

Asia School of Business

Request for Strategic PR Proposal

2021-2022

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Introduction

Asia School of Business is accepting proposals in response to this Request for Proposal (RFP) in order to solicit a qualified source to provide a 1-year strategic PR plan for the institution.

About Asia School of Business

Established in 2015 by Bank Negara Malaysia in collaboration with MIT Sloan School of Management, Asia School of Business (ASB) is committed to developing transformative and principled leaders who will create positive impact in the emerging world and beyond.

April 9, 2015 marked the birth of ASB, with the collaboration between Bank Negara Malaysia and MIT Sloan School of Management (MIT Sloan). ASB was founded in response to the need for highly-qualified, industry ready talents to fill the needs of the exponential growth and opportunities of Asia. Integrating the MIT DNA by bringing theory and practice together, the same core curriculum that is delivered in Cambridge, Massachusetts, USA is taught at ASB's MBA full-time and Working Professionals degree programs. Both MIT Sloan's world-renowned faculty and ASB's residential faculty teach this rigorous curriculum.

In 2020, the Iclif Executive Education Center (Iclif) (formerly The Iclif Leadership and Governance Centre) merged with ASB. Iclif provides corporate governance training and non-degreed programs to support the professional development of C-Suites and senior management, and was established by Bank Negara Malaysia in 2003 to strengthen the leadership and governance capabilities within the Malaysian financial sector.

Currently, Iclif offers a set of Open-Enrollment Programs and Custom-Built programs. Participants in Open-Enrollment courses can upgrade their participation credits into an Executive Certificate in one of the four available Tracks: Leadership, Finance & Global Economy, Corporate Governance, and General Management. In addition to the Open-Enrollment programs, Iclif also offers a set of mandatory programs for Malaysian board members of listed companies (Mandatory Accreditation Program (MAP)) and for Malaysian directors of financial institutions (Financial Institutions Directors' Education (FIDE)).

In 2021, ASB is launching its third degreed program in partnership with MIT Sloan, the Master of Central Banking (MCB), a one-of-a-kind program in the marketplace. The fully-residential program provides a rigorous graduate level central banking-focused curriculum, that includes relevant Asian and emerging market perspective, distinguishing it from many other banking and finance programs.

At ASB, students get a global education, with a uniquely Asian perspective, complemented with Action Learning projects across Asia and the emerging world.

The promise:

- Premier education center for the emerging world and beyond, combining the rigor of MIT and uniquely Asian and emerging world perspective and expertise.
- Developing transformative and principled leaders who will contribute to a better future and to the advancement of the emerging world.

- Extraordinary and unconventional approach to learning and education, driven by a hands-on, action-oriented approach to pedagogy, underpinned by future-ready skills ([Smart X Sharp Skills](#)).

More information about ASB:

- [Asia School Of Business District Development – Campus Video \(Kuala Lumpur @ Malaysia\)](#)
- [#ASBMBAction - Introducing the Masters of Business in Action!](#)
- [Get Smart X Sharp at ASB](#)

Business Objectives

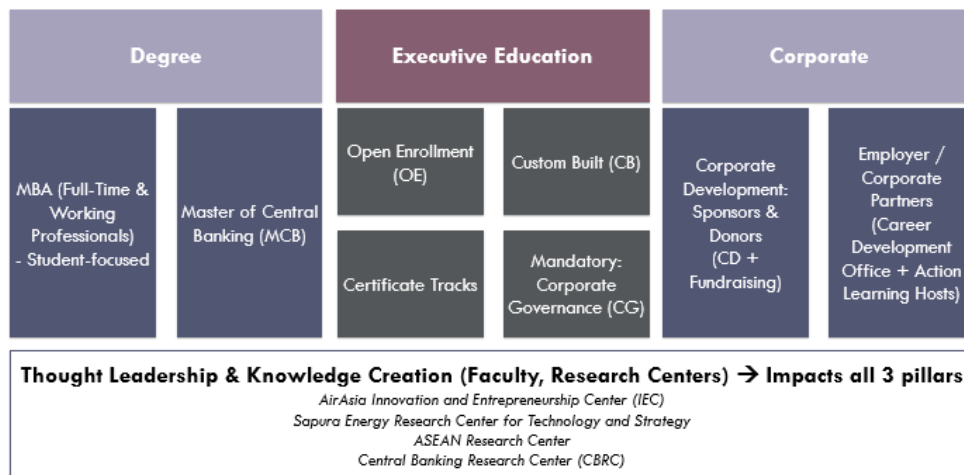
- Raise Corporate & Public Awareness on ASB, our Value Proposition and our offerings
- Develop and execute clear communications and awareness on our corporate offerings
- Develop clear messaging for Executive Education (EE) offerings
- Developing clear messaging for the MBA for Working Professionals (MBA-WP)
 - Including leveraging opportunities to cross-market EE and the WP offerings, sponsored by corporates for their talent to participate
- Maintain and strengthen the brand and visibility of ASB as a premier education center and hub
 - Including visibility of its 4 research centers, MIT partnership, Asian and emerging market-focused research and influence



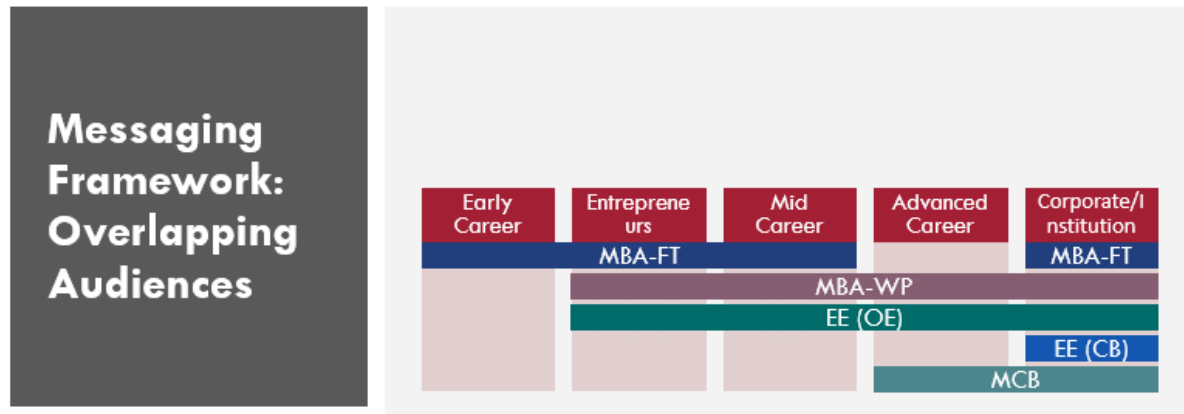
Background & Context

ASB's engagement with external stakeholders fall into three buckets: Degree Programs, Non-Degree Programs, and Corporate Engagement. The diagram below provides more information and context on the specific categories and activities under each bucket. We also engage externally through Thought Leadership, underpinned by our faculty and research centers.

ASB Key Marketing Pillars



Just as many of the activities have synergies between the three pillars, there are also synergies in cross-marketing our various programs to our various audience segments. The diagram below illustrates this:



MBA-FT = Full Time MBA Program

MBA-WP = MBA for Working Professionals Program

EE (OE) = Executive Education (Open-Enrollment)

EE (CB) = Executive Education (Custom-Built)

MCB = Master of Central Banking Program

Timeline

We're looking to engage with a PR agency who can help us build a 1-year strategic PR and communications plan for ASB as a school beginning in Q2 2021, considering the various pillars and programs of the school. As a suggestion, the first quarter of the 1-year calendar will focus

on a specific program and audience segment (example: MBA for Working Professionals, Corporate Segment) to demonstrate value as we ramp up to the full year calendar.

Scope of Work

- Strategic PR plan
- Key PR angles and messaging
- Media pitching and placements
- Pitching spokesperson interviews
- Media events

Budget

Our maximum budget is RM100,000 for a 1-year PR strategic plan (earned media) and execution.

We also welcome a proposed budget for media buy of up to RM100,000.

Strategic Focus

Executive Education (EE) offerings

The Iclif Executive Education Center (Iclif) at Asia School of Business (formerly [The Iclif Leadership and Governance Centre](#)) provides corporate governance training and non-degreed programs to support the professional development of C-Suites and senior management. Iclif was established by Bank Negara Malaysia in 2003 as an Asia-based independent non-profit organization with the mission to strengthen the leadership and governance capabilities within the Malaysian financial sector. Since its inception, Iclif has also branched out to offer programs and research opportunities in the areas not only on leadership development, but also in corporate governance. In 2020, Iclif merged with ASB to extend its set of offerings in executive education, and now offers additional courses in general management and finance. ^[12]

Currently, Iclif offers a set of **Open-Enrollment Programs** and Custom-Built programs. Participants in Open-Enrollment courses can upgrade their participation credits into an Executive Certificate in one of the four available Tracks: Leadership, Finance & Global Economy, Corporate Governance, and General Management. In addition to the Open-Enrollment programs, Iclif also offers a set of mandatory programs for Malaysian board members of listed companies (Mandatory Accreditation Program (MAP)) and for Malaysian directors of financial institutions (Financial Institutions Directors' Education (FIDE)).

The promise:

- Diverse expertise of MIT faculty and Asian faculty who come from industry and carry hands-on experience



- Academic rigor combined with hands-on learning approach through discussion and case-based approach (combining classic global case studies and fresh, bespoke Asian and emerging world case studies developed at ASB and Iclif)
- Opportunity to take Open Enrollment courses flexibly and upgrade credits into an Executive Education certificate
- Mandatory certification for Malaysian directors of listed companies and financial institutions

Supporting message:

- Iclif has a strong track record since 2003 of building custom-built, bespoke programs for organizations' unique needs

Example of a course promotional video: [Click here](#)

MBA for Working Professionals

The Asia School of Business (ASB) MBA for Working Professionals Program (MBA-WP) is a 22-month program designed in modular format for working professionals. The curriculum maintains the rigor and quality of MIT Sloan while providing a uniquely Asian perspective. Offering the best of both worlds, MBA-WP students are taught both by MIT Sloan's most prestigious faculty and by ASB faculty who are based in Asia, research in Asia, and know Asia.

The program includes a 4-week immersion at MIT Sloan in Cambridge, Massachusetts, and 3 hands-on business practicums with the students' respective employers. This enables them to make a tangible impact in their organizations throughout the program, even before graduating.

There is only one intake-per-year for this program which is in late August 2021. Communications around this program should be geared towards driving awareness and action to match the intake timings.

The promise:

- 22-month modular format
- Learning in action via 3 business practicums in employer companies
- 4-week MIT Sloan immersion
- MIT Sloan Affiliate Alumni status
- Finance concentration available
- STF-claimable

More information about the MBA-WP:

- [MBA for Working Professionals video](#)
- [MBA for Working Professionals introduction](#)

Target Audiences and Key Messages

For all audiences, the geographic location we are targeting is nationwide throughout Malaysia and potentially extending to regional audiences. For us, getting visibility in digital channels and niche but targeted channels is as important as the traditional major outlets. More details about each audience group follows:

Executive Education – Open Enrollment

- **Corporate audience:**
 - C-Suites and leaders in corporate Malaysia
 - HR and Talent decision makers and Senior Leaders looking to upskill their staff
- **Individual audience:**
 - Mid- to Senior career professionals and top executives looking for short courses to on stay top of current thinking and best practice
 - Entrepreneurs who need to selectively gain skills in business, finance, and strategy to grow and scale their business.

Challenges and pain points: Need to reskill/upskill quickly and effectively amid a shifting landscape and accelerated digitalization; Risk of the organization losing touch with current thinking and best practice; Lack of leadership effectiveness as managerial and leadership responsibilities expand

Key message:

- **Corporate audience:** Support the professional development of your C-Suites, boards, and senior management so that they are able to apply the knowledge gained in being an effective leader in their organizations.
- **Individual audience:** Whether you are preparing for a more senior role or taking on new global leadership responsibilities, ASB's open enrollment certificate courses will sharpen your skills in the areas of strategy, governance, finance, HR, operations and more, and support your leadership development and organizational performance.

MBA for Working Professionals

- **Corporate audience:** HR and Talent decision makers and Senior Leaders looking to invest long term in high-potential talent marked for future leadership roles.
- **Individual audience:** Mid- to Senior career professionals and top executives seeking to progress rapidly in their career, and increase their managerial and leadership capacity. | Entrepreneurs who need to rapidly gain a broad set of business, finance, and strategic skills to grow and scale their business in a compressed and accelerated time frame.

Challenges and pain points:

- **Corporate audience:** Limited options to reward top-performing, high-potential talent and continue to invest in them to keep them in the company, while developing them

for future leadership; lack of compelling alternatives that provide the rigor of an MBA co-taught by MIT professors and providing the flexibility of keeping talent working full-time

- **Individual audience:** Lack of career advancement opportunities; being passed over for promotions; stress and anxiety from seeing peers advance in their careers; lack of personal fulfillment and growth; Lack of other engaging yet flexible learning opportunities that allow for learning to be applied on the job while continuing to work full-time

Key message:

Designed for mid-career leaders, the MBA for Working Professionals is a transformative experience that integrates education and career advancement. Student simultaneously learn the foundations of management, and apply their learnings to meaningful business challenges to create immediate, tangible impact within their organizations.

ASB as a School

- Corporate Audience:
 - Decision makers in companies who want to host Action Learning projects and / or sponsor students for both the full-time and Working Professionals MBA programs
 - Decision makers in companies who want to employ ASB graduates
 - Decision makers in companies who want to strategically partner with ASB or contribute an endowment towards the school and / or one of its four research centers
- Individual Audience:
 - Potential students and executive education participants
- Malaysian business community

Other Marketing Activity

In addition to the strategic 1-year PR plan and related efforts, we also actively engage in the following marketing activities throughout the year:

- Admissions Marketing for Degree Programs: MBA tours, virtual info sessions, webinars, email nurturing campaigns, paid advertorials with industry platforms (Poets & Quants, BusinessBecause, BizEd, GMAC)
- Career Development Office events: Recruitment events with corporate partners (TalentConnect)
- Business Conferences and events: We host the annual flagship LESA regional conference which was held virtually in 2020. We also take part in events targeted at the business community hosted by external parties, including events with South China Morning Post and other similar organizers.
- Paid media: Industry-specific paid media (The Economist Executive Education Navigator), ongoing SEM and PPC evergreen campaigns, and seasonal brand campaigns



- Corporate Development: Corporate newsletters, paid advertorials, custom events with corporate partners (our faculty regularly speak at events that they are invited to by our partners)

Responding to the RFP

If you are interested in responding to the RFP, we require the following before or on **7 May 2021**:

1. Your proposal in sufficient detail for the evaluation committee to understand the creative and strategic 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, as indicated earlier in this RFP.

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 asb-pr@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 above.

We look forward to your proposal. The shortlisted agencies will be invited to present prior to the final selection. Please direct any questions as well as your response to: asb-pr@asb.edu.my.