

Annex 4 of Request for Proposal

Terms of Reference

Event Organiser Services for SHARE Policy Dialogue 15

Ha Noi, 27 – 28 July 2022

I. Background

The Support to Higher Education in the ASEAN Region (SHARE) Programme is the European Union's flagship higher education programme with ASEAN since 2015.

SHARE supports the ASEAN Secretariat and ASEAN stakeholders to enable greater harmonisation and internationalisation of ASEAN higher education. It aims to catalyse the transfer of ownership of programme key achievements to ASEAN entities and nominated organisations to be embedded within sustainable ASEAN-led structures and processes. The SHARE Programme is fully committed to the implementation of the third ASEAN Work Plan on Education 2021 – 2025 for the duration of its extension.

The SHARE Consortium - comprised of the British Council, the DAAD, ENQA, and Nuffic - brings to bear its collective expertise and experience across the full scope and dimensions of international education in line with the further development of an ASEAN Higher Education Space and an ASEAN branded scholarship scheme, in collaboration with the ASEAN Secretariat and ASEAN stakeholders.

The overall objective of the SHARE Programme Extension is to strengthen regional cooperation, enhance the quality, regional competitiveness and internationalisation of ASEAN higher education institutions contributing to an ASEAN Community in 2025 and beyond.

The overall purpose of the SHARE Programme is:

- To enhance the harmonisation of ASEAN Higher Education area through the formulation of ASEAN Higher Education frameworks, taking into account the EU experience and promotion of equal access for girls and women to quality Higher Education free from discrimination; and
- To support mutual recognition, student mobility and equal opportunities for all, including female students and people with disabilities, among HEIs in ASEAN, and to strengthen people-to-people connectivity.

The expected results are:

- Enhanced opportunities for policy dialogue on strategic issues (including equal opportunities and gender equality) of harmonisation of ASEAN higher education involving variety of stakeholders including ASEAN and EU as required;
- ASEAN Qualifications Reference Framework and ASEAN Regional Quality Assurance including disaggregated data collection further developed and supported;
- ASEAN Credit Transfer System (ACTS) and ASEAN-EU Credit Transfer System (AECTS) further developed and tested through mobility with scholarships.

SHARE Programme is going to organise an international event “SHARE Policy Dialogue 15” in Ha Noi on 27 – 28 July 2022 which involves invitations to delegations from governments, international organisations, higher education institutions, private sector, among others, from ASEAN Countries and likely from European counterparts. The event is going to be organised in a hybrid mode involving physical event in a selected hotel in Ha Noi as well as virtually through online conference platform “Hopin” and “StreamYard”. The SHARE Programme is seeking for submission of proposals to provide services for organising hybrid event including designing and production of several event communications materials.

II. Event Details and Objective of the RFP

SHARE Programme is holding the 15th Policy Dialogue in Ha Noi, Viet Nam on 27 – 28 July 2022. The venue is also still under consideration and will be informed as soon as it is confirmed. Policy Dialogue 15 will be held as a hybrid event in partnership with Ministry of Education and Training, Viet Nam over the course of two days and as a series of public webinars. There will be a physical part of the event at a hotel venue in Hanoi which will likely involve speakers and also audience. Most participants will be joining from a virtual event platform called Hopin (<https://hopin.com/>) and the speakers are presenting from an online studio platform called StreamYard (<https://streamyard.com/>). SHARE owns the licenses for both platforms. The event will also be live streamed to SHARE YouTube channel.

Participants will include key stakeholders from amongst the following organisations / groups:

ASEAN SOM-ED Leaders and/or their representatives
ASEAN Secretariat (EYSD and other relevant divisions)
ASEAN Foundation
European Union Delegations in ASEAN
AUN – ACTS
AUN – QA
ASEAN Quality Assurance Network (AQAN)
ASEAN Qualifications Reference Framework Committee
ASEAN Human Development Organisation (AHDO)
Asia-Europe Foundation (ASEF)
Asia-Europe Meeting (ASEM) Education
SEAMEO RIHED
UNESCO Asia and Pacific Regional Bureau for Education
SHARE Higher Education Harmonisation Community of Practice
ASEAN University Network (AUN)
Southeast Asian Higher Education Institutions
Higher Education Institutions / Universities of Erasmus Partnership Projects
Employers in the ASEAN Region
European Chambers of Commerce in ASEAN
SHARE Alumni / Erasmus Alumni

The purpose of this RFP is to invite potential suppliers who can provide event management services for the organisation of Policy Dialogue 15 in hybrid modality. Further details of the required services are outlined below.

III. Deliverables

1. Registration and Attendance Management

- Prepare attendance list and badge for attendees and speakers attending the event physically
- Direct attendees to the correct room
- Ensure all attendees fill the attendance list, check their temperature, wear mask and seat accordingly following the seating arrangement

2. Design and Production

Provide design and production for communications and visibility materials below:

Visibility Material	Specification	Note
1. Backdrop	Size: TBC (following on the selection of the venue)	Size might be vary based on size of stage at the venue
2. Meeting kit:		
- Name badges, including lanyard and plastic cover	Printed material: Art Cartoon 210 gsm Lanyard: colour with printed text and logo Quantity: 50	
3. Roll up banner	Size: 80x200 cm Printed material: Glossy vinyl 340d or quality photo backlip Quantity: 4 pcs	
4. Virtual background	To be used for speakers attending virtually	

3. Stage, Audio & Visual and Virtual Platform Management

- Stage management (1 stage manager) to ensure integration of audio and visual of physical and virtual attendance run smoothly including speakers' presentation and following the allocated time
- Provide power supply (if needed) and dedicated internet connection to mitigate unstable internet connection from the hotel
- Provide staff and devices to broadcast speakers and attendees attending the event physically
- Provide staff and devices to manage virtual attendance through Hopin (moderator: 1 person) and StreamYard (producer: 1 person)
- Minimum equipment needed:
 - 2 Camcorders or Cameras (Full HD)
 - 1 set of switching deck
 - 2 Computer desktops or laptops (with software for live streaming)
 - Dedicated internet modem and UPS
 - 1 Sound mixer

4. Venue and Facilities Management

Liaison with selected hotel

As a focal point to liaise with hotel prior and during the event on below matter:

- Set up the meeting rooms to support delivery of the event by ensuring the availability of equipment such as stage area, microphone (wireless and table mics), country flags, and name plate, cameras
- Help people movement of each session
- Ensuring all visibility materials are ready for use
- Meeting kit preparation
- Meal and refreshment arrangement during the event

Secretariat and Admin Support

- Provide laptop for general secretarial use
- Provide printer that can print both black-white and colour, scan, and copy
- Provide basic stationaries such as paper, board maker, etc.

5. Photo and Videography

- Provide dedicated photographer and videographer to capture event footage
- Produce selections of edited photos for publications materials
- Produce event highlight video (2-3 minutes)

6. Others

- Obtain necessary permit from authority, if needed
- Provide a project leader as the main contact person with ability to communicate in English (desirable)

Note: The SHARE Programme shall pay within 30 days following receipt from the vendor of a valid and accurate invoice by automated transfer into the vendor's nominated bank account after correct and complete invoicing documents are received by the SHARE Programme.

IV. Reporting

The selected supplier will primarily coordinate with the Senior Programme Officer of the SHARE Programme. They will work closely with the Programme Manager, Senior Communications Officer and the Team Leader.

V. Skills and Expertise Required

We are seeking a supplier based in Ha Noi with below requirements:

- Experience in handling a hybrid event for policy dialogue, conference and similar events with international attendees (mandatory)
- Experience in using streaming software (i.e. Vmix) and online event platforms (i.e., StreamYard and Hopin) (desirable)
- Have sufficient number of staff to deliver the work as detailed above

VI. Provisional Timescales

The timeframe of this consultancy will be June – July 2022. The final timeline for the work will be agreed once the potential supplier is selected.

Indicative timeline for Request for Proposal

Timeline	Activity
23 May 2022	Call for proposal
25 May 2022	Clarification questions deadline

27 May 2022	British Council to respond to clarification questions
29 May 2022	Proposal submission deadline
30 May 2022	Proposal shortlisting
31 May – 2 June 2022	Clarification meeting (if needed)
3 June 2022	Announcement of successful supplier
11 June 2022	Contract concluded with winning supplier
13 June 2022	Contract start date

Indicative timeline for the work

Timeline	Activity
13 June 2022	Kick-off meeting
16 June 2022	Venue check
15 June 2022	Familiarisation with Hopin and StreamYard platform
20 – 30 June 2022	Collaterals and digital design development and revision
1 – 8 July 2022	Collaterals production
4 – 7 July 2022	Dry run
23 – 25 July 2022	Backdrop installation, room and equipment setting
26 July 2022	Rehearsal at the venue
27 – 28 July 2022	Event delivery of Policy Dialogue 15

VII. Anticipated Budget

The indicative budget allocated to this contract will be a maximum of EUR15,000.00.

VIII. How to apply

Interested suppliers should submit the following documents to sharepmo@britishcouncil.org by the response deadline, as set out in the timeline of proposal submission.

- Annex 2 – Supplier Response addressing the deliverables set above
- Annex 3 – Pricing Approach
- Proposal
- Company profile

IX. Evaluation criteria

Responses from potential applicants will be assessed on the following criteria.

• Award Criteria

Criteria	Item of evaluation	Weighting
Experience and Expertise	<ul style="list-style-type: none"> - Experience in handling a hybrid event - Experience in design and production of collaterals - Experience in using streaming software/platforms 	30%
Quality of service and approach	<ul style="list-style-type: none"> - Understanding of the required services according to the ToR 	30%

	- Sufficient number of staff and appropriate equipment to deliver the services	
Commercial	Submitted budget (including cost breakdown)	30%
Social Value	The organisation contribution to work contributes to equal opportunity for various stakeholders i.e. integrated communities and encourage empowerment of women, vulnerable adults, and minority groups.	10%
Total score		100%

- **Scoring Model**

Points	Interpretation
10	Excellent – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement.
7	Good – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested.
5	Adequate – Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder's failure to provide all of the evidence requested.
3	Poor – The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement.
0	Unacceptable – The response is non-compliant with the requirements of the RFP and/or no response has been provided.