

Terms of Reference (TOR)

Independent Foreign, Public, or Development Policy

Organisation to Organise the ASEAN-Japan Symposium (2026-2029)

This Terms of Reference (TOR) outlines the requirements for an independent foreign, public or development policy organisation to execute a series of activities for the ASEAN-Japan Symposium from 2026 to 2029. The appointed organisation will plan and implement the Symposium annually in coordination with the Mission of Japan to ASEAN (MOJ) and the Japan-ASEAN Integration Fund (JAIF) Management Team (JMT). The Symposium will aim to showcase key achievements, highlighting Japan's vital contributions to ASEAN's integration and community-building efforts through JAIF and other mechanisms. It will explore strategic interventions that will support the ASEAN Community Vision 2045 and its Strategic Plans, identify opportunities to strengthen ASEAN-Japan cooperation amid evolving regional and global dynamics, and foster dialogue and networking among government officials, policymakers, academics, civil society representatives, and private sector actors.

Scope of Work

The selected organisation shall deliver the following duties.

- A. Refine the symposium objectives and scope, based on this TOR, in close coordination with the MOJ and JMT
 - 1) Finalise symposium's overall concept, including clear goals and structure;
 - 2) Identify the target audience – e.g., policymakers, academics, sector leaders;
 - 3) Also identify focused themes or policy issues to guide the agenda.
- B. Develop a detailed event plan
 - 1) Set a date, time, and duration, considering the timing of output delivery and avoiding other high-level conferences, such as the ASEAN Summit;
 - 2) Prepare a workplan and ensure that all aspects of the event are on time. If necessary, adjust the workplan in a timely manner in coordination with the MOJ and JMT;
 - 3) Identify a venue—preferably a hotel—with adequate capacity, accessibility, and technology to conduct hybrid events;
 - 4) Finalise a budget covering all expenses for implementing this Scope of Work and producing deliverables.
- C. Elaborate a robust agenda
 - 1) Propose speakers, panellists, and moderators, as well as the target audience;
 - 2) Design an agenda including keynote speeches, panel discussions, Q&A sessions, coffee/tea break(s), lunch, etc.;
 - 3) Ensure that all aspects of the event align with the goals and objectives of the symposium.
- D. Secure prominent speakers and moderators
 - 1) Invite credible, influential speakers with expertise in ASEAN and/or ASEAN-Japan policy areas – e.g. government officials, researchers, ASEC staff, CSOs, etc.;
 - 2) Confirm moderators skilled in facilitating constructive dialogue and managing time;
 - 3) Provide speakers and moderators with clear briefs on format, audience, and expectations;
 - 4) Identify, select, and invite targeted onsite participants, apart from the unspecified general audience.

E. Manage logistics and equipment

- 1) Secure the venue identified in Section B.3 above, ensuring efficient registration/reception, quality audio-visual equipment, stable Wi-Fi connection, reliable technical support for presentations and live streaming, and appropriate stage/conference room design for the symposium theme;
- 2) Arrange travels and accommodations for speakers and moderators arriving from outside Jakarta.

F. Market, promote and communicate the event

- 1) Develop a comprehensive marketing and communication plan for the symposium, considering using both traditional and digital channels (e.g., social media, email campaigns, website, media partnerships);
- 2) Support the creation of promotional materials such as flyers, press releases, banners, and event branding;
- 3) Leverage collaborator's networks and industry connections to amplify event's visibility and reach.

G. Engage in the Event

- 1) Provide administrative support for participant registration, session coordination, and speaker liaison;
- 2) Coordinate hybrid event logistics (e.g., A/V setup, livestreaming, virtual breakout rooms);
- 3) Use live polling if appropriate, Q&A tools, or apps to encourage audience participation;
- 4) Monitor time to keep sessions on track and allow for breaks;
- 5) Encourage social media engagement with a dedicated hashtag;
- 6) Support the preparation and dissemination of session recordings and press release/social media postings summarising key takeaways, policy recommendations, and areas for future cooperation between ASEAN and Japan.

H. Provide post-event reporting and evaluation

- 1) Prepare a symposium report summarising discussion points and policy recommendations;
- 2) Produce an evaluation report reflecting attendees' feedback, lessons learned from organising, as well as recommendations and areas for improvement for future events
- 3) Provide discussion notes for each session of the symposium.

Deliverables

The following deliverables shall be completed annually from 2026 to 2029, totalling four (4) symposia.

1. An effectively organised ASEAN-Japan Symposium, successfully meeting mutually agreed objectives, goals, and all the requirements defined in the Scope of Work section, including promotional items and materials;
2. A concise *symposium report* (in Scope of Work H - 1) with an executive summary for policymakers, government officials, and stakeholders, embracing key findings, takeaways, recommendations on strategic interventions contributing to the implementation of the ASEAN Community Vision 2045 and its Strategic Plans, as well as areas for reinforcing ASEAN-Japan friendship and cooperation;
3. An *evaluation report* (in Scope of Work H - 2) compiling participants' responses/feedback, event's success factors and challenges, and suggestions for future events;
4. *Discussion notes* (in Scope of Work H - 3) describing a detailed discussion for each session of the symposium;
5. *Video and audio recordings* of keynotes, panels, and Q&A sessions;
6. A *dedicated online hub or webpage*;
7. *YouTube and social media posts* disseminating the symposium's findings to a broader audience.

Remarks

1. The language to be used for the Symposium is English.
2. The expected number of participants per event is approximately five hundred (500) with two hundred (200) joining in person and three hundred (300) participating online.

Required Qualifications and Experience

The tenderer shall meet the following criteria and submit evidence to accommodate each criterion:

A. Firm Qualifications and Experience

Requirement	Details	Evidence Required
Legal status	Must be registered as an independent foreign, public or development policy organisation/firm with a profound understanding of Japan and the ASEAN region.	Copy of business incorporation/legal registration certificate.
Expertise in organising symposia/forums	Expertise in organising high-level symposia or forums with international and/or regional organisations. Experience in working with international and national experts, and facilitating strategic policy discussions, strategic guidance and innovative approaches.	Detailed past organising symposium records with numbers, years, titles, experts' names, etc. (including links to websites with a similar scope developed).
Global networks	Extensive networks on a worldwide scale.	Documentation showcasing networks with the number of followers and the organisation's portfolio.

International experience	Experience in working with the ASEAN Secretariat and the Government of Japan in partnership with Japanese organisations in thematic area.	Documentation showcasing relevant experience.
Operational capacity	Operational capacity for coordinating hybrid events involving multiple ASEAN Member States (AMS).	Documentation demonstrating regional and hybrid event capability with the AMS.
Client references	Three (3) references from previous clients that engaged in delivering symposia/forums.	Contact details and project descriptions for three references.
Fluency in English	Competency in organising symposia in fluent English.	Provide English proficiency test results (e.g., IELTS) unless organisers are native English speakers or hold a degree from an English-medium higher education institution.

B. Proposal and Key Personnel Submission Requirements

The selected organisation must submit a detailed proposal demonstrating its ability to fulfil the scope of work.

1. Detailed Proposal Contents

- *Conceptual Design:* Including model symposium objectives and scope for 2026, an indicative programme for 2026 and a provisional timeline through the end of the contract in 2029, an agenda, potential speakers and moderators and a post-event reporting and evaluation plan.
- *Event Framework:* Logistics and equipment, a marketing and communication plan, and the scope of engagement of both in-person and online participants in the event.
- *Quality Control:* A mechanism for quality control within the organisation, i.e., service provider, to ensure timely delivery of services.
- *Financial Proposal:* Bid amount, payment schedule (in accordance with Terms of Payment), etc., with specifications and price breakdown for 4 years (from 2026 to 2029).

2. Key Personnel Qualifications (CVs or Bios Required)

- As a policy-oriented professional organisation, holding a cadre of experts is required, including those who are versed in ASEAN and Japanese policies and subject matters of the symposium. The tenderer shall provide CVs or bios of those experts.
- If individuals are assigned to key personnel roles, clearly specify all covered positions in your proposal with TORs for each position and submit their CVs or bios portraying relevant experiences and academic degrees/backgrounds.

Duration and Dates of Assignment

The assignment will encompass four consecutive annual symposia, covering the period from 2026 through 2029. The proposal must clearly define the duration and phasing of activities. Services are expected to begin in the second quarter of 2026 and conclude by the end of 2029, spanning the period from engagement acceptance through the delivery of outcomes and submission of all required reports and materials. These deliverables must address all components outlined in “Scope of Work”.

Terms of Payment

Subject to the satisfaction of the MOJ and JMT with the Services performed and delivered by the organisation, the Service Fee shall be paid in the following stages (“Payment Schedule”):

- **First instalment of the Service Fee** – or 10% of the total cost for the project – shall be made upon the contract of agreement.
- **Second instalment of the Service Fee** shall be released upon submission of all deliverables (items 1-7) listed under the “Deliverables” section for the year 2026. This payment will be calculated based on actual costs and will be reduced by the amount of the first instalment, which equals 10% of the total project cost.
- **Third instalment of the Service Fee** shall be released upon submission of all deliverables (items 1-7) listed under the “Deliverables” section for the year 2027 and will be calculated based on actual costs.
- **Fourth instalment of the Services Fee** shall be released upon submission of all deliverables (items 1-7) listed under the “Deliverables” section for the year 2028 and will be calculated based on actual costs.
- **Final instalment of the Services Fee** shall be released upon submission of all deliverables (items 1-7) listed under the “Deliverables” section for the year 2029 and will be calculated based on actual costs.

Important Points to Note

- It is expected that the assignment be completed by the end of December 2029. The organisation shall submit all required deliverables well before December 2029, considering the time required for clearance.
- If and as necessary, and in consultation with the MOJ and JMT, the Scope of Work may be adjusted during the implementation of the Work, particularly regarding the symposium theme and relevant resource persons. In this case, the breakdown cost for an event may be deducted from the total payment to the organisation. To this end, it is advised to develop and submit a budget proposal that is as detailed as possible, including cost breakdowns for each planned action.
- The successful organisation shall hold consultations with the MOJ and JMT to discuss the project scope, concept, requirements, and timeline. These meetings will be conducted either online or at the JMT’s office.