



Engagement of an Event Management Agency for an International Event in Hong Kong

Request for Proposal (“RFP”)

1. Introduction

- 1.1 The purpose of this document is to outline the scope of services for an experienced, capable and reliable event management agency (“the Agency”) to organise an upcoming international summit to be held in Hong Kong.

2. Background

- 2.1 The Global Prosperity Summit (“GPS”) is a conference for a high-level gathering of academic, business and public thought-leaders held over two days in Hong Kong, with a gala dinner on the night before the first day of the conference. Co-organised by Savantas Policy Institute Limited and the Shanghai Institutes for International Studies (“SIIS”), the inaugural [GPS 2024](#) was successfully held in May 2024 and attracted over 250 people, garnering positive feedback and publicity.
- 2.2 The upcoming GPS (“GPS 2025”) will be held from 19 to 21 May 2025 at the Fullerton Ocean Park Hotel Hong Kong.

3. Objective of the Summit

- 3.1 GPS is an annual international forum bringing together thought leaders from the corporate, think-tank, academic and public communities from Hong Kong, China and around the world, for candid, objective and rational discussions on the most pressing issues impacting global prosperity. It also reinforces Hong Kong as an international platform for open dialogue and exchange.

4. Event Overview

- 4.1 Tentative details are as follows:

- (a) Event Name: Global Prosperity Summit 2025 (“GPS 2025”)
- (b) Event Date: 19-21 May 2025
- (c) Event Programme:
 - (i) 19 May 2025 – Gala Dinner (by-invitation)
 - (ii) 20 – 21 May 2025 – GPS 2025 Summit (covering keynote and panel sessions over the two days for by-invitation, in-person audience. Online audience to be confirmed.)
- (d) Location: Ballroom at the Fullerton Ocean Park Hotel Hong Kong (and other rooms as appropriate)



- (e) Attendance:
 - (i) Speakers – about 20+ international speakers
 - (ii) Participating guests – about 250

5. Scope of Services and Detailed Requirements

- 5.1 The Agency shall be responsible for providing expertise in planning and delivering event management and required services and platforms throughout the pre-event, event and post-event stages, with its own staff as well as through third parties as required or instructed; and
- 5.2 The Agency is expected to deliver a seamless and professional conference experience, and to maximise attendee engagement and operational efficiency through appropriate use of technology, equipment and skilled manpower.

Developing an overall event management plan and related budget

- 5.3 Providing expert recommendations on the overall event, organisation, operations and devising an execution plan for the Summit that meets the objectives; and
- 5.4 Working with the Client and Consultant on budgeting and financial management for the Summit (in respect of section 5.2 above), providing accurate cost estimates and obtaining quotations from third parties if needed, for example printing or audio-visual production.

Registration and Attendee Management

- 5.5 Developing and managing event website with online registration system and backend administrator access to specified parties of the Client;
- 5.6 Managing attendee databases, invitations, registrations, RSVPs, reminders and special notices (if needed), ensuring compliance with data security requirements;
- 5.7 Coordinating ticketing processes;
- 5.8 Managing and providing the software and equipment for front-desk registration operations including software for QR code scanning with access credential screening, pre-event and on-site badge printing, on-site registration;
- 5.9 Providing and managing on-site registration service staff, including setting up registration desks or kiosks and handling attendee check-ins; and



- 5.10 Cooperating with the Public Relations Agency and Consultant to design, produce and distribute event materials such as agendas or brochures (if any) electronically or on-site (where necessary).

Event Website, Marketing and Promotion

- 5.11 Developing and maintaining a dedicated event website in English, Traditional Chinese and Simplified Chinese with event information and other event website features such as add-to-calendar, internal keyword search, white paper or speech download and post-event session playback links, with administrator access for instant changes and updates. The website should allow for appropriate SEM, SEO and tagging capabilities for potential digital marketing if needed;
- 5.12 Designing the event website to cater to add-on virtual conference functions such as online registration and secure database management in case a virtual element is added during the preparation process;
- 5.13 In addition to users in Hong Kong and around the world, enabling the GPS website, photos and videos to be available also to users in Mainland China and specify technical and platform requirements and cost implications; and
- 5.14 In case online audience is added for the Summit, creating and managing a virtual conference platform in hybrid format to run together with the physical event. Including Registration and Log-in functions to the GPS 2025 website for registered online audience to view live or post-event as on-demand playback, and managing live streaming, recording, and broadcasting of sessions with interactive features for remote attendees based on registered log-in.

Audiovisual and Production Services

- 5.15 Designing, providing, coordinating and managing event production, including staging, lighting, audiovisual setup, performance set, audience online access and other technical aspects;
- 5.16 Managing live streaming or virtual event platforms if required and incorporating necessary features such as registration log-in, enquiry, live technical support, and metrics for analytics;
- 5.17 Sourcing and managing a) live Putonghua and English simultaneous interpretation as well as b) digital conference apps or software, if needed, to enable instantaneous text-to-speech, text-to-speech in translation (English, Putonghua/Chinese and 2 additional languages), transcript and transcript summary and other features. Professional secretariat/editorial support will also be required;



- 5.18 Creating multimedia presentations, videos and content for marketing and post-event content purposes, including post-event on-demand video sessions;
- 5.19 Providing and managing a) production crews for live-only and live (and online) Summit, production crew for Gala Dinner, b) photographers, and videographers (Gala dinner: 3 photographers, 2 video crews; Summit: 3 photographers, 3 video crews – 2 roving cameraman, 1 fixed position); and
- 5.20 Setting up systems, software and hardware with back-up solutions, operated by technical crew available at agreed times set up on 18 (or 19 May) through to end of the Summit and move-out on 21 May, 2025.

Venue Preparation and Management

- 5.21 Collaborating with the Client, overall Consultant and the event venue (hotel), vendors, PR agency, Hospitality service provider and other sponsor-in-kind to ensure all necessary arrangements are in place, including the layout, seating arrangements, signage, stage setup, audiovisual equipment, technical support, and other logistical aspects required for the event; as well as ensuring compliance with safety and regulatory requirements; and
- 5.22 Ensuring staffing solutions for managing the event including onsite coordinators and technical support, guest direction, registration desk and VIP room for Summit and Gala dinner, and designing and managing security and protocol as well as meet-and-greet staff ushers for Summit and Gala dinner.

On-Site Reception

- 5.23 Manning the main Registration desk and area to organise a professional and welcome reception for guests and delegates upon their arrival at the event venue; and
- 5.24 Providing necessary staff, ushers and resources to manage the reception area, including registration, information desks, and attendee inquiries.

On-Site Event Management

- 5.25 Overseeing the event staff, including providing an overall Event Supervisor, Production Manager, and Technical Manager to work with event coordinators, volunteers, ushers, security personnel, and other support staff, covering assigning roles and responsibilities, conducting briefings and training sessions, and ensuring effective communication among the teams;



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- 5.26 Overseeing the schedule and flow of panels, sessions and presentations throughout the Summit, including managing session timings, speaker introductions, Q&A sessions, and ensuring a seamless transition between different segments of the event;
- 5.27 Managing overall venue aspects such as catering, logistics, security, registration and guest direction at the Summit as well as performance artists and their crew as part of the Gala dinner;
- 5.28 Helping to provide information to attendees throughout the event such as managing information and help desk; and
- 5.29 Handling on-site emergencies and contingency planning together with the Client, Consultant, Hotel, PR agency, Hospitality service provider and other relevant vendors, as necessary.

Post-Event Wrap-up, Evaluation and Reporting

- 5.30 Coordinating and overseeing event set dismantling;
- 5.31 Producing session videos for post-event publishing of videos;
- 5.32 Managing event photo and video selections for 'thank you' notes, websites and post-event marketing;
- 5.33 Collecting and analysing backend logistical data for submission to Client and Consultants for event report; and
- 5.34 Identifying areas of improvement for future events; and providing recommendations for follow-up actions and engagement.

6. Timeline

- 6.1 Proposal Submission Deadline: 10 January 2025, 17:00 hrs Hong Kong Time;
- 6.2 Evaluation and Selection of Event Management Company: tentatively 13 to 24 January 2025 (shortlisted company(ies) may be invited to interview(s) during the period).
- 6.3 Contract and appointment: end -January to early February 2025



7. Proposal Submission

7.1 Interested event management companies are requested to submit a comprehensive proposal detailing their previous experience in organising comparable international and local events, relevant capabilities, and a breakdown of their proposed services and associated costs, including:

- (a) Detailed project plan including timelines and milestones;
- (b) Third-party vendors and systems proposed for software or services (if any);
- (c) Detailed staff deployment plan and proposed allocation of manpower for handling guests, speakers, registration, set up, photography/video and technical operations;
- (d) Proposed setup and execution plan of the conference and Gala dinner;
- (e) Metrics measurement and feedback mechanism for post-event report including attendance figures, profiles, sentiment and feedback analysis;
- (f) Crisis management plan to outline specific measures to address emergencies such as inclement weather, technical failure, production issues etc.
- (g) Itemised cost-breakdown of key aspects such as equipment, software and systems, mandays for technical/website, photographer and videographer, etc.

7.2 Practical proposal/suggestions on environmental friendly measures are welcome and will be given credit considerations.

7.3 Proposals that do not cover all areas in the Scope of Work may also be submitted. The proposal should be submitted electronically, in both Microsoft Word (or PowerPoint) and PDF formats, to gps25.secretariat@savantas.org by the specified deadline.

8. Format of Proposal

8.1 The submission in response to this RFP should be **submitted in two (2) separate emails or as two (2) separate documents:**

Part A – Technical Proposal

- (a) Company profile, including introduction of the proposed project team;
- (b) Proposal of services and plans as outlined in section 7.1;
- (c) Relevant experience in particular:
 - (1) International event or summit management; and
 - (2) Issues management

Part B – Budget

Cost implications with proposed breakdown of fees and estimated third-party costs.



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9. Confidentiality

- 9.1 All information shared in response to this RFP will be treated as confidential and used solely for evaluation and selection purposes.
- 9.2 Bidders shall not disclose any information contained in this RFP or communicate with any person, other than with Savantas Policy Institute Limited for clarification purposes, including the amount or other details of the tender, adjustment to the amount or other details of the tender.
- 9.3 Should a bidder need to communicate any of the information contained in the RFP to any third party, it shall seek prior written consent to do so from Savantas Policy Institute Limited and secure the execution of a non-disclosure agreement (in a format to the satisfaction of Savantas Policy Institute Limited) from the proposed recipient of the information prior to such disclosure, provided the same has been authorised by Savantas Policy Institute Limited.

10. Others

- 10.1 Successful bidder will be required to conform in all respects with all legislation (including without limitation the Law of the People's Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region ("HKSAR"), regulations and by-laws of the HKSAR in executing the contract agreement.

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