

TOR of 50th Year of the ASEAN-Japan Friendship and Cooperation Commemorative Events and Advertisement Campaign

Responsibilities and Scope of Work

Assign lead consultant, event organiser, website and social media officer and graphic/content designer and necessary personnel to organise commemorative events and implement advertisement campaign with the following responsibilities:

- A. Lead Consultant
 1. Manage the schedule and finish the responsibilities according to the designated timeline;
 2. Recruit and oversee all necessary personnels including event organiser, website and social media officer and graphic designer.
 3. Bridge the discussion between the event organiser, website and social media officer, graphic designer and designated JMT and Mission of Japan staff; and
 4. Coordinate meetings either face-to-face or remotely with JMT and the Mission of Japan to seek technical advices/clarifications for the improvement of contents.
- B. Event Director
 1. Organise commemorative events including identifying locations or modalities; liaising with partners; preparing outreach material, promoting the event/s, and other related duties as necessary;
 2. Organise on-site events to be held in a hybrid manner, such as with online participation/ livestreaming in order to reach out to various participants from the ASEAN Member States (AMS) and Japan.
- C. Website and Social Media Officer
 1. Create digital advertisement contents for promoting the 50th Year of ASEAN-Japan Friendship and Cooperation;
 2. Develop and manage portal website and microsite for the commemorative events;
 3. Utilise social media networks in AMS and Japan in holding the events and disseminating relevant information to engage the younger generations;
 4. Support development of a creative concept to strengthen social media outreach in AMS and Japan.
- D. Graphic/Content Designer
 1. Provide creative design to make promotional items and contents both appealing and practical.

The human resources who will engage in this project shall maintain strict confidentiality in all aspects of the work.

Output(s) or Results to be produced by the Consultant/ Consulting Firm

Consulting Firms shall refer to Appendix-3 Specification Form and Price Breakdown for details and follow all the requirements.

1. Commemorative Exhibition in Mall (Sep/Oct, Jakarta)
 - Inviting executives from Japanese companies, the Secretary-General of ASEAN, the Permanent Representatives of AMS, the Ambassadors of other Dialogue Partners, and other relevant guests

- Showing the Commemorative Panels at a shopping mall around central Jakarta (i.e. main atrium, right and left wing area of Plaza Senayan) for three days that exhibit ASEAN-Japan cooperation in line with ASEAN's efforts and principles, including ASEAN centrality and unity, namely enshrined in the ASEAN Outlook on the Indo-Pacific (AOIP)
 - Announcing the details of upcoming Commemorative Events
 - Having Japanese companies' booths advertising their goods/ services (theme to be consulted with the consulting firm)
 - The implementation of the event is to be confirmed by the Mission of Japan.
2. Digital Scavenger Hunt (Oct/Nov, Jakarta and Hybrid)
 - Collaborating physical events by taking photos at the spots or panels representing ASEAN-Japan relationship
 - Creating quizzes related to ASEAN-Japan cooperation in line with ASEAN's efforts and principles, including ASEAN centrality and unity, namely enshrined in the ASEAN Outlook on the Indo Pacific (AOIP), and making website/microsite where any participant can access via QR Code.
 - Giving prizes, shopping vouchers, commemorative merchandise to several participants who accomplish all mission.
 3. Fun Run Event (Oct/Nov, Jakarta and/or Online)
 - Holding kick-off fun-run event, 5km off-line run event around GBK or Sudirman Street, to promote carbon neutrality and online event open to the public using apps such as Strava or Run Keeper.
 - Inviting the Secretary-General of ASEAN, the Permanent Representatives of AMS, other relevant guests to opening ceremony at a hotel near to GBK or Sudirman Street.
 - Online fun-run event will have participants from AMS and Japan record their run using online applications and registering them on event microsite.
 - Giving prizes, shopping vouchers, commemorative merchandise, t-shirt, and towel to online top participants.
 - The implementation of the event is to be confirmed by the Mission of Japan.
 4. Development and distribution of Promotional Items to the Embassy of Japan in 9 AMS (Year-round)
 5. Digital Advertisements using Google, YouTube Ads and Social Media (at designated time during 2023 in 10 AMS and Japan)
 6. LED Advertisement at Bundaran HI and under ASEAN MRT Station (Totems) (July-Dec (TBC), Jakarta)
 - The timing of advertisement will be divided into 1-2 days throughout the year according to major meetings/events and will be informed by Japan.

Remarks

1. The languages to be used for commemorative events and advertisement campaign are English and Japanese.
2. The core message of the events and advertisement campaign for the 50th Year of ASEAN-Japan Friendship and Cooperation should be consistent with the Government of Japan's policy in supporting AOIP, and thus the consulting firm should consider it when planning the events and advertisement campaign.
3. All the information which is necessary for developing the communication/ outreach contents will be provided by the Mission of Japan and JMT. The consulting firm is welcome to provide

feedback for further improvement such as necessary editing (e.g. how to highlight/take up information in various media) or additional information (e.g. attractive and easy-to-understand infographic/ design based on the figures provided by JMT).

4. All contents will be reviewed by JMT/ Mission of Japan and consulting firm is expected to accommodate their feedback to an extent possible before finalisation.
5. Consulting firm can propose useful systems from the viewpoint of SEO to enhance social media and website performance.

Required Qualifications of the Consulting Firm

The selected consulting firm should have human resource(s) who have the following qualifications, skills, and professional experience (consulting firm may outsource to third party if necessary):

1. Consulting firm shall be a reputable public relations (PR) or communication company with deep understanding about Japan and ASEAN region. The firm must have registered company classified as PR/ communication or management consulting firm/ agency to conduct business and provide copy of business incorporation/legal registration certificate.;
2. PR or communication consulting experience in the field of PR or communication consulting. Experience of working with organisations or private companies in Japan will be an added value; Please provide evidence.;
3. Experience working with ASEAN Secretariat or any international organisations; Please provide evidence.;
4. Three (3) references from previous clients that have engaged the firm in PR or communication related services. Please provide evidence.;
5. Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including:
 - a. Conceptual Design including visual images for Digital Scavenger Hunt, Fun Run, Digital Advertisement and 15 sec. Reel (see Appendix 3. Specifications for detail)
 - b. Mechanism for quality control in the firm for delivery of goods and services
 - c. Detailed description of services, proposed methodology and timeline for performing the assignment
6. Provision of CVs to demonstrate qualifications of key personnel:
 - a. Lead Consultant
 - i. He/she will be the project leader and main focal point for JMT, hence, must have relevant professional communication experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables.
 - ii. University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications, Business and Finance) and relevant professional communications experience.
 - iii. He/ she shall have competent English language proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent, or a degree certificate from English speaking countries' university).
 - b. Event organizer
 - i. Experience in organising events of International Organisations or major corporations. Experience organising an online/offline hybrid event will be an added value.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of past events.
 - c. Website and Social Media officer
 - i. Experience in developing/managing website including event microsite.

- ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of microsite development/ management projects.
- d. Graphic designer for promotional items and other products
 - i. Experience in the field of graphic design
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of product design projects.
 - iii. Award for good product design is an asset.

Reporting

The consulting firm shall make progress reports on the assigned task to the ASEAN Secretariat as follows:

1. Inception Report due on fourth week following the commencement date;
2. Mid-project report due on fourth week of the sixth month; and
3. Final Report due in two weeks upon completion of the project.

Duration and Dates of Assignment

Services are expected to be performed from the second quarter of 2023 and should be completed by the first quarter of 2024 for the duration of approximately 12 months - from acceptance of engagement through the delivery of the outcomes to submission of completion report and other materials as outlined in “Output(s) or results to be produced by the consulting firm”; covering all elements as specified in “Specifications”.

Activity	2023										2024		
	4	5	6	7	8	9	10	11	12	1	2	3	
A. Kick-off meeting													
B. Exhibition at Shopping Mall													
C. Digital Scavenger Hunt													
D. Fun Run Event													
E. Development and Distribution of Promotional Items													
F. Digital Advertisements													
G. Bundaran HI and ASEAN MRT Advertisements													
H. Submission of Completion Report													

Important Points to Note

- The copyright of the development of the any outputs is with the JMT.
- It is expected that the assignment be completed in approximately 12 months period by March 2024. As the deliverables are subject to approval from the relevant authorities other than JMT, it may take longer time. However, the contractual amount to be agreed shall be lump sum and fixed.
- Terms of payment shall be milestone basis (No advance payment is accepted).

-
- Above-mentioned activities and dates of assignment are subject to change and may be cancelled due to the Mission of Japan's decision. In this case, breakdown cost for an event will be deducted from the total payment to the consulting firm. Therefore, price breakdown of each item shall be clearly indicated in the Appendix-3.
 - In case of cancellation, the information shall be shared well in advance by the Mission of Japan.
 - The successful consulting firm shall meet with the JMT/ Mission of Japan to discuss concepts, the JMT/ Mission of Japan's requirements, and schedule. These meetings will take place either online via video conference or at the JMT's office at a date and time to be agreed by the relevant parties.