



Request for Proposal (RFP)
Hybrid Conference Organizer, Production,
Indonesia Energy Transition Dialogue (IETD) 2025

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 eighth IETD will be held in a 3 day event and the following. The main event would focus on achieving just and orderly energy transition through renewable energy acceleration. In the 2025 edition, IETD brought in a new leadership atmosphere to welcome the 2024-2029 Indonesia governmental cabinet. 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. In addition, an exhibition of renewable energy market players and a business matchmaking session will be held besides the main event.

1. EVENT SUMMARY

Through this process, IESR is looking for available platforms, technology, and event organizers that can conduct IETD 2025 under a hybrid model. Learning from four previous events, the number of daily participants was hundreds of people and throughout the event, private/group networking and discussion were frequent. Therefore, IETD 2025 should also be able to accommodate hundreds of active participants both on-site and virtually in a convenient manner.

Other than the plenary sessions (talks, panel discussions, etc.), this year, IETD will also host the '*Energy Transition Expo*', an exhibition of renewable energy technologies and innovations. In addition, the third day of the event will be dedicated as the '*Green Hydrogen Forum*' of which the discussion panel



will focus on the green hydrogen implementation. Parallel to this discussion panel, business matchmaking sessions will connect producers with potential buyers, fostering strategic partnerships in the green hydrogen sector.

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 Friday, 25 July 2025. 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 2025 will bring forward a discussion on energy 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 2025 will be conducted in hybrid for three consecutive working days (Monday to Wednesday) from 6 to 8 October 2025. On the first and second day, there will be a high-level panel discussion and talkshow that invites prominent panelists from the Indonesian Government, the embassies of foreign countries and/or the private sectors. The parallel session on the second day, which will be conducted



half day in the afternoon in separate rooms, will adopt a talkshow format. Meanwhile, the third day will be dedicated as the ‘Green Hydrogen Forum’; that will be focused on green hydrogen utilization. The parallel session on the third day will be dedicated to a business matchmaking event. This session is designed to facilitate direct interactions between potential suppliers of green hydrogen and green hydrogen technologies with potential buyers/end-users. Unique to the previous IETD, there will be an Energy Transition Expo, defined as an exhibition of renewable energy market enterprises during the three-day dialogues. Hence, IETD 2025 will accommodate the exhibition area and facility (electricity, booth, tables, etc.) for the exhibition participants.

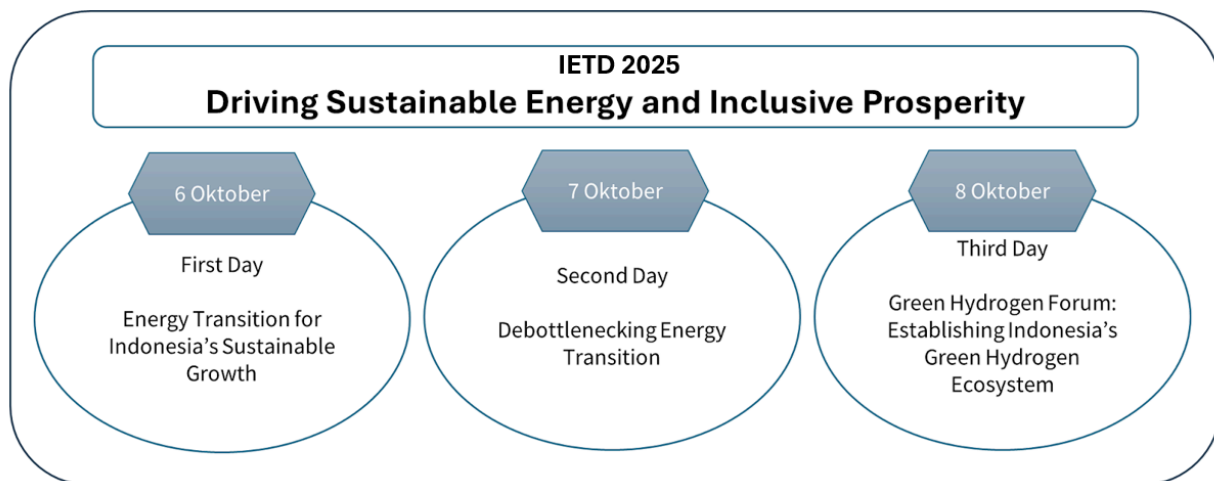


Figure 1. IETD Themes per Day

Day 1, Oct 6, 2025	Energy Transition for Indonesia's Sustainable Growth	Day 2, Oct 7, 2025	Debottlenecking Energy Transition	Day 3, Oct 8, 2025	GHF: Establishing Indonesia's Green Hydrogen Ecosystem
Time	Session	Time	Session	Time	Session
09.00 - 09.30	Opening Session and Fire Chat	09.00 - 10.30	The Big Idea Forum (Former Ministries): Rapid Renewable Energy Penetration	09.00 - 10.30	Talkshow: From Vision to Reality: Implementing the National Hydrogen Roadmap
09.30 - 09.50	ICEF Chairman				
09.50 - 10.50	Keynote Speech - 30 minutes Opening Speech - 30 minutes	10.30 - 12.15	Talkshow: Resilient Power Grid to Accelerate Renewable Energy Penetration	10.30 - 12.00	Panel Discussion: Tapping Green Hydrogen Application Across Sectors
11.00 - 12.30	The Big Idea Forum (HLD): Realizing Energy Transition for Achieving Indonesia's Sustainable Growth				
12.30 - 13.30	Lunch break and press conference	12.30 - 13.30	Lunch break	12.00 - 13.00	Lunch break
13.30 - 15.00	Talkshow: Global Collaboration for Indonesia's Green Economy	13.30 - 15.15	Talkshow: Refocusing Investment in Energy Transition	13.30 - 15.00	Panel Discussion: Looking into Hydrogen Export Potential
15.00 - 17.00	Panel Discussion: Perspectives from Key National Stakeholders	15.15 - 15.30	Coffee break	15.00 - 16.00	Closing Remarks
17.00 - 18.00	Final Debate Competition and Awarding Session	15.30 - 17.00	Talkshow: Carbon Trading as the Catalyst	16.00 - 16.15	Closing

Table 1. Day to Day IETD Rundown for Main Event

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:

- The Big Idea Forum (High-Level Discussion): a number of high-level panelists (5-6 people) will have an interactive discussion about the high-level topic that is guided by the moderator.
- Talkshow, a number of speakers (2-3 people) will discuss the various perceptions of one topic that are led by the moderator. This session will invite the participants to join the discussion.
- Panel Discussions: a number of speakers (2-5 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
- 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 two months before the event. The event organizer is responsible for developing content and supervising web development.

Day 2 , 7 October 2025	Day 2: Debottlenecking Energy Transition
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Time	Parallel Session: Talkshow
09.00 - 13.30	Main Event
13.30 - 15.00	Parallel session #1: Ensuring Inclusive Participation in Energy Transition
15.00 - 17.00	Parallel session #2: Fostering Green Job through Energy Transition
17.00 - 17.15	Closing

Table 2. Initial Rundown for Day 2 Parallel Session: Talkshow

Day 3 , 8 October 2025	Day 3: Green Hydrogen Day
Time	Parallel Session: Business Matchmaking Session
13.00 - 15.00	Parallel session #3: Business matchmaking

Table 3. Initial Rundown for Day 3 Parallel Session: Business Matchmaking Session

On the second day of the event, the parallel session will start after lunch break and separate into two rooms. The discussion topic and session format will be similar, while the main room will talk about financing in energy transition, the other room will discuss how to collect cooperation in energy transition.

Meanwhile, on the third day of the event, business matchmaking sessions will be held in parallel to the main/plenary sessions as described by Table 3. These sessions will be focused on facilitating green hydrogen potential suppliers, developers, and buyers. The event organizers will be responsible for handling any logistical needs for each session which projects up to 50 participants for each parallel session, including equipment and table arrangement. IESR will provide an initial draft of potential participants, facilitators, and more detailed session arrangement after the bidding process.

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 Friday, 25 July 2025. Bidders must submit a digital copy of their proposal via email to Deon Arinaldo at deon@iesr.or.id, Erina Mursanti at erina@iesr.or.id, Reananda Hidayat Permono at reananda@iesr.or.id, and Jihan Salsabila at jihan@iesr.or.id by 11:59 p.m. Please include “Hybrid Event IETD 2025” in the subject line.

Evaluation of proposals will be conducted from 28 July 2025. 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 1 Aug 2025.

Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed 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.

Indonesia Energy Transition Dialogue (IETD) 2025	
Description	Date
Event concept and design development	1 June - 15 August 2025*
Sponsorship and Speaker Invitation	15 August - 15 September 2025
Website Content development and completion	1 - 15 August 2025
Branding and promotions	15 August - 15 September 2025
Open registration	15 August 2025
Road to IETD 1st event	15 August 2025
Road to IETD 2nd event	2 September 2025
Media Briefing	23 September 2025
IETD Live Event	6–8 October 2025
Post-event production	9 - 15 October 2025
Event report submission	16 October 2025

**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 additional information regarding the IETD event as listed below:

1. IETD will run on the first to third day and conducted in hybrid style with 200 targeted offline participants and 1500 online participants.
2. IESR will collaborate with a national media platform to conduct the sessions for The Big Idea Forum sessions on the first and second day, and The Big Idea Forum will be broadcasted in a national television channel.
3. Some of the online participants are opened to public with register and paid ticket apply
4. IETD will also host a 3-day exhibition for up to 10 booths.
5. IETD will host a parallel session in a separate room on the second and third day for up to 50 participants, as detailed below:
 - Second day: techno-economic two-session talkshow (13.30-17.00 WIB)
 - Third day: business matchmaking session for green hydrogen market stakeholders (13.30-15.00 WIB)
6. IESR will provide the venue, including 100 Mbps dedicated internet services.
7. IETD will arrange a VIP room that can accommodate up to 15 high-level guests from the first to third day.

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
- 10 Exhibition booth and floor plans
- Business matchmaking sessions 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 that refer to our needs in the 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 as 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)

Items	IETD
AV Production	<ul style="list-style-type: none"> • Stage and its properties 6m x 12m • LED plasma with 3 meter higher from level stage • Supporting tools (camera, jimmy jib camera, lighting, audio broadcast system/tools and floor with specification detailed in the proposal/quotation) to support TV live streaming • Crew, their roles, and technology to support the overall agenda • Operation of the session • Confirmation of time frame for completion of the project • Brief description on hybrid event and event organizer methodology
Streaming Platform/Online Conference	<ul style="list-style-type: none"> • Online conference platform e.g. Zoom which integrates with IETD official pages. The platform must be able to accommodate up to 1500 participants • Mitigation plan for other potential disruptions (electricity, internet cut-off etc) • Official mailing address to respective domain for branding purposes
Branding, Marketing and Promotions	<ul style="list-style-type: none"> • Promotion strategy and services to various channels (digital and/or conventional media platform) covering Indonesia audience including but not limited to Southeast Asia, Asia, China, the USA, and European market • 24/7 marketing support • Strong skills of copywriter both in Indonesian and English • Overarching theme, visibility, and deliverables that align with the events topic and agenda • On-screen overlay

	<ul style="list-style-type: none"> • Video bumper • Pre-events/50 pack production promotions materials (carousels, videos, flyers, posters, adsense) • Automation for reminder through timely email and calendar integration (participants) • Vox Pop video production • Pre-recorded promotion video • Video bumper • On-demand content (video, presentation materials, agenda) • Event coverage (creative writing and video coverage) • Strategy for 2 times IETD pre-event webinar • Marketing strategy for sponsorship • Adds promotion on strategic platform
MICE	<ul style="list-style-type: none"> • Symbolic opening ceremony, reflecting Indonesia's aspiration for decarbonization • Note-taking services with relevant experiences in energy sectors • English – Indonesian VV Interpreter services with relevant experiences in energy sectors
Press conference and media handling	<ul style="list-style-type: none"> • Daily and thematic press releases/media advisory writing • Media monitoring and report • News coverage should be in local, national, and regional media (provide a list of media that you have been and potentially engaged for the event)
Exhibition Booth and Floor Plan	<ul style="list-style-type: none"> • Provide design of a template exhibition booth specification (size, materials, prices). • Provide floor plans of the exhibition area for up to 10 exhibitors. • Wall of fame, including logos for all stakeholders
Business matchmaking sessions handling	<ul style="list-style-type: none"> • Provide equipment for the business matchmaking session (table and chairs arrangement, projector and screen, etc.) for up to 50 persons.
Post-event Production	<ul style="list-style-type: none"> • Data archiving: record all audio and visual data of the events, attendance reports, etc

	<ul style="list-style-type: none"> • After-event documentation: Photo and video – raw file and video editing formats • E-Certificate for participants and thank you notes for panelist • Event souvenirs for VVIP (at the level of minister ambassador) up to 20 VVIP • Event souvenirs for 150 offline participants (only day 1) • Performance tracking: number of engagements, feedback collection, and post-event analytics (participants' data, attendance, and others, including in editable format i.e. docs, spreadsheet)
Website Maintenance	<ul style="list-style-type: none"> • Update information and content on IETD official website (ietd.info) • Manage the registration page and payment gateway • Live features, including but not limited to live broadcasting (embed YouTube or other streaming methods), live polling and Q&A, and Live Chat • Consecutive/Simultaneous bilingual streaming of each session • Google Analytics and search console integration • 6 months of maintenance after the event
Road to IETD	<ul style="list-style-type: none"> • Two times the standard webinar or online event engagement** • Event report after each webinar or online event • Provide digital design services for the webinar • Media handling and media monitoring
Media Briefing	<ul style="list-style-type: none"> • Conduct an offline/hybrid media briefing/media gathering a week before the event • Ensure media attendance and media monitoring.

**Possible to modify into hybrid event

Pricing

- Please mention all detailed budgets 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.