

**TERMS OF REFERENCE (TOR)
EVENT COORDINATOR
FOR NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021**

1.0. Purpose of the Assignment

The purpose of this assignment is to appoint an event coordinator for National Conference on Behavioural Insights 2021. Objectives of the assignment is as follows:

- a. To customize virtual conference management platform that connect attendees from across the globe and host an interactive online event. The platform should be able to support online conference event activities and inter activities.
- b. To manage delegates, communication and event starting from the entrance until the end of the conference.
- c. To review the effectiveness of virtual conference events by analyzing attendance by segments and conducting a delegate survey through any appropriate tool.

2.0. Timeline

The timeline given covers the pre-event, during and post-event of the conference. The assignment is expected to start in end-January 2021. Total estimated level of effort is 10 man-days. Final written reports will be delivered to MPC no later than April 08, 2021 (a week after the event).

3.0. Scope of Work

3.1 Pre-event:

- 3.1.1. To provide and customize virtual conference platform;
- 3.1.2. To advice, plan and propose virtual conference agenda;
- 3.1.3. To assist in preparing pre-virtual conference content;
- 3.1.4. To establish and assemble virtual conference team;
- 3.1.5. To set up virtual booth and Expo; and
- 3.1.6. To perform dry-run event.

3.2 During event:

- 3.2.1. Record attendee behaviors from the beginning to the end of the event;
- 3.2.2. Event Logistic; and
- 3.2.3. Virtual Booth and Expo.

3.3 Post event:

- 3.2.1. Evaluation Form;
- 3.2.2. E-Certificate;
- 3.2.3. Survey;
- 3.2.4. Reporting; and
- 3.2.5. Submission of BI Virtual Conference Report.

4.0. Payment Terms

Based on your quotation dated 22 January 2021, we acknowledged and therefore have agreed to offer you the following terms of payment.

NO.	SCOPE OF WORK	UNIT	QTY	RM/UNIT	TOTAL (RM)
	PRE-EVENT				
1.	To provide and customize virtual conference platform	Man-day	2	5,000	10,000
2.	To advice, plan and propose virtual conference agenda	Man-day	1	1,000	1,000
3.	To assist in preparing pre-virtual conference content	Man-day	1	1,000	1,000
4.	To establish and assemble virtual conference team	Man-day	1	500	500
5.	To set up virtual booth and Expo	Man-day	1	1,000	1,000
6.	To perform dry-run event	Man-day	1	500	500
	DURING EVENT				
7	Record attendee behaviors from the beginning to the end of the event	Man-day	1	3,000	3,000
8	Event Logistic				
9	Virtual Booth and Expo				
10	Engaging Virtual Audience				
	POST EVENT				
11	Evaluation Form	Man-day	1	300	300
12	E-Certificate			300	300
13	Survey			300	300
14	Reporting			600	600
15	Submission of BI Virtual Conference Report	Man-day	1	800	800
	TOTAL		10		19,300

Note:

The appointed Technical Expert shall deliver the assigned job scope, as specified in Scope of work stated above, where the tasks must be achieved and the soft copy of all relevant information and findings sought under this project is handed over to MPC based on the format determined by MPC.

Please be noted, the payment would be made in two stages as the details below:

Payment Summary by Stages		No. of Man-Days	Total (RM)
Stage 1	Scope of works no. 1 to 6	7	14,000
Stage 2	Scope of works no. 7 to 15	3	5,300
	Total	10	19,300

5.0 Reporting Requirements

Event organiser will report the analysis of the Virtual Conference Attendees to MPC's project team and submit all deliverables to:

- Mohamad Azrol Mohamad Dali (azrol@mpc.gov.my)
- Mariatul Af-Ida Mohd Tajul Ariffin (mariatul@mpc.gov.my)
- Norhaniza Hamir (norhaniza@mpc.gov.my)
- Anis Marina Abd Wahab (anis@mpc.gov.my)

6.0 Report Formatting

- The report must be drafted in a format agreed by MPC;
- The report must be written in English;
- The write up must be 1.5 line spacing, Arial font with size 12; and
- Additional information for report clarification MUST be prepared without extra charges and within reasonable time.

7.0. Specification of the skills set

- 7.1 TV Production Mindset
- 7.2 Listening and Data Analysis Skills
- 7.3 Visualising Skills
- 7.4 Multimedia Design Skills
- 7.5 Attention to Detail
- 7.6 Speaker Management
- 7.7 Responsiveness and Proactivity

8.0. Proprietary Rights

MPC has exclusive proprietary rights to all publication, scripts and any relevant photos of this event. MPV has an exclusive right to all participants database. No part of this event may be reproduced, stored in a retrieval system or transmitted in any form or any means of electronics, mechanical, photocopying, recording or otherwise, without prior written permission from MPC. The event organiser or his organisation agreed that their names will not be published in the promotion of the event and during the event. It is the duty of organiser to communicate with the participants, organisation & industries concern to get the necessary information regarding

registration and soft copy of the conference materials. All written text must be original and previously unpublished. Any designs and wording for promotion materials which has been plagiarized will be rejected.

Prepared by:
Secretariat
National Conference on Behavioural Insights
25 January 2021