

## Request for Ad Campaign Proposal Iclif's Leadership Energy Summit Asia (LESA) 2020

The Iclif Executive Education Center at the Asia School of Business (Iclif) is accepting proposals in response to this Request for Proposal (RFP) in order to solicit a qualified source to provide the planning and execution of ad campaign for its Leadership Energy Summit Asia 2020.

### About Leadership Energy Summit Asia (LESA)

The biggest annual event in the region since 2013, focusing on the proprietary concept of Leadership Energy, LESA brings together courageous leaders, high-profile business leaders and entrepreneurs to overturn conventional thinking and explore the real source of transformative leadership.

LESA 2020 is themed Leadership Energy in Action. The focus for this year's conference will be on Leaders who have through their 'In Actions' transformed and driven change as an individual and organization with the purpose of creating a better future. Please note that the essence of LESA does not change but we continue to establish themes relevant to the calendar year and situational events in that year.

LESA 2020 will be a virtual conference spread over 4 days scheduled for 16, 17, 18 & 19 November 2020.

The summit is also the platform to announce the annual recipients of the Iclif Leadership Energy Awards (ILEA). The awards are an aspect of our efforts at Iclif to promote meaningful personal and organisational leadership in the region, as we recognise people who demonstrate immeasurable perseverance and fortitude to overcome adversity while pursuing their purpose of betterment – we call them *Leadership Energy Champions*. By recognizing them, Iclif hopes to inspire many others to walk the path of authentic leadership energy.

### About Iclif

The Iclif Executive Education Center is the executive education arm within the Asia School of Business offering Leadership and Management, corporate governance and board effectiveness, Transformational, Innovation and Entrepreneurial and Financial Analytics programs.

### What We Are Looking For

A dynamic creative team to deliver the following:

- **Key Visual:** Design a key visual that acts as LESA 2020 identity. This design is to take into account ease of adaptation onto venue such as stage backdrop, onsite branding, digital applications and marketing collateral
- **Digital marketing strategy, execution plan with achievement measures:** Recommend a suitable plan to achieve high level of awareness and education leveraging on Iclif's digital ecosystem made up of eDMs, website and social media. The plan should also factor in the need have Asia wide reach and generate new leads and possible conversions

- **Video production:** Present a storyboard for a 75 to 90 second video show that acts as the opening gambit for the summit. This video should also be editable to 30 sec reels for promos. The storyboard should strongly reflect the essence of LESA
- **Delivery:** Assets ready for launching by September.

**Responding to the RFP:** If you are interested in responding to the RFP, we require the following on 25<sup>th</sup> August 2020

1. Your proposal (what would you do for LESA 2020) in sufficient detail for Iclif to understand the creative direction of the ideas as well as how it would be implemented
2. A sample of relevant work (video link or powerpoint summary)
3. Intro, short bio of the members of the team that would deliver on this project with special focus on relevant work experience
4. Budget ideally within the range of RM 200K (indicative breakdown, including taxes, of the three key deliverables)

### **Notices of the Submission**

The school has the right not to consider late or incomplete proposals.

The proposal should be submitted in **two separate documents** to [lesa@asb.edu.my](mailto:lesa@asb.edu.my)

1. The Request for Proposal submission – all information requested as stated in point 1-3.
2. The Fees and Compensation submission – all information requested as stated in point 4

Since you come highly recommended to us, we hope that you are interested in this work and look forward to your proposal. The shortlisted agencies will be invited to present prior the final award of the campaign.

Please direct any questions as well as your response to: [lesa@asb.edu.my](mailto:lesa@asb.edu.my)