

Request for Ad Campaign Proposal

Iclif's Leadership for Enterprise Sustainability Asia (LESA) 2021

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 for Enterprise Sustainability (LESA) 2021 conference.

About Leadership for Enterprise Sustainability Asia (LESA) 2021

Over the last decade, Asia has been the world's fastest growing region. This rapid ascent has led to Asia pushing new boundaries and innovation across industries. Yet Asia's progress is hampered by uneven development across countries and demographic segments.

As governments grapple with poverty and income disparity, businesses grapple with hiring skilled workers. As investors and global businesses flock to Asia, they bring along increased scrutiny on human rights and social issues faced in the region. And as Asia continues to grow at breakneck speed, it remains the region most at risk from climate change, with more people living in coastal cities than all other cities of the world combined. This creates an urgency for businesses and governments to act quickly and partner together, to mitigate climate risks and empower human capital, in order to continue to grow sustainably.

Fortunately, there are opportunities and bright spots to tap into. Many Asian countries are only beginning to build out their infrastructure (physical and human). Setting a course for sustainable growth, driven by a focus on the triple bottom line and ESG (Environment, Social, and Corporate Governance), will allow Asia to be proactive in solving these challenges and mitigating related risks.

Leadership for Enterprise Sustainability Asia (LESA) is a forum that seeks to address these topics. The flagship annual conference of the Iclif Executive Education Center (Iclif), LESA 2021 is the 9th LESA Conference to date, proudly presented by Iclif at the Asia School of Business in collaboration with MIT Sloan.

LESA 2021 will be a hybrid conference spread over 4 days scheduled for 15, 16, 17, 18 November 2021.

The summit is also the platform to announce the annual recipients of the Iclif Leadership Energy Awards (ILEA). The Iclif Leadership Energy Awards (ILEA) celebrate an unconventional new way of thinking about leadership. The awards honour leaders who exemplify leadership energy in action, who live the principles of conviction, courage, and momentum.

The ILEA Awards is a much-anticipated highlight of the annual LESA conference, Asia's premier leadership conference, hosted by the Iclif Executive Education Center (Iclif) for 9 years and counting. For close to a decade, Iclif has been building a legacy through a conference convening captains of industry, government leaders, and academic powerhouses across the Asian region and the emerging world.

Target Audience

Mid to senior level leaders from the private and public sector across all industries and sectors across Asia Pacific, with an emphasize on those working in strategy, risk management, corporate governance, sustainability, and talent development related roles.

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.

About ASB

Asia School of Business (ASB) was established in 2015 by Bank Negara Malaysia in collaboration with MIT Sloan School of Management to be a premier global business school, a knowledge and learning hub infused with regional expertise, insights and perspectives of Asia and the emerging economies. ASB's degree programs and executive education programs have been globally-acclaimed for leading the way in management education. Through its award-winning Action Learning based curriculum, ASB is committed to developing transformative and principled leaders who will contribute towards advancing the emerging world.

In 2020, ASB opened the doors to its sprawling new state-of-the-art campus which includes an academic building and residential blocks, spanning over 93,000 square meters, with the ability to accommodate over 1,250 students, staff, faculty, and executive education clients.

For more context on the location of the conference: [Asia School Of Business District Development – Campus Video \(Kuala Lumpur @ Malaysia\)](#)

For more examples of previous years' speakers: <https://asb.edu.my/lesa2020>

What We Are Looking For

A dynamic digital team to deliver the following:

- Digital marketing strategy and execution plan that is trackable & measurable.
- The plan should factor in the need to have Asia wide reach with the generation of new leads and high level of conversions. The primary markets are: Malaysia, Indonesia, Philippines. Secondary market: Brunei, Singapore & the emerging markets.
- Increasing the number of conversions & reducing the average CPA from LESA 2020 by a factor of 50%.

LESA 2020 conversion was at 1,690 at an average CPA of RM 42.94

Responding to the RFP: If you are interested in responding to the RFP, we require the following on **10th June 2021.**

1. Your proposal (what would you do for LESA 2021) in sufficient detail for Iclif to understand the digital strategy 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 225k-RM 250K (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

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