

LESA2021 Leadership for Enterprise Sustainability Asia REQUEST FOR PROPOSAL VIRTUAL CONFERENCE

Table of Contents

INTRODUCTION	2
OBJECTIVE.....	2
ABOUT THE ASB ICLIF EXECUTIVE EDUCATION CENTER.....	2
ABOUT LEADERSHIP FOR ENTERPRISE SUSTAINABILITY ASIA (LESA2021)	2
LESA OBJECTIVES.....	3
PROPOSAL GUIDELINES.....	3
PROJECT DESCRIPTION	3
SCOPE OF WORK	4
REQUIREMENTS	4
1. REGISTRATION MANAGEMENT	4
2. SPEAKERS MANAGEMENT	5
3. HOST BRANDED LANDING/LOBBY PAGE	5
4. STREAMING OF SESSIONS (WEBINAR)	5
5. SPONSORS MANAGEMENT AND EXHIBITION BOOTH	6
6. INTERACTIVITY AND NETWORKING.....	6
7. COMMUNICATIONS AND NOTIFICATIONS	6
8. REPORTS AND ANALYTICS	7
10. MANPOWER	7
11. PERMITS/LICENSE	7
12. DESIGN	8
13. TIMELINE	8
14. EVALUATION CRITERIA.....	8
CONTACT INFORMATION.....	8

INTRODUCTION

The Iclif Executive Education Center at The Asia School of Business (ASB) is accepting proposals in response to this Request for Proposal (*hereafter known as RFP*) in order to solicit a qualified Online Conference Platform or Vendor (*hereafter known as Agency*) to provide the platform of the virtual event for its 2020 Leadership Energy Summit Asia (*hereafter known as LESA*).

OBJECTIVE

The objective of this RFP is to conduct a fair and extensive evaluation based on the criteria listed in this document and to select the agency with the proposal which provides the best overall value to The ASB Iclif Executive Education Center.

Agencies that are interested to participate in the RFP are required to indicate/declare if a “pitching fee” is applicable to submitting a proposal.

ABOUT THE ASB ICLIF EXECUTIVE EDUCATION CENTER

The ASB Iclif Executive Education Center at Asia School of Business is a premier executive education center that provides leadership, management, corporate governance training, non-degreed programs and research that help business professionals and executives advance in their careers.

The integration between The Asia School of Business (ASB) and The Iclif Leadership and Governance Centre (Iclif) as of 1st January 2020 sees Iclif operating under the ASB name. This has resulted in the establishment of the executive education center within ASB named “The ASB Iclif Executive Education Center”.

The Asia School of Business (ASB) was created and funded by Bank Negara Malaysia (The Central Bank of Malaysia) in 2015 as a university with the aim of providing highly practical and relevant executive and organizational development globally across all industry and government sectors.

More information about ASB can be found via <https://asb.edu.my/>

ABOUT LEADERSHIP FOR ENTERPRISE SUSTAINABILITY ASIA (LESA2021)

LESA2021 is an annual conference that over a 4-day period organized by ICLIF. Due to current conditions, LESA2021 will be a digital conference. The theme as the name suggests is on Enterprise Sustainability and speakers will be invited from all around the world to speak at the conference via a suitable online platform.

LESA2021 is organized by ICLIF based in Kuala Lumpur Malaysia and be run on Malaysian standard time. LESA 2020 attracted 8500+ registrants and more than 3000 attendees over the conference period. LESA2021 is scheduled to be held on the 15-19 November 2021.

More information about LESA2020 can be found via <https://asb.edu.my/lesa2020>



Image 1: Logo of LESA2021

LESA OBJECTIVES

- To drive awareness on ASB and Iclif Executive Education as a thought leader in the Executive Education space in Asia.
- To broaden the reach in ASEAN and beyond.

PROPOSAL GUIDELINES

The following submission guidelines and requirements apply to this RFP:

- This is an open and competitive process.
- Agencies are required to notify the representative identified below of its interest to participate in the RFP by **21 June 2021**.
- The proposal must be provided in a Power Point format, detailing the required areas/criteria as stipulated under item No. 6 Project Description and Scope of Work.
- The proposal must indicate the overall inclusive fixed price (including taxes), foreign currency conversion rate used (where applicable), and a detail breakdown of every item proposed.
- Proposals must be signed by a representative that is authorized to commit on behalf of bidder's company.
- If agency has a standard set of terms and conditions, please submit them together with the proposal. All terms and conditions will be subject to negotiation.
- Proposals must be received prior to **25 June 2021**, to be considered. Proposals submitted after the date as mentioned above shall not be entertained.
- Proposals to be submitted via email to the following representative:
SHERINE CHIN
E-mail : sherine@asb.edu.my | DID : +6012 310 5004
- Only shortlisted agencies will be notified via email.
- A presentation session will take place for shortlisted agencies to provide a briefing based on the proposal in details, before the final award of the project.

PROJECT DESCRIPTION

- Event Date: 15 November to 18 November 2021
- Theme for 2020: Enterprise Sustainability
- Expected Pax: 10,000
- Delivery method: Digital conference
- Conference Design:
 1. Four (4) live days of four (4 to 5) conference hours per day
 2. Concurrent sessions

CONFERENCE AGENDA

FOR RFP PLATFORM VIEW ONLY



DAY 1 15 NOV MONDAY	DAY 2 16 NOV TUESDAY	DAY 3 17 NOV WEDNESDAY	DAY 4 18 NOV THURSDAY
09:45 10:45 Opening Keynote session	09:45 10:45 Speaker 3	09:45 10:45 Speaker 4	09:45 10:45 Speaker 5
Break 11:00 11:30 MASTERCLASS 1	Break 11:00 11:30 MASTERCLASS 2	Break 11:00 11:30 MASTERCLASS 3	Break 11:00 11:30 MASTERCLASS 4
Break 14:00 15:00 Speaker 2	Break 14:00 15:00 Panel session 1	Break 14:00 15:00 Panel session 2	Break 14:00 15:00 Panel session 3
Break 15:10 15:40 ILEA Business Leaders Award 15:40 Closing summary 16:10	Break 15:10 15:40 ILEA Societal Leaders Award 15:40 Closing summary 16:10	Break 15:10 15:40 ILEA Young Leaders Award 15:40 Closing summary 16:10	Break 15:10 15:40 Closing session 15:40 16:10

Image 2: LESA2021 Agenda placeholder (subject to change)

SCOPE OF WORK

To propose, design, set-up and deliver a virtual conference platform for LESA, including supporting the platform/event during pre, 'live', and post event period.

The virtual conference platform design, set-up and management to include but is not limited to the requirements stated in the following.

REQUIREMENTS

The following requirements described our expectations of the platform based on running LESA2020. Platforms must cover the bulk of these requirements and where they do not, they should mention in their proposal. Inability to fulfill all requirements will not disqualify a potential platform from the bid.

1. REGISTRATION MANAGEMENT

- 1.1. Platform must be able to register all participants of the conference at any time either individually or in batch format (CSV upload).
- 1.2. Platform must be able to cater for multiple participant/ticket types, pricing tiers and different levels of access to sessions for the different types of tickets registered.
- 1.3. Platform must be able to cater for free passes with limited access to a selection of speaking sessions (Discovery Pass).
- 1.4. Platform must be able to track registration of each participant into the individual sessions and provide access based on the sessions they are entitled to or have registered to.

- 1.5. Platform must be able to provide full list of registrants and their details and able to export to CSV format.
- 1.6. Platform to issue tickets upon registration and prepare links and calendar invites to those whose registration has been confirmed.
- 1.7. Each participant/ticket is given a unique link or access to the platform.
- 1.8. Platform preferably compatible or has integration with Salesforce Sales Cloud, Pardot and Payment gateways such as Paypal.
- 1.9. Platform capable of preventing duplicate registration (especially for Discovery Pass)
- 1.10. Platform capable of registration cancellation and refund
- 1.11. Platform to provide access to the event working committee for the registration database for the followings:
 - 1.11.1. To have access on ticket and unique link re-issuance.
 - 1.11.2. To have edit access on registrant's detail (name, ticket type etc).
 - 1.11.3. To have access to cancel participant registration.

2. SPEAKERS MANAGEMENT

- 2.1. Platform has a virtual-preparation room for host and speakers to interact before a session starts.
- 2.2. Provision of rehearsal/dry run on the virtual platform is required before the platform goes 'live':
 - 2.2.1. Briefing to speakers and sponsors on the platform functions.
 - 2.2.2. Test runs for all sessions with respective speakers.
- 2.3. Platform to have a speaker view where speakers can have feedback while they are speaking/presenting.

3. HOST BRANDED LANDING/LOBBY PAGE

- 3.1. Conference landing page is provided for registrants.
 - 3.2. Customize landing page based on conference theme (event logo, photos, etc.).
 - 3.3. To feature the conference description, agenda, speakers' profile, sponsors, etc. Optional: to play corporate videos of Asia School of Business and sponsors.
 - 3.4. Landing page to have links to the conference agenda and ability to join into live sessions from the Lobby page.
 - 3.5. Landing page to be "live" at least 2 weeks before the event day.
 - 3.6. Area to view previous or concluded sessions of the conference once they have been delivered
- Optional: Landing page to display countdown timer until the event.

4. STREAMING OF SESSIONS (WEBINAR)

- 4.1. To specify the streaming delivery platform used (whether its own developed platform, integrated with Zoom, Webex or etc).
- 4.2. Number of main sessions stipulated as per the conference agenda shared.
- 4.3. Platform to limit access to selected sessions according to the participants' ticket type.
- 4.4. To have a waiting room for participants to land on before a session starts.
- 4.5. To provide live chat feature during the sessions
- 4.6. To include live polling feature during the sessions

- 4.7. To include Q&A feature with voting on questions to be moved up
- 4.8. To allow recording for all live webinar sessions.
- 4.9. To allow the streaming of concurrent sessions
- 4.10. To allow application of speaker virtual background
- 4.11. To allow 5 - 10 minutes early entry to all sessions.
- 4.12. To record all sessions
- 4.13. **Optional** features for streaming of sessions:
 - 4.13.1. Platform to have a waiting room for the early-comers.
 - 4.13.2. Waiting room with function to play lobby music
 - 4.13.3. Session stream to connect across different device platforms – laptop/mobile/tablet
 - 4.13.4. To include session feedback form/poll after each session ends.
 - 4.13.5. To allow for live streaming on social platforms such as YouTube and Facebook.
 - 4.13.6. To have multiple stream links in case of low-quality video/audio of the main stream.

5. SPONSORS MANAGEMENT AND EXHIBITION BOOTH

- 5.1. At all times ensuring sponsor(s) logo visibility and branding across the platform.
- 5.2. Sponsor's virtual booth at Exhibition with branding visibility, chat functions, able for participants to register their interests and to find out more about sponsor's products and services at the virtual booths.
- 5.3. Agency to provide briefing and test run for sponsors on the functions of the booth whenever needed.
- 5.4. Agency to specify the number of booths that can be accommodated by the platform.
- 5.5. Networking and interaction between booth owners and with participants virtually.
- 5.6. Downloadable content in-booth offers for participants.

6. INTERACTIVITY AND NETWORKING

- 6.1. Platform must be able to provide interactivity and networking capabilities between participants.
- 6.2. Networking functions must be live at least 2 weeks before the event.
- 6.3. **Optional** features for networking functions:
 - 6.3.1. Participants may filter the other participants they would like to connect by name, company and industry.
 - 6.3.2. Participants may have video call session with one or multiple participants.
 - 6.3.3. Platform may limit the use of certain networking functions for Discovery pass participants

7. COMMUNICATIONS AND NOTIFICATIONS

- 7.1. Platform to accommodate to LESA2021 design templates in all types of communications and notifications sent to participants (colors, fonts and images).
- 7.2. Platform must able to send different type confirmation email to all participants registering with different types of tickets including email dedicated to speakers and host exclusively:
 - 7.2.1. Confirmation email must include session details, unique access link and calendar invites (Google, iOS, Outlook) and conference FAQs.

- 7.3. Platform must able to send pre-event session reminder for multiple timing:
 - 7.3.1. 1 week before event
 - 7.3.2. 2 days before event
 - 7.3.3. 1 day before event
 - 7.3.4. 1 hour before each session
- 7.4. Reminder email to include conference FAQs, session info, unique access link and other event updates.
- 7.5. Platform to send email on daily wrap-ups of conference to all participants on the day of the event (approximately 7pm MYT).
- 7.6. Platform to consult with the event working committee on the final scheduling and content of all pre-event and post-event communications and notifications.

8. REPORTS AND ANALYTICS

- 8.1. Platform to report on registration analytics that includes:
 - 8.1.1. Registration number in comparison between multiple ticketing
 - 8.1.2. Registration number for by session and by day
 - 8.1.3. Registrations from type of channels
- 8.2. Platform to report on attendance analytics that includes:
 - 8.2.1. Attendance number for by session
 - 8.2.2. Session attendance drop-out rate
 - 8.2.3. Attendance in comparison between sessions and event days
- 8.3. Platform to be able to filter the participant list according to number of session(s) attended.

9. POST-EVENT OPERATIONS

- 9.1. Platform to send "Thank you" note to all participants 1 day after the last day of event. Email to include session feedback form.
- 9.2. Platform to be live at least 2 weeks before event date.
- 9.3. Platform to continue being live at least 1 month after the last event day.
- 9.4. Platform to have "On-demand" page to play recordings on the most popular sessions from the event.

10. MANPOWER

- 10.1. Agency to account into the wholesome platform management with sufficient manpower and turnaround provided to design and develop the platform, including uploading of contents and to support the platform for the period of pre, 'live' and post event.
- 10.2. Agency to be on-standby as part of the technical helpdesk assisting both the event committee and participants on issues regarding the platform technicality throughout the event.

11. PERMITS/LICENSE

Agency to ensure that relevant permits/license is obtained prior development and execution of the conference.

12. DESIGN

LESA2021 key visual design will be provided to the shortlisted agency. The agency must adapt the key visual to the platform where necessary. If there's any changes to this arrangement, agency will be notified in advance.

13. TIMELINE

Agency to state the timeline required to develop and set-up the entire platform.

Disclaimer: For items listed as *Optional*, please provide the cost for consideration, unless it is part of the existing conference buildup structure.

14. EVALUATION CRITERIA

All proposals will be evaluated systematically, based on the following key criterions. The purpose of this section is to identify suppliers with the interest, expertise, knowledge and financial stability to manage LESA, as defined in the "Scope of Work".

Following is a 'non-prioritized' list of the key evaluation criteria, but not limited to:

- 14.1. Within a budget of nothing more than RM100,000 for the entire delivery, management and execution of LESA 2021
- 14.2. Relevant expertise of planning and implementing similar events at scale. And capabilities demonstrated with past events.
- 14.3. The suitability of the proposed virtual conference platform in terms of the features, user-friendliness from both the speakers and participants perspectives and the stability and maturity of the platform.
- 14.4. Agency is well versed with the platform proposed.
- 14.5. Creative and innovative ideas.
- 14.6. Well-developed design, plan and timeline for executing the conference.
- 14.7. Agency's responsiveness to inquiries and the level of service and turnaround provided.

The ASB Iclif Executive Education Center reserves the right to award to the agency that presents the best value as determined solely by The ASB Iclif Executive Education Center in its absolute discretion.

The ASB Iclif Executive Education Center may reject any or all the proposal's submission in this tender exercise with no obligation to disclose its reasons.

CONTACT INFORMATION

For any additional information or enquiries, please contact the following:

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