

TERMS OF REFERENCE (TOR)
DIGITAL CONTENT & DIGITAL MARKETING PROVIDER
FOR NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021

1.0. Purpose of the Assignment

The purpose of this assignment is to appoint your company as a provider for digital content creation and digital marketing for National Conference on Behavioural Insights 2021.

Objectives of the assignment is as follows:

- a. To create digital contents comprising of promotional kit, articles, and short video in marketing the conference
- b. To prepare a digital marketing plan that includes establishing a platform in generating mailing list, conducting e-mail marketing and Facebook campaign

2.0. Timeline

The timeline given covers the agreed scope of work for digital content creation and digital marketing campaign of the conference. The assignment is expected to start in 1st. February 2021 and end by 31st March 2021. Total estimated level of effort is 12 man-days.

3.0. Scope of Work

Content Type	Description	Output	Expected Outcome
Digital Content			
1. Conference Promotional Kit	To prepare promotional kit for the conference	<ul style="list-style-type: none">• Banner• Poster• Video Teaser	Increase number of conference's participants
2. Publish best practices	To showcase BI best practices articles as promotional items	<ul style="list-style-type: none">• 5 Best practices articles in PDF	Number of published articles downloaded
3. Short Video	To extract content from webinar series as a short informational video	<ul style="list-style-type: none">• 5 Videos	Increase number of viewers
Digital Marketing			
4. Mailing List	To create landing / opt-in page in MPC website* to encourage public to subscribe to mailing list.	<ul style="list-style-type: none">• Opt-in Subscribers	Increase number of mailing list subscribers
5. Email Marketing	To send email periodically to subscribers for promotional news and updates	<ul style="list-style-type: none">• Email campaign sent once a week	The email open rate will increase
6. Facebook Campaign	To update the Page for updates with objective to increase the awareness, interest and number of engagements	<ul style="list-style-type: none">• FB updates & post (posters & videos)• FB Events	Increase number of likers/ followers and engagement

4.0. Payment Terms

Based on your quotation dated 29 January 2021, we acknowledged and therefore have agreed to offer you the following terms of payment.

BIL.	SCOPE OF WORK	UNIT	QTY	RM/UNIT	TOTAL (RM)
	DIGITAL CONTENT CREATION				
1.	Conference Promotional Kit <ul style="list-style-type: none"> • Output: <ul style="list-style-type: none"> ○ Banner ○ Poster ○ Video Teaser 	Man-day	2	1,500	3,000
2.	Publish Behavioural Insights (BI) best practices articles <ul style="list-style-type: none"> • Output: <ul style="list-style-type: none"> ○ 5 BI best practices articles 	Man-day	2	1,000	2,000
3.	Short Video <ul style="list-style-type: none"> • To extract content from webinar series as a short informational video. • Output: <ul style="list-style-type: none"> ○ 5 videos 	Man-day	2	2,500	5,000
	DIGITAL MARKETING PLAN				
4	Mailing list <ul style="list-style-type: none"> • To create landing / opt-in page in MPC website to encourage public to subscribe to mailing list • Output: <ul style="list-style-type: none"> ○ Number of subscribers 	Man-day	2	1,000	2,000
5	Email marketing <ul style="list-style-type: none"> • To send email periodically to subscribers for promotional news and updates • Output: <ul style="list-style-type: none"> ○ Email campaign sent once a week 	Man-day	2	1,000	2,000
6	Facebook Campaign <ul style="list-style-type: none"> • To update the Page for updates with objective to increase the awareness, interest, and number of engagements • Output: <ul style="list-style-type: none"> ○ FB updates & post (posters & videos) ○ FB Events updates 	Man-day	2	2,500	5,000
	TOTAL		12		19,000

Note:

The appointed company 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 after the completion of all activities stated in the scope of work.

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. 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 Responsiveness and Proactivity

7.0. 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
29 January 2021