



Engagement of a Public Relations 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 public relations (“PR”) 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, closed to media)
 - (ii) 20 - 21 May 2025 – GPS 2025 Summit (covering keynote and panel sessions over the two days for by-invitation, in-person audience, open to media. Online audience to be confirmed)



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- (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 and advice in planning and delivering public relations, media exposure and media partner management, publicity content development, executive briefing and issues management and other required services 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 generate extensive positive publicity coverage of the Summit to reach relevant local, Mainland and international audiences. The Agency will develop strategies and execute tactical plans through media engagement, content and press activities before, during and after the Event. The Agency is also expected to produce editorial material for external press and website and generate session summaries of the Summit.

Developing an overall publicity plan and related budget

- 5.3 Providing expertise recommendations on the overall media and publicity strategy and with recommendations on the media and media partnership approach, issues management and content angles for the Summit that meet the objectives; and
- 5.4 Developing a tactical publicity plan for the Summit (in respect of sections 5.1 and 5.2 above), providing recommended media lists and activities, work schedule, staff deployment suggestions, as well as tools and software for publicity deliverables such as media monitoring, session summary production and others.

Conducting research, developing key messages and preparing press materials

- 5.5 Conducting research, identifying publicity angles and developing key messages based on the Summit programme and speakers, considering the external geopolitical landscape and the objectives of the Summit;
- 5.6 Preparing and disseminating media invitation and bilingual press materials, including press releases, other media documents and speeches where required; and
- 5.7 Preparing relevant Q&As and internal briefing information that address any sensitive issues in relation to the organisation of the event, and those that would be of interest to international, Mainland and local media.



Issues and crisis management

- 5.8 Providing strategic advice, identifying in advance and preparing for potential issues or crises arising from the Summit and providing communication support;
- 5.9 Proactively engaging media outlets, influencers and relevant stakeholders to ensure key messages are accurately delivered for positive coverage;
- 5.10 Monitoring and evaluating the effectiveness of issues and crisis management at post-event stage, and providing feedback to identify areas for adjustment or improvement; and
- 5.11 This category of service should be provided by personnel from the PR Agency who have relevant experience in advising senior officials or executives on issues and crisis management.

Engaging and managing media

- 5.12 Leveraging existing close communications with international, Mainland and local media throughout the event and liaising with media for pre-event publicity, with a view to having the widest possible media coverage, both internationally and locally, for the Summit;
- 5.13 Identifying and coordinating Media Partnerships as required, including editorial angle, content production, publishing schedules, online/live-stream arrangements or other aspects;
- 5.14 Handling press enquiries and interview requests, and potentially organisation of press briefing(s); and
- 5.15 Collaborating with the appointed consultant and other contractors engaged by the event organiser (such as an Event Management agency, etc.) with a view to enhancing the PR impact of the Summit.

On-site media management and media logistics

- 5.16 Managing media on-site, including managing media centre, interview rooms, media stand-up area, media registration area, media stage and facilitating any media requests throughout the event;
- 5.17 Planning, pitching and coordinating media interviews on the day of the event, including devising and managing media room including an interview booking system as well as liaising with speakers or their designated representatives for interviews; and



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- 5.18 Collaborating with the Event Management agency on event logistics and arrangements for the media.

Providing content and editorial services for marketing and event production

- 5.19 Developing content for event collaterals and materials such as badges, programmes, signage, banners, and any other printed or digital materials; and
- 5.20 Providing copywriting services, producing and delivering marketing materials as necessary, including copy for the website.

Post-Event media monitoring, conference session summaries and reporting

- 5.21 Conducting news monitoring and clippings for both print and online media and providing relevant reports with analysis to the event organiser after the Summit, including a brief coverage report with links and scans at the end of the 2nd day of the Summit, and a detailed coverage report with clippings and analysis two weeks after the end of the Summit; and
- 5.22 Identifying areas of improvement for future events; and providing recommendations for follow-up actions and engagement.

6. Timeline

- 6.1 Proposal Submission Deadline: 27 December, 2024, 17:00 hrs Hong Kong Time;
- 6.2 Evaluation and Selection of Event Management Company: tentatively 27 December 2024 to 6 January 2025 (shortlisted company(ies) may be invited to interview(s) during the period).
- 6.3 Contract and appointment: Within January 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:



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- (a) Detailed PR strategy and tactical plan including timelines for press announcements or in-market press activities pre, during and after the Summit;
- (b) Third-party vendors and systems proposed for software or services (if any);
- (c) Detailed staff deployment plan and proposed allocation of manpower for the various tasks;
- (d) Proposed logistical set up for media management for the Summit;
- (e) Metrics covered in the publicity coverage report and analysis;
- (f) Potential issues and crisis management plan and potential Line-to-take approaches to address issues and emergencies such as inclement weather, technical failure, production issues etc.

7.2 Practical proposal/suggestions on environmentally 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 for 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 (if any).

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.



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- 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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