



Event Management Services

Request for Proposal

**Singapore Accountancy & Auditing  
Conference 2017**

(Formerly known as the Singapore Accountancy Convention)

## 1) Company Information

### a) Corporate Overview

The Institute of Singapore Chartered Accountants (ISCA) is the national accountancy body of Singapore. ISCA's vision is to be a globally recognised professional accountancy body, bringing value to our members, the profession and wider community. There are over 30,000 ISCA members making their stride in businesses across industries in Singapore and around the world.

Established in 1963, ISCA is an advocate of the interests of the profession. Possessing a Global Mindset, with Asian Insights, ISCA leverages its regional expertise, knowledge, and networks with diverse stakeholders to contribute towards Singapore's transformation into a global accountancy hub.

ISCA is the Administrator of the Singapore CA Qualification and the Designated Entity to confer the Chartered Accountant of Singapore - CA (Singapore) - designation.

ISCA is an Associate of Chartered Accountants Worldwide – supporting, developing and promoting over 640,000 Chartered Accountants in more than 200 countries around the world.

For more information, visit [www.isca.org.sg](http://www.isca.org.sg).

**b) Event Overview - Singapore Accountancy and Auditing Conference**

(formerly known as the Singapore Accountancy Convention)

As Singapore develops into a global accountancy hub, all stakeholders should have a keen understanding of the sector's dynamic future. In line with this, ISCA organised the inaugural Singapore Accountancy Convention back in 2010, which is now known as the Singapore Accountancy and Auditing Conference (SAAC)

The SAAC brings together distinguished business leaders, international industry experts as well as senior partners from the accounting firms, C-suite executives from prominent companies and senior representatives from government agencies to share global and local perspectives on accountancy development and issues. The themes for the past years' conference include:

- 2010 - A Profession on the Move
- 2011 - Accountancy Entrepôt
- 2013 - The Singapore Chartered Accountant : A Beacon of the Asian Economy
- 2014 - Staying Ahead of the Curve
- 2015 - Leading Change the Asian Way
- 2016 - Financial Reporting: Meeting Investors' Needs, Strengthening Market Confidence

Hailed as the key accountancy event in Singapore, the SAAC is held annually and organised by the Institute of Singapore Chartered Accountants. Riding on the success of six conventions held since 2010, local and international speakers and panelists will gather again in Singapore in 2017 to explore the next phase of change for the accountancy profession.

For more information, visit [www.singaporeaccountancyconvention.sg](http://www.singaporeaccountancyconvention.sg)

## 2) Statement of Work

### a) Purpose

The purpose of this Request for Proposal (RFP) process is to invite event management vendors to submit their proposal to manage the Singapore Accountancy and Auditing Conference 2017. This document contains the requirements necessary for a successful event.

### b) Scope

ISCA will have resources for some aspects of the event such as the conceptualization of the theme, development of the content, budget, plus event promotions. We will require the event management vendor to manage the pre-event planning, budgeting, logistics, speakers' management, attendees' management and onsite management. Please see further details in "Scope of Work" section.

### c) Project Schedule

This schedule is based on our current timelines, subjected to change

Project Timelines	Deadline
RFP Delivered to Vendors	16 January 2017
RFP Close Date	10 February 2017
Start Vendor Evaluations	13 February 2017
Award Contract to Vendor	28 February 2017

### 3) Proposal Submission Procedure

#### a) Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements and other details of the RFP, and will ask any questions to ensure such understanding is gained. ISCA retains the rights to disqualify vendors who do not demonstrate a clear understanding of our needs, Furthermore, the right to disqualify a vendor extends past the contract award period and ISCA will be at no fault, cost, or liability.

#### b) Good Faith Statement

All information provided by ISCA is offered in good faith. Specific items are subject to change at any time based on business circumstances. ISCA does not guarantee that any particular item is without error.

#### c) Communication & Proposal Submission Guidelines

Communications shall not be effective, unless a specified procurement executive who is responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communications govern over written communications.

- Please submit your proposal on and before **8 February 2017**.
- Please send questions related to this RFP, and vendor proposals to:

***Institute of Singapore Chartered Accountants***

***Anne Tay***

***Email: [anne.tay@isca.org.sg](mailto:anne.tay@isca.org.sg)***

***Tel: +65 6597-5540***

#### d) Evaluation Criteria

The purpose of this section is to identify suppliers with the interest, capabilities, and financial ability to manage the conference, as defined in the “Scope of Work”.

All proposals will be evaluated systematically, based on the following criterion – Proposed concept and design of the event, capabilities demonstrated with past similar events, depth of capabilities and partners, and cost.

#### e) Short-list Selection

Vendors who have demonstrated their capacity to meet our needs will be contacted via phone and/or email to be notified of their selection to move forward in the RFP process. Vendors who have not been selected will not be contacted.

### 4) Scope of Work and Business Requirements

ISCA will require the event management vendor to manage the following aspects of the event:

#### a) Plan

- Pre-event Schedule : Create project schedule with deadlines and key milestones for the event for a ***minimum of 600 delegates***., which will be held in the ***first week of October 2017***.
- Theme : Provide creative design options that will be incorporated in all promotions, printed materials, and onsite signage
- Budget : Manage overall budget throughout the pre-event planning stage

- Conference Schedule : Work with ISCA's internal staff to create a schedule of keynotes, breakout sessions and speakers

## **b) Event Promotions**

- Promotions: ISCA's internal staff will coordinate email and other marketing to promote the event to members and partners.
- Event websites: ISCA will provide the websites for the Conference. Updates will be provided to the event management vendor.
- Registration System: Vendor will be required to provide a registration system, which would include pre-event registration, onsite registration as well as the issuance of Certificate of Attendance
- Promotional Materials: Provide options for and manage the production of all event promotion giveaways (i.e. Conference Bags, Door Gifts, Prizes, etc)
- Media buy: vendor may propose various marketing avenues for the publicity and promotion for the Conference.
- Conference Marketing Materials: ISCA's staff will provide guidance on marketing materials required (printed and digital, inclusive of an Event App). Event management vendor will be required to produce and prepare materials for distribution

## **c) Event Plan & Logistics**

- Venue: ISCA will confirm the venue directly with the venue owner.
- Backdrop and Staging: To provide custom designed backdrop, staging, rostrum and furnishing in alignment with the theme that has been agreed with ISCA.

- Onsite signage: Create all onsite signage including schedules, registration area and session rooms
- Audio Visual: Work with AV contactor and/or hotel for all audio visual requirements (Preference for Main Backdrop to include LED screen)
- Photography and Videography: Coordinate photography and videography of the Conference including, but not limited to, delegates, speakers and invited guests. In addition, a 30 sec post-event video for the Conference and framed photos, if required
- RSVP and Speakers Management: Manage RSVP for attendees and speakers, alongside all ISCA staff involved with the event.
- Staff Coordination: Manage communications with staff involved with the event including marketing / sales /customer services staff, attendees and speakers.

#### **d) On-Site Management**

- Registration: Provide onsite registration, and to manage registration of the Conference including sign-in, name badges, and distribution of promotional and Conference materials for attendees and speakers
- Daytime Events: Be onsite to manage logistics with ISCA and hotel staff to ensure a smooth event.

#### **5) Vendor Information**

All vendors must also submit the following:

- Corporate Overview: Legal Name, Year of Incorporation Number of employees

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- Services – description of all services and products supplied
  - Past Experience – Description of past events

## **6) Estimated Budget and Resources Required**

All vendors must provide a breakdown of costs related to the management of the event as outlined in the “Scope of Work”. Vendor must agree to keep the quoted pricing in their proposals for a minimum period of 60 days after proposal submission.

All proposals must include a project schedule and work breakdown structure, which identifies timelines, key milestones, project phases or other project plan information.

A proposed payment schedule should also be included in the proposal.