

Terms of Reference

Hiring Event Organiser for the 58th ASEAN Day

I. Background

The ASEAN Day is a significant annual event that commemorates the establishment of ASEAN on 8 August 1967. The ASEAN Secretariat (ASEC) will host the celebration the 58th anniversary of ASEAN this year which includes but is not limited to a live streamed opening ceremony, music/band, dance and choir performances, scholarship and entities exhibitions, food festival and inaugural ceremony.

This event serves as a platform to honour the shared values, achievements and cultural diversity of the ASEAN Member States. As we prepare to mark this milestone occasion, it is essential to ensure a memorable and seamless event experience for all participants, hence, the decision to hire an experienced event organiser (EO) has been made.

The EO is expected to support the 58th ASEAN Day organising committee at ASEC, to implement the programmes mainly through the provisions of the essential equipment, logistical support and devices necessary for the activities. Their expertise and attention to detail will help the ASEAN Day committee, making this year's celebration special and impactful.

II. Scope of Work and Responsibilities

The selected EO will be responsible to provide the necessary tools and equipment for the 58th ASEAN Day at the ASEAN Secretariat and ensure seamless execution of the event logistics, including audio and sound system, lighting, stage set up, thematic decoration and other equipment.

Specific details of responsibility are to provide logistical arrangement for the event, which include, among others:

- (i) Audio services
 - Supply and set up professional audio systems, including microphones, speakers, amplifiers and sound mixing equipment.
 - Ensure clear and high-quality sound delivery throughout the event venue, considering acoustic and audience size.
- (ii) Equipment provision
 - Ensure that all the equipment is in working condition and meets the event requirements for a successful set up.
- (iii) Decoration service
 - Under the ASEAN Day Organizing Committee's direction, conceptualize and implement decorative themes and designs in line with the ASEAN's theme.
 - Provide visually appealing decorations, including mini garden, centrepieces, floral arrangements, stage props and exhibition booths.
- (iv) Logistic management
 - Manage the logistic of audio, equipment and decoration setup, ensuring timely delivery, installation and dismantling post-event.
 - Oversee the coordination of technical crew and support staff to maintain event flow and resolve any operational issues promptly.
- (v) Quality assurance
 - Maintain high standards of quality in audio delivery, equipment functionality and decoration aesthetics to enhance the overall event experience.

- Conduct regular inspections and quality checks to address any issues promptly and ensure client satisfaction.
- (vi) Compliance and safety
- Adhere to all relevant industry standards, regulations and safety protocols in the provision of audio, equipment and decoration services.
 - Ensure that all installations and setups meet safety requirements and do not pose any risks to event attendees or staff.

III. Requirement for Submission

1. Technical

- Interested company are invited to submit a proposed package in English.
- The company must have a registered company classified as event organizer/event management/MICE, have been established at least for 4 (four) years, and provide a copy of business incorporation/legal registration certificate.
- The company must have at least 4 (four) experiences in providing services for events held by international or governmental organisations (including but not limited to live stream, lighting, audio and sound system, decoration, and other relevant equipment). Experience with ASEC will be an added value. Proof of experience must be provided (on website/social media, or contract/PO, or written references from previous clients).
- Provide a company profile or portfolio that showcasing the activities as event organizer/event management/MICE.
- Availability to respond to urgent requests for assistance and coordination by providing 1 (one) designated manpower as Project Leader/Manager to be the focal point for the ASEAN Day committee.
- Provide Curriculum Vitae (CV)/Portfolio in English for the Project Leader/Manager that highlights the experience in organising events, e.g. ASEAN Day, exhibition, stage performance, workshop, inauguration ceremony, etc.

2. Financial

- A detailed Financial Proposal/Quotation (Annex 1) indicating the costs (in IDR) is required for undertaking the assignment.
- The minimum requirements are stated in the Annex 1 must be covered.
- Any additional costs to support the required service must be included in the quotation.
- Financial Proposal/Quotation to be submitted in IDR, excluded PPN.

IV. Important Points to Note

1. The term of payment for this project will be in the following manner:

- The first payment is 30% after the issuance of Purchase Order (PO) and final payment is 70% upon completion of the event, or to be discussed further with the selected vendor.
- ASEC reserves the right to adjust the necessary goods/equipment/decorations. Only the goods/equipment/decorations used will be charged.

2. The selected vendor must adhere to ASEC rules and regulations regarding protocol, security, visitor entry permits, storage of goods and timing to load/unload the goods.
3. Schedule* for loading and unloading the goods will be as follows:
 - 6 August 2025: Loading the necessary equipment start at 07:00pm.
 - 7 August 2025: Stage and audio set up (Nusantara Hall) should be done by 07:00am for rehearsals. Decoration can be adjusted accordingly.
 - 8 August 2025: Unloading (Heritage Building) can start by 06:00pm.

**Subject to confirmation*
