Open Call for an Event Management Company

Overview

The Communications Department of the Asia-Europe Foundation (ASEF) is seeking an experienced Event Management Company to help ASEF plan and organise the Official Launch Event in celebration of the 25th Anniversary of ASEF (#ASEF25). The successful Event Management company will be responsible for executing a range of activities, and ensuring the successful running of the event. The #ASEF25 Official Launch Event is scheduled to take place in early June 2022 and will be held at the ASEF premises.

About the Asia-Europe Foundation (ASEF)

ASEF is an intergovernmental not-for-profit organization, which brings together the peoples of Asia and Europe to address common global challenges. As the sole permanent institution under the Asia-Europe Meeting (ASEM) process, ASEF promotes understanding, strengthens relationships, and facilitates cooperation among the people, institutions, and organizations of Asia and Europe. For more information, please visit https://asef.org/about/what-we-do

About the Communication Department

Media is one of ASEF’s seven key thematic areas. ASEF’s work in Media is managed by its Communications Department, which runs ASEM-wide projects and is also responsible for ASEF’s corporate and strategic communications. We engage media industry stakeholders in annual events enabling a diverse exchange of perspectives. We also facilitate dialogue and cooperation by managing ASEF’s multiple online platforms that aim to increase awareness of ASEF and its projects spanning all thematic areas. We also manage ASEM’s official information platform, the ASEMInfoBoard.

About ASEF’s 25th Anniversary

ASEF is celebrating its 25th Anniversary this year, a significant milestone since its formal establishment in February 1997.

The official launch of the ASEF 25th Anniversary (#ASEF25) celebration will take place in early June. ASEF will be hosting a 2–3-hour hybrid event, followed by a reception. It will be a dignified occasion that will involve high-level personalities, including keynote speeches by political office-holders and other VIPs from around the world.

Key facts about ASEF 25th Anniversary celebration

| Where          | ASEF Premises, Singapore |

Diversity Creates
www.ASEF.org
Event Management Company for ASEF 25th Anniversary (ASEF25)
April 2022
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<table>
<thead>
<tr>
<th>When</th>
<th>31 Heng Mui Keng Terrace, Singapore 119595</th>
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<tbody>
<tr>
<td></td>
<td>3 June 2022, from 16h00–18h00</td>
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Expected outcomes

The #ASEF25 Official Launch Event will be held in a modest and dignified manner. The Event Management company, working closely with the ASEF Sub-committee (consisting of assigned ASEF staff members), will ensure the smooth running of the various activities at the Official Launch Event. The event should inspire all guests to fully appreciate the significance of ASEF reaching the Silver anniversary milestone.

The Event Management company is also expected to arrange for the conceptualization and making of the Commemorative Plaque for the Plaque-unveiling Ceremony at the end of the Official Launch Event. The successful company will also be responsible for designing and making the #ASEF25 Commemorative memorabilia.

About ASEF 25th Anniversary Official Launch Event

Purpose

The Official Launch Event, lasting about 2-3 hours, should capture the following elements:

1) The Event should celebrate who we are as ASEF and the organization’s core values. Please refer to: https://asef.org/about-us/who-we-are/.

2) The Event should be used as an opportune occasion to capture ASEF’s aspirations. ASEF hopes to continue being a solid bridge to connect the peoples of Asia and Europe in order to foster better understanding and mutual respect between the two regions. ASEF also aspires to be a convenor and facilitator of intellectual dialogue as well as exchange of ideas, as we unite the peoples of both regions to tackle common global challenges.

Requirements

The Event Management company will be expected to deliver the following during the contract:

- The successful Event Management company must run the Official Launch Event in a professional manner.

- The company will be responsible for the smooth registration of guests, and to make a “Comments Book”. The company will then usher the guests to the designated gathering venue within the ASEF premises.
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- The company will be working closely with the relevant ASEM staff members to coordinate the smooth running of the AV and IT systems during the entire programme proceedings.

- The company will also take pictures and video of the event for ASEM’s use in its publicity and related activities.

- Should one of the Guests of Honour be attending the Event virtually and not in-person, the Event Management company will ensure the best mode of interaction and engagement for the two main Guests of Honour; for example, through projecting on the screen or wall.

- The company will work closely with ASEM staff to conceptualise, design and commission the relevant company to make the #ASEF25 Commemorative Plaque.

- The company will ensure that the Plaque-unveiling ceremony at the end of the Official Launch Event goes smoothly.

- ASEM is commissioning a 5-minute video that will be projected at the Official Launch Event. The Event Management company will be responsible to ensure the smooth projection of the video as part of the Event programme.

- The Event Management company will propose suitable #ASEF25 Commemorative memorabilia items, and commission the relevant company to make these items.

- The company will then ensure that these items will be distributed to guests at the Official Launch Event, which will also be used by ASEM, after the Event is over, as Commemorative items.

The Event Management company should maintain constant communication with the ASEM contact point from the beginning until the end of the engagement. All activities and deliverables undertaken by the company shall be discussed and planned in consultation with ASEM. Ideally, the Company should be comfortable working in a multicultural environment and able to balance the goals of different stakeholders.

ASEM role

ASEM will provide the programme for the Official Launch Event, and draft the Order of Proceedings for the Event.

ASEM will be responsible for the security arrangements, parking, booking of facilities, and other Estate Management matters.

ASEM will regularly communicate with the Event Management Company and provide feedback, guidance, and support to achieve the objectives of the work.

ASEM will remain aware of any upcoming issues related to the performance and quality of the work.
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Deliverables & Timeline

The Event Management Company must submit an Event Management Plan. The production will involve, but will not be limited to:

<table>
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<tr>
<th>Task</th>
<th>Deadline</th>
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<tr>
<td>Conceptualization of Plaque and Commemorative Memorabilia items</td>
<td>13 May 2022</td>
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<tr>
<td>Development of the detailed Event Order of Proceedings, including for the Plaque-Unveiling Ceremony</td>
<td>20 May 2022</td>
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<tr>
<td>Coordination and approval of the Order of Proceedings with ASEF</td>
<td>27 May 2022</td>
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<tr>
<td>Collection of first batch of Commemorative Memorabilia items</td>
<td>30 May 2022</td>
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<tr>
<td>Running of the #ASEF25 Official Launch Event</td>
<td>3 June 2022</td>
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Honorarium

The quotation submitted will serve as an indication to define the final amount based on the scope of work. The most competitive quotations will be given priority.

Progressive payment will be made upon delivery of the Conceptualization of Plaque and Commemorative Memorabilia items for feedback on 27 May and after ASEF satisfactory review of services as specified in the Terms of Reference. The second and last payment will be made after the successful running of the Official Launch Event on 3 June 2022. ASEF reserves the right to withhold all or portion of payment if performance is unsatisfactory, if outputs are incomplete, or not delivered for failure to meet deadlines.

Selection Process
Submit a quotation by Monday, 9 May 2022 COB Singapore Time. All applications qualify. The selection will be decided by ASEF based on the quotations. Priority might be given to Singapore-based companies.

Point of Contact

Please contact Mr. Saifudin Samsuri (Email: saifudin.samsuri@asef.org) for additional information and for submitting your quotation.

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