



## **Request for Proposal (RFP)**

# **Hybrid Conference Organizer, Production, Indonesia Energy Transition Dialogue (IETD) 2024**

### **Institute for Essential Services Reform**

Tebet Timur Raya No.48B, Tebet

Jakarta Selatan 12820

Indonesia

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## **OVERVIEW AND BACKGROUND**

Institute for Essential Services Reform (IESR), a think tank based in Jakarta, Indonesia, has been working intensively to promote the acceleration of low carbon energy transition in Indonesia through evidence-based policy advocacy. In 2018, IESR initiated the establishment of the Indonesia Clean Energy Forum (ICEF). ICEF is a platform of a constructive and fact-based dialogue to enhance understanding of energy transition and sharing best practices on policy, regulatory, and institutional frameworks to support a just energy transition in the Indonesian power sector. ICEF's core members comprises 25 prominent individuals from various backgrounds: government institutions, businesses, utilities, NGOs, and energy experts. Prof. Bambang Brodjonegoro, had strategic positions in the government such as former minister of Finance (2014-2016), Head of Bappenas (2016-2019) and Minister of Research and Technology (2019-2021). This group meets regularly to discuss policy issues under the Chatham House rule and offer recommendations to key policymakers.

ICEF was launched in November 2018 by the minister of Energy and Mineral Resources, H.E. Ignasius Jonan. The launch was held with the first Indonesia Energy Transition Dialogue (IETD). As part of ICEF's activities, IETD is designed to be an annual event to share ideas and knowledge of energy transition and to build an understanding of energy transition for extended stakeholders. This event also aims to develop an epistemic community and champion that supports the agenda of the energy transition towards a low-carbon power system in Indonesia.

This year, the seventh IETD will be held in a 3 days event and the following. Main event would focus on achieving just and orderly energy transition through renewable energy acceleration. In the 2024 edition, IETD brought in a new leadership atmosphere to welcome the Indonesian fresh government for 2024 - 2029. In IETD we will echo the voice of multi stakeholder expectation in this continuation and development milestone in achieving net zero ambition targets. This year's IETD will be hosted under a hybrid model, bringing speakers and/or attendees both physically and virtually.

### **1. EVENT SUMMARY**

Through this process, IESR is looking for available platforms, technology, and event organizers that can conduct IETD 2024 under a hybrid model. Learning from four previous events, the number of daily participants was hundreds of people and throughout the event, private/groups networking and discussion were frequent. Therefore, IETD 2024 should also be able to accommodate hundreds of active participants both on-site and virtually in a convenient manner.

With this Request for Proposal (RFP), IESR is soliciting proposals from event organizers or institutions based in Indonesia with extensive experiences and portfolios, capable of hosting, producing, and conducting hybrid conferences (a combination of both offline and online seamlessly together). IESR will evaluate all the proposals submitted. Following a review of all submissions, IESR will select the firms/institutions that present the most suitable expertise according to the qualifications outlined below, that most closely align with project objectives, and articulate a detailed, clear, and achievable



plan to meet those objectives within the required timeframe.

## **2. PROPOSAL GUIDELINES**

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Sunday, 23 June 2024. Any submissions received after this date and time will be regarded as inadmissible.

All proposals must be signed by an official agent or representative of the company submitting the proposal.

Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon selecting the winning bidder for this RFP.

If the organization submitting a proposal must outsource or contract any work to meet the requirements, this must be clearly stated in the proposal. Additionally, costs included in proposals must consist of any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.

## **3. EVENT PURPOSE AND DESCRIPTION**

IETD 2024 will bring forward a discussion on power system transition in Indonesia, and the relevant policy framework, technologies, and investments required to encourage integrating and accelerating renewable energy. There will be high-level speakers and participants, from both international and domestic.

IETD 2024 will be conducted in hybrid for three consecutive working days (Tuesday to Thursday) from 1 to 3 October 2024. On the first day, there will be a high-level panel discussion that invites prominent panelists from Indonesia Government, Embassy and/or Professional. Seminar series and panel discussion will be run on the second day. The full workshop session will take place on the final day before closing session

## Delivering Just and Orderly Energy Transition



Figure 1. IETD agenda

Day 1 , 01 October 2024	Refining Indonesia's Just & Orderly Energy Transition	Day 2, 02 October 2024	Traversing the Newfound Risks and Complexities	Day 3 , 03 October 2024	Getting the Energy Transition Plan Righ
Time	Opening Session and Fire Chat	Time	Session	Time	Session
09.30 - 10.40	Opening Speech - 30 minutes each Keynote Speech - 30 minutes	09.00 - 11.30	Seminar Series (half-day) 5 Topic, each topic consist of 20 minutes presentation and 10 minutes QnA	09.00 - 10.30	Flexible power system (Workshop)  - Presentation and Panel Discussion
10.40 - 11.30	Fire Chat  Moderator: Fabby Tumiwa Panelist: - Prof. Bambang Brodjonegoro - Prabowo Subianto			10.30 - 12.00	Renewable Energy Supply Chain (Workshop)  - Presentation and Panel Discussion
11.30 - 13.00	During lunch break: 11.30-12.00: Press conference	11:30 - 13:30	During lunch break: National debate on energy transition and climate change. Final round.	12:00 - 13:30	During lunch break: Announcement of National debate winner and awarding GEB discussion
13.00 - 15.00	TED talk "Energy transition from the people point of view " 7 minutes x 6 Speaker Roundtable discussion, 45 minutes	13.30 - 14.30	Panel discussion 1 - Shifting Indonesia economy powerhouse amidst energy transition (strategi transisi industri)	13.30 - 15.00	RE economic potential (Workshop)  - Presentation and Panel Discussion
15:00 - 16:30	Panel discussion: Consolidating the energy transition in the national policy	15.00 - 16.30	Panel discussion 2 - Staying relevant - how energy business utility should transition its service and operation	15.00 - 16.00	Closing Remarks Summary and Key Recommendations (ICEF reps) Closing Remarks (Fabby Tumiwa)

Figure 2.Day to Day IETD Rundown

Each of the sessions will be designed in a specific format that best suits the theme, speakers, and key messages of the session with a fluid transition between the sessions. Some of the session formats will be

- a. Tedtalk, Each speaker delivers presentations in 7-10 minutes in Tedtalk style. At the end of the



- session, panel discussion will be led by moderator
- b. Panel Discussions: a number of speakers (2-3 people) will have a conversation about one topic that is guided by the moderator's questions. There will be no presentation in this session. , limited slide will be allowed for supporting data only
  - c. Seminar: The speakers will take turns presenting and continuing with a short discussion with the moderator
  - d. Workshop: a number of speakers (3-4 people) will present a topic that would later be discussed in a session led by a moderator.
  - e. Scene Setting: a speaker will share information to warming up the panel discussion

Sessions formats are not final, changes may be made regarding the dynamics of the situation ahead.

As part of the event promotion, information dissemination, and a registration platform, the IETD web will be developed in parallel and be ready at least three months before the event. The Vendor is responsible on developing content and supervise web development

#### **4. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

##### **Proposal Timeline:**

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Sunday, 23 June 2024. Bidders must submit a digital copy of their proposal via email to Deon Arinaldo at [deon@iesr.or.id](mailto:deon@iesr.or.id) and Rahmat JES at [rahmat@iesr.or.id](mailto:rahmat@iesr.or.id) by 10:00 p.m. Please include "Hybrid Event IETD 2024" in the subject line.

Evaluation of proposals will be conducted from 24 June 2024. The process may take two stages of evaluation (if needed aanwijzing to the submitted proposal). Top qualified service providers from the proposed document and quotation will be shortlisted and a follow-up session will be conducted within this time window to obtain any necessary clarification on items described in the proposals.

The selection decision for the winning bidder will be made no later than 24 June 2024.

Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed extra quickly to meet the project timeline.

##### **Project Timeline:**

The report of the event must be finalized two (2) weeks after the live event.

A draft timeline is presented below. Internal changes may be made if mutually agreed.

<b>Indonesia Energy Transition Dialogue (IETD) 2024</b>	
<b>Description</b>	<b>Date</b>
Event concept and design development	19 - 30 June 2024



Sponsorship and Speaker Invitation	1 July - 15 August 2024
Website Content development and completion	1 -15 July 2024
Branding and promotions	15 July - 15 September 2024
Open registration	1 July 2024
Road to IETD 1st event	1 August 2024
Road to IETD 2nd event	2 September 2024
Media Briefing	23 September 2024
IETD Live Event	1-3 October 2024
Post-event production	4 - 11 October 2024
Event report submission	15 October 2024

*\*Early work will be done by IESR*

Unless otherwise noted, work will be completed by the end of the month identified above.

There are some differences regarding the two above event as listed below:

1. IETD will run on the first to third day and conducted in hybrid style with 150 targeted offline participants and 1000 online participants
2. Some of online participants are opened to public with register and paid ticket apply
3. IESR will provide the venue including 100 mbps dedicated internet services

## **5. BUDGET**

All proposals must include proposed costs (in Indonesian Rupiah/IDR) to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC).

Pricing should be listed at least for these items:

- Audio-video (AV) production
- Two times of online Road to IETD webinar
- Branding, marketing, promotions
- Press Conference and media handling
- Media briefing or media gathering concept
- Final debate competition properties
- Post-event production

NOTE: All costs and fees must be clearly described in each proposal. Details of the pricing items should refer to bidder qualifications outlined in the next section below.

Please adjust your proposal and provide details refers to our needs in Indonesia Energy Transition Dialogue

## **6. BIDDER QUALIFICATIONS**



Bidders should provide a comprehensive and detailed proposal comprising all of the following items:

**Profiling**

- Company/organization profile description of experience in hybrid event organizer
- Examples of three or more similar events conducted by your organization
- Testimonials from past clients on events conducted by your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)

**All items needs must cover and adjust to each event**

Items	IETD
<b>AV Production</b>	<ul style="list-style-type: none"> <li>• Stage and its properties (3mx8m) = 24 m</li> <li>• Printed Background</li> <li>• Supporting tools (camera, jimmy jib camera, lighting, audio, and broadcast system/tools with specification detailed in the proposal/quotation)</li> <li>• Two side screen projectors with high resolution quality and sufficient lumens (at least 10000 lumens)</li> <li>• Crew, their roles, and technology to support the overall agenda</li> <li>• Operation of the session</li> <li>• Confirmation of time frame for completion of the project</li> <li>• Brief description on hybrid event and event organizer methodology</li> </ul>
<b>Streaming Platform/Online Conference</b>	<ul style="list-style-type: none"> <li>• Online conference platform e.g. Zoom which integrates with IETD official pages. The platform must be able to accommodate 1500 participants</li> <li>• Mitigation plan for other potential disruptions (electricity, internet cut-off etc)</li> <li>• Official mailing address to respective domain for branding purposes</li> </ul>
<b>Branding, Marketing and Promotions</b>	<ul style="list-style-type: none"> <li>• Promotion strategy and services to various channels (digital and/or conventional media platform) covering Indonesia audience including but not limited to Southeast Asia, Asia, USA, and European market</li> <li>• 24/7 marketing support</li> <li>• Strong skills of copywriter both in Indonesian and English</li> </ul>

	<ul style="list-style-type: none"> <li>● Overarching theme, visibility, and deliverables that align with the events topic and agenda</li> <li>● On-screen overlay</li> <li>● Video bumper</li> <li>● Pre-events/50 pack production promotions materials (carousels, videos, flyers, posters, adsense)</li> <li>● Automation for reminder through timely email and calendar integration (participants)</li> <li>● Vox Pop video production</li> <li>● Pre-recorded promotion video</li> <li>● Video bumper</li> <li>● On-demand content (video, presentation materials, agenda)</li> <li>● Event coverage (creative writing and video coverage)</li> <li>● Strategy for 2 times IETD pre-event webinar</li> <li>● Marketing strategy for sponsorship</li> <li>● 5 sponsorship booth</li> <li>● Adds promotion on strategic platform</li> </ul>
<b>MICE</b>	<ul style="list-style-type: none"> <li>● Symbolic opening ceremony, reflecting Indonesia's aspiration for decarbonization</li> <li>● Note-taking services with relevant experiences in energy sectors</li> <li>● Eng – Ind VV Interpreter services with relevant experiences in energy sectors</li> </ul>
<b>Press conference and media handling</b>	<ul style="list-style-type: none"> <li>● Daily and thematic press releases/media advisory writing</li> <li>● Media monitoring and report</li> <li>● News coverage should in local, national and regional media (provide list of media that you have been and potentially engaged for the event)</li> </ul>
<b>Post-event Production</b>	<ul style="list-style-type: none"> <li>● Data archiving: record all audio and visual data of the events, attendance reports, etc</li> <li>● After-event documentation Photo and video – raw file and video editing formats</li> <li>● E-Certificate for participants and thank you notes for panelist</li> <li>● Event souvenirs for VVIP (at the level of minister ambassador) up to 10 VVIP</li> <li>● Performances tracking: number of engagements, feedback collection, and post-event analytics (participants data,</li> </ul>





	attendance, and others including in editable format i.e. docs, spreadsheet)
<b>Website Maintenance</b>	<ul style="list-style-type: none"> <li>• Update information and content on ietd.info website</li> <li>• Manage registration page and payment gateway</li> <li>• Live features, including but not limited to live broadcasting (embed youtube or other streaming methods), live polling and Q&amp;A, and Live Chat</li> <li>• Consecutive/Simultaneous bilingual streaming of each session</li> <li>• Google Analytics and search console integration</li> <li>• 6 months maintenance after the event</li> </ul>
<b>Road to IEDT</b>	<ul style="list-style-type: none"> <li>• Two times standard webinar or online event engagement</li> <li>• Event report after each of webinar or online event</li> <li>• Provide digital design service for the webinar</li> <li>• Media handling and media monitoring</li> </ul>
<b>Media Briefing</b>	<ul style="list-style-type: none"> <li>• Conduct media briefing/media gathering a week before the event</li> <li>• The concept may be online, hybrid or offline gathering.</li> <li>• Ensure media attendance and media monitoring.</li> </ul>

### **Pricing**

- Please mention all Detailed budget with a competitive price (number, quantity, specification)

We will evaluate the proposal based on the comprehensive items' qualifications. Thus, we encourage the bidders to provide a **complete and detailed proposal taking into account all of the items** listed above.