processes and recommend improvements;
4. Responding to media inquiries and forwarding them to FIRST representative;
5. Proactively identifying opportunities to promote FIRST's initiatives and objectives in 3 types of media: traditional print, online and social media;
6. Helping drive participation in FIRST events and initiatives using media outlets;
7. Helping drive FIRST association membership using media outlets;
8. Working closely with FIRST CEO and FIRST Board Members in charge of Communications, and External engagements, with a monthly wrap-up meeting;
9. Manage the PR of the Annual FIRST Conference held in June every year. This includes (optionally) selecting a local partner. The countries where the next annual conferences will be held are: Japan (2024), Denmark (2025), United States (2026).

Additional procurement may then be issued for specific additional activities.

FIRST typically targets 3 audiences:

1. Potential members - to learn about us and encourage them to join
2. Donors/sponsors/Multipliers - to increase our visibility and build on our status as a trustworthy, professional organisation
3. Member communication to ensure members understand what we do and why

FIRST is looking for better visibility through specialized cyber security media outlets, social media networks and, if possible, through general media

Section 3 - Contractor's Responsibilities and Requirements

The Contractor's responsibilities in performance of this requirement include:

1. Develop and propose a PR plan to meet the high level goals of FIRST. This should include the following areas:
 - a. Developing and maintaining a list of FIRST key messages, that can be used to train FIRST media representatives and help drive media engagement;
 - b. Maintaining a list of media outlets with both a global reach and a regional reach in Asia-Pacific, Europe and the Middle East, the Americas and the Caribbean, and Africa, in which to position FIRST as a key organization helping develop the international cyber security incident response community;
 - c. Proactively engaging with these media outlets on opportunities to expose FIRST's goals, mission and initiatives;
 - d. Maintaining a business day capability to receive, triage and respond to media inquiries about FIRST - best if either European or North American time zones;
 - e. Proposing and implementing a social media action plan, which includes:
 - i. Regular authoring or proposing of social media posts relevant to FIRST initiatives;
 - ii. Responding or proposing responses to social media inquiries;
 - iii. Coordinating with FIRST event organizer on event-specific social media posts.

Section 4 - High Level Requirements

Participating contractors must have the following capabilities and skills:

1. Ability to engage with media internationally, with a particular focus on the regions where the annual conference is taking place;
2. Ability to work both with technical security outlets, as media which is more focused on CIO-level leadership, and policy makers.
3. Ability to provide, under a separate annual agreement, and potentially using a local partner, media support for our annual conference.
4. Ability to track media outlets and social media for references of FIRST, and provide regular media updates to FIRST on its media coverage;

5. A global network to distribute press releases, as well as an ability to create specific relationships with media outlets in cyber security for targeted promotion;
6. Experience with cyber security or internet technology organizations is a major plus;
7. Experience with non-profit organizations is preferred. Be able to work effectively with FIRST Board of Directors members, FIRST members, FIRST volunteers, FIRST contractors in areas related to content and strategy.

Participating contractors are expected to have the following capabilities, and expected to highlight their area of specialization in the proposal:

1. Content
 - a. Ability to develop a strategy that supports FIRST goals, looks for leads, and identifies content opportunities that drive engagement with our core audiences.
 - b. Ability to define how FIRST should address and present to its audiences, and map all relevant channels.
 - c. Ideally, ability to provide content creation services that should include:
 - i. Creativity: Create quality content by providing a steady stream of case studies on video content, additional graphics, design features, or new content ideas to support in the marketing campaigns;
 - ii. Copywriting, design and production skills to help them attract audiences.
2. Editorial
 - a. Ability to help produce relevant content for organizational publications.
 - b. Ability to help FIRST manage content that ensures maintaining a voice and close identities.
 - c. Ability to monitor media publications covering FIRST to track developing stories that affect FIRST or FIRST members community.
3. Content Creation
 - a. Provide qualitative and quantitative research services to assist in decision making, PR and marketing content. The contractor should redirect existing or leading research data by providing new reliable statistical data and detect new trends in at least 72 hours.
4. Measure Campaigns
 - a. By analyzing data from existing marketing platforms, the contractor should identify opportunities that broaden FIRST's vision and increase the reach of content, channels, and tactics. The methodology should be in line with international data analysis standards and good practice metrics, based on the standard framework established by AMEC - International Association for the Measurement and Evaluation of Communication.
 - b. The contractor should have access to statistical data from the various communication and social media platforms where FIRST has a presence.
5. Brand Management
 - a. Assess the visibility of FIRST activities among its members, and identify weak spots;
 - b. Assess from both quantitative and qualitative perspective the type of constituents who know FIRST, its associated attributes, and its activities;
 - c. Provide a plan to improve brand visibility based on both qualitative and quantitative aspects.
6. Inform
 - a. Help FIRST build reputations of value by developing messaging, building executive profiles, managing communities, and engaging with the most relevant influencers and media.
 - b. Make FIRST audience engagement more relevant through immediate responses, news management, storytelling and campaigns on social platforms.
7. Digital marketing
 - a. Help FIRST to amplify its messages in an integrated approach to social networking;
 - b. Help FIRST to maximize its efforts and costs spent on both media, and social media;
 - c. Deliver some of the following Digital Marketing services
 - i. Digital Strategy Social Media Marketing
 - ii. Search Engine Optimization (SEO), and optionally Search Engine Marketing (SE)
 - iii. Analysis and reporting Media and Advertising
 - iv. Management Advertising and media management
 - v. Content and Copywriting
 - vi. Creative Design Web production and development
 - vii. Mobile Marketing
 - viii. Solutions Video production

Section 5 - Specific Disclosures

1. Non-discrimination
 - a. Please confirm that your organization and any subsidiary or related entity that may provide services to the Association under this relationship does not discriminate against any employee or applicant on the grounds of race, color, religion, sex, sexual orientation, age, disability, national origin, or ancestry.
2. Conflicts of Interest
 - a. Please provide a comprehensive conflict of interest disclosure regarding any business relationship with or work for any entity that would be in conflict with work for FIRST.
3. Code of Conduct
 - a. Please confirm that your organization and any subsidiary or related entity that may provide services to the Association under this relationship will comply with the FIRST Code of Conduct (<https://www.first.org/about/policies/code-of-conduct>).

Section 6 - Proposal Preparation and Submission

The response must include costs to provide all the services outlined in this RFP.

- Describe how your proposal meets each requirement of Section 3 Requirements of this RFP.
- Identify the individuals by name who would contribute to the project. Describe the qualifications of each individual.
- Any agreements (e.g. licenses, etc.) that vendor or any third party proposes to be entered into as part of a contract resulting from this RFP must be included with the proposal response. - A representative authorized to bind the company must sign the proposal.
- The proposal must be submitted in PDF format via email to rfp-response@first.org.
- **Proposal Receipt Deadline: December 7th, 2023 EOB**
- **Expected Project Start: January 1st, 2024.**
- **All prices must be expressed in US dollars.**
- **Prices are fixed for the term of the contract OR will be reviewed every year based on inflation rate in the United States of America.**

If you have questions concerning this RFP please contact:

FIRST Executive Director: Mr. Chris Gibson
Email: rfp-response@first.org
FIRST.Org,
2500 Regency Parkway
Cary, North Carolina 27518
USA

Additional Terms

- A response to this proposal does not create any agreement between the vendor and FIRST, Inc. and does not create any commitment on the part of FIRST.
- If a contract is awarded, FIRST.Org reserves all options and discretion regarding the terms and conditions of the contract and will establish the terms at the point of issuing a contract.
- FIRST reserves the right to amend or cancel this RFP at any time prior to the submission deadline.
- All material submitted regarding this RFP becomes the property of FIRST.Org.
- If a prospective vendor includes any information in a proposal that it wishes to keep confidential, it shall clearly identify such information in the proposal.
- The estimated quantities given above (like the estimated number of attendees) are meant to be generally representative of the type and scope of work to be done.
- FIRST is for looking capability, and will not be bound by any estimated quantities.