



in collaboration with
MIT Sloan Management

REQUEST FOR PROPOSAL

Event Management Services -

Empanelment of Event Management Providers

Asia School of Business

Issue Date: 11th January 2022

Closing Date/Time: 4th February 2022 @ 9.00pm

1. Background:

ASB is a graduate business school established by Bank Negara Malaysia (BNM) in 2015, in collaboration with MIT Sloan School of Business and based in Kuala Lumpur. ASB offers both degreed and non-degreed programs to serve regional and global needs for business talent and leaders in the emerging world. The Asia School of Business is established under the ASB Management Sdn. Bhd., a company incorporated in Malaysia and is a wholly owned subsidiary of Bank Negara Malaysia.

ASB has in total 150 staff and 150 students in its community. ASB also offers Executive Education programs all year round.

More information on the Asia School of Business can be found at www.asb.edu.my.

2. Objectives of the Request for Proposal (RFP):

ASB invites event management service providers to submit their proposals and price quotations to participate in the empanelment exercise for provision of event management services to ASB and its community. Submissions may be made for all of the scope of services listed or selected services only. The price quotations are to be submitted separately from the proposals, that is, in a separate document.

Based on the submissions and evaluation by ASB, the successful event provider shall be empaneled by ASB as its panel of event provider for a period of three years. Event services will only be called upon when there are events hosted by ASB.

2.1. Type of events in ASB

a. Annual events/ceremonies/meeting

Event	Month	Estimated no of pax	Requirements for events
ASB Convocation	Between May to June	300 – 600	- Manage overall events, meetings and rehearsals, including room preparation, food and beverage, and audio & visual, decoration, signage and event execution as per approved project plan by ASB
Leadership Energy Summit Asia (LESA)	November	500 – 1000	
Action Learning Symposium	December	200 - 300	

b. Festive events

1. All the major festivals in Malaysia which includes, Raya, Deepavali, Chinese New Year and Christmas
2. The estimated number of pax between 150 to 500 pax
3. Requirements:
 - Set up
 - Decoration set up
 - Audio & Visual
 - F&B arrangement

- Man power planning
- c. Others
1. Executive Education program, workshop, training and others

3. Key Dates:

- Launch of Request for Proposal 11th January 2022
- Submission deadline 23rd January 2022
- Notification to empaneled Event Management providers 28th February 2022

4. Key Requirements for submission to the Request For Proposal:

4.1. Submission requirements from Event Management providers: -

- a. Event Management providers to provide company profile, including event experiences and past clients
- b. Event Management providers must supply at least one account manager for the management of ASB's event team
- c. Event Management providers to provide a written proposal of scope of event services to ASB

4.2. Company profile of the Event Management providers

- Brief description of the size of the firm including whether it is sole proprietorship, privately held or publicly traded.
- The firm to submit the eSSM certificate as at the year ended 2021 that should contain the details of the Board of Directors, share capital and annual returns (financial health of your firm, including profit and loss, assets and liabilities and other relevant information)
- Provide information on your organization and how long you have been in the event business
- Provide information about your past event experiences and clients
- Disclose any conditions that may impact your ability to fulfil contractual obligations (e.g. bankruptcy, pending litigation, planned office closures, impending mergers)
- Disclose whether there are any disciplinary actions on file, such as with the event management providers association or insurance commissioner against your firm

4.3. Proposal on how to implement ASB's event services

- A brief description of the team that would be assigned to ASB and include:
 - a. An organizational chart relevant to the team being proposed, identify who ASB's first point of contact would be, who would provide back-up coverage and what the escalation process is;
 - b. How many clients or volume of customer support the team is normally responsible for:

- Small scale: <100 pax
- Mid-scale: 100 – 300 pax
- Large scale: >300 pax

Kindly provide us the organization chart based on the size of event above

- c. Describe the firm's policy on notification of changes in key personnel

4.4. Scope of services requirements

1.Event Management Services

- Provide briefs on services offered such as room preparation, catering and audio & visual, decoration, signage, gifts, posters, rehearsals of events or any other related services.
- Provide estimates of service costs for the scope of services offered by the firm
- Provide pre-event set-up and post-event clean-up

2.Photography/ Videography Services

- Provide briefs on services offered such photography and videography inclusive of agreed turn-around-time for photo and video edit
- Provide photography equipment that is relevant to the event
- Provide estimates of service costs for the scope of services offered by the firm
- Provide pre-event set-up and post-event clean-up

3.Catering Services

a) Describe the catering capacity of the firm, including minimum and maximum capacity

- Providers are expected to provide for all catering equipment and associated tableware
- Providers must provide pre-event set-up and post-event clean-up

b) Provide basis of estimation of manpower for events, e.g., catering crew, service staff, buffet attendants, runners, customer service coordinator

- Providers to supply all manpower needs for the service
- Providers to provide waiting service when required

c) Provide sample menu and cost for breakfast, lunch, dinner, tea break, free-flow coffee. Menu proposal to include a mix of the below:

- Healthy & vegetarian options
- Western cuisine (e.g., American, European, Latin American)
- Asian cuisine (e.g., Japanese, Chinese)

- Malaysian cuisine (blend of Malay, Chinese, Indian)

For the services proposed, the service provider is expected to undertake or provide proposals for the following activities :-

- Provide events support from planning, setup and execution of the various events as and when required on project basis
- Prepare budgetary estimates covering the cost of all major head of works, contingencies etc. for approval of the ASB management.
- Prepare a project plan for execution of the work including activity chart, logistical planning, onsite management and timelines to ensure that the work is completed in shortest possible time. The project plan needs to be discussed with the ASB management.
- Other terms and conditions, e.g., cancellation policy, cut-off date for request, modification requests. Please specify if terms and conditions vary depending on size of event.
- Insurance to be taken out by the bidder: The bidder shall take out and maintain, and shall cause any Sub-contractors to take out and maintain insurance, at their (or the Sub-contractors', as the case may be) own cost, insurance against any risks. ASB will insure any assets / goods / personnel of the vendor working at/for ASB and ASB shall not be held responsible / liable for any damage / loss of the assets / goods / injuries to the vendor shall while working at/for the ASB
- Provide payment terms in details

5. Notices on the Submission

The school has the right not to consider late or incomplete proposals. The proposal should be submitted in two separate documents to bidsforasbevents@asb.edu.my: -

- **Signed NDA and Main Proposal**
- **Service fees (if any) and event estimate cost**

RFP Clarifications:

All queries and clarifications may be sought in writing to bidsforasbevents@asb.edu.my

Privacy:

This Request for Proposal is a private document and as such should not be circulated beyond your organization.

Submission of Documents:

Any document and queries submission shall be via email to bidsforasbevents@asb.edu.my on or before the last date of submission in two parts:-

Part 1 – NDA and Proposals for the services

Part 2 – Price or quotations for the services proposed . ASB may, in exceptional circumstances and at its sole discretion, extend the deadline for submission of proposals.

Other Terms and Conditions:

- The working language of the Asia School of Business is English. All responses to this RFP will be in English.
- The Asia School of Business reserves the right, at its sole option, and for its convenience, to accept and/or reject any RFP, in whole or in part, for any or no reason.
- By issuing this RFP, ASB does not imply or give any assurance whatsoever that any proposals or quotes/price will be accepted.
- No contractual or other legal obligations arise on the part of ASB to any interested parties by this RFP until such time as a final, written agreement, if any, is subsequently entered into with the person.
- ASB reserves the right to conduct site visits, negotiate with interested providers, seek clarification regarding their responses and invite modifications to the quotes submitted.
- ASB retains the right to withdraw or modify this RFP at any time without notice and without obligation.
- ASB may waive compliance with the requirements of this RFP and consider a response that does not meet all of the requirements of this RFP.
- The interested provider's response, including fees and charges, shall constitute a binding offer capable of acceptance in whole or in part by Asia School of Business and if selected will remain valid until such time as a final agreement is negotiated and executed.
- ASB may require interested providers to send representatives to ASB's offices for interviews and presentations.
- ASB reserves the right to discontinue negotiations with any interested provider.
- All submissions become the property of the Asia School of Business, and will not be returned.
- Neither Asia School of Business, its staff, representatives, nor any of its consultants or providers will be liable for any claims or damages resulting from solicitation, collection, review or evaluation of quotes.

Contact Information:

Email: bidsforasbevents@asb.edu.my

*Asia School of Business
No. 11, Jalan Dato Onn,
Kuala Lumpur, 50480
Wilayah Persekutuan Kuala Lumpur*

CONFIDENTIALITY UNDERTAKING provided to ASB Management Sdn. Bhd [hereinafter referred to as “ASB/Disclosing Party”] with Registered Address at:

**Unit No. 50-8-1
8th Floor, Wisma UOA Damansara
50, Jalan Dungun, Damansara Heights
Kuala Lumpur
Wilayah Persekutuan

Postcode: 50490**

This CONFIDENTIALITY UNDERTAKING is made and effective 2022 [**Effective Date**].

..... of
[**Receiving Party**] UNDERTAKES to comply with the terms contained in this Confidentiality Undertaking.

ASB is disclosing to the Receiving Party confidential information in this Request For Proposal (RFP) document to enable the Receiving Party to prepare and submit a proposal to ASB in relation to providing “**Event Management Services, for Asia School Of Business and its community**” [**Specific Purpose**].

Because of the confidential nature of such information, the Receiving Party agrees and undertakes to treat these disclosures as being subject to the following conditions:

1. DEFINITIONS

- a. “**Undertaking**” refers to this Confidentiality Undertaking.
- b. “**Confidential Information**” is defined as any or all information disclosed by the Disclosing Party to the Receiving Party and may include amongst others, information pertaining to ASB, data, pricing, products, customers, suppliers, personally identifiable information, know-how, strategies, programs, processes, practices, and information that that Disclosing Party receives from third parties. Such confidentiality obligations apply without limitation to written documentation, oral disclosures, disclosures made by visual observation, and disclosures in electronic form.

- c. The “**Disclosing Party**” is the party who is disclosing Confidential Information to the Receiving Party. In this Undertaking, the Disclosing Party is ASB.
- d. The “**Receiving Party**” is the party receiving Confidential Information under this Undertaking from the Disclosing Party for the Purpose
- e. “**Party**” refers to either the Disclosing Party or the Receiving Party
- f. “**Parties**” refer to both the Disclosing Party and the Receiving Party
- g. The “**Purpose**” is solely to enable the Receiving Party to prepare their proposal in response to the RFP to ASB
- h. The “**RFP**” refers to the Request for Proposal document for Event Management Services Providers services for Asia School of Business and its community
- i. “**Effective Date**” the date on which this Undertaking shall begin to take effect including the day of the Effective Date itself

2. PURPOSE

The purpose of this Undertaking is to allow the Receiving Party access to Confidential Information as defined herein, providing amongst others, details pertaining to ASB’s Operations. ASB’s values and emphasis, ASB’s assets, ASB’s staff, ASB’s students, companies and people working or connected to ASB in any manner etc., for the Specific Purpose. By signing this letter, the Receiving Party states that it will keep all Confidential Information in strict confidence and only use the Confidential Information for the Specific Purpose. Further the Receiving Party warrants that all parties that is connected with it e.g. employees, partners, subcontractors, vendors, providers, clients etc. (collectively hereinafter referred to as the “**Bidder**”) will be similarly bound by the terms of this Confidentiality Undertaking.

3. The Receiving Party hereby further agrees that:

- a. Confidential Information is proprietary to the Disclosing Party and is, and shall remain, the property of the Disclosing Party.
- b. Tangible forms of Confidential Information shall not be copied, in whole or in part, without the prior written consent of the Disclosing Party, except for a reasonable number of copies necessary to carry out the transactions contemplated in preparation for the Specific Purpose.
- c. The Receiving Party shall hold Confidential Information in confidence and take all reasonable steps to preserve the confidential and proprietary nature of Confidential Information, including, without limitation:

- i. Preventing disclosure of Confidential Information to persons within its organization not having a need to know in order to accomplish the Specific Purpose, and persons outside its organization regardless of the reason, except as necessary to carry out the Specific Purpose or to exercise the rights granted herein, and only to the extent that such persons are bound by confidentiality obligations substantially similar to those set forth in this Confidentiality Undertaking;
- ii. Advising all of its employees, officers, agents who gain access to Confidential Information of its confidential and proprietary nature; and
- d. Developing reasonable procedures and policies to ensure that all of its employees, officers, agents who gain access to Confidential Information observe the confidentiality and non-disclosure requirements hereof.

4. DISCLOSURE

The Bidder shall not publish, distribute, or make and/or retain copies, or disclose to any third party, any Confidential Information, except to such extent as may be necessary to carry out the Specific Purpose.

5. INDEMNIFICATION

Receiving Party agrees to indemnify and hold harmless ASB, its officers and employees and providers from and against any and all liability, damages, claims, suits, liens and judgments (including reasonable attorney's fees), of whatever nature, for injuries to or death of any person or persons, or loss of or damage to property, to the extent attributable to the negligent acts of the Bidder, its subcontractors or its respective providers, servants, or employees or such parties' related to Confidential Information.

6. REMEDIES

The Receiving Party agrees that the Confidential Information disclosed in the RFP is of special, unique and intellectual character, the loss of which cannot be reasonably or adequately compensated in damages, in an action at law. Accordingly, it is agreed that the Disclosing Party be entitled to seek an injunction or injunctions to prevent breaches of this Undertaking in any court having jurisdiction, this being in addition to any claim in damages in the event the Disclosing Party incurred any loss and/or damage due to disclosing of Confidential Information by the Receiving Party.

7. RETURN

At the termination of this Undertaking, or within thirty (30) days of receipt of a written request from the Disclosing Party, the Receiving Party shall return to the

Disclosing Party all Confidential Information, including but not limited to, all such related printed and reproduced material and information of the Receiving Party and Bidder.

8. NOTICES

- a. All notices which are required to be given by this Undertaking shall be in writing and shall be delivered to the registered address of either Party.
- b. Any change of registered address of either Party shall be notified to the other Party.

9. SUCCESSOR BOUND

This Confidentiality Undertaking shall be binding on the Receiving Party and their respective successors and permitted assigns.

10. ASSIGNMENT

The Receiving Party shall not be entitled to assign this Undertaking, in whole or in part, or any of its rights and obligations under this Undertaking, without prior written consent of the Disclosing Party.

11. GOVERNING LAW

This Undertaking shall be governed by and interpreted in accordance with the laws of Malaysia and Receiving Party agrees to submit to the exclusive jurisdiction of the courts in Malaysia.

12. VARIATION

This Undertaking shall not be amended, altered, changed, or otherwise modified.

13. AUTHORITY TO BIND FIRM TO THIS UNDERTAKING

Person signing this Undertaking must show title or authority to bind the Receiving Party to this Undertaking. Name and authorized signature must appear below. Those authorized to sign are as follows:

- a. If a sole proprietorship, the owner may sign
- b. If a partnership, any partner may sign
- c. If a limited liability company, 2 authorized officers are to sign, one of whom

shall be a director. An authorized officer may be:

- i. A director of the company
- ii. A secretary of the company
- iii. Any person approved by the Board

1. Signed for and on behalf of

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in the presence of:

.....

[name and designation]