SPESIFIKASI TEKNIKAL

SEBUTHARGA BIL. 11/2021:
PERKHIDMATAN SECARA MAYA DAN SEMINAR PAKEJ BAGI PROGRAM APEC POLICY DIALOGUE ON SMES AND ENTREPRENEURSHIP FRAMEWORK:LET'S BE COHERENT AND COHESIVE (HYBRID MODE)

1. BACKGROUND OF PROGRAMME

SME Corp. Malaysia will be organizing a 3-day policy dialogue, conceptualization and policy recommendation, entitled APEC Policy Dialogue on SMEs and Entrepreneurship Framework :Let's be Coherent and Cohesive which aims:-(i) to develop an inclusive and comprehensive SMEs and entrepreneurship policy to be adopted by the APEC economies; (ii) to harmonize the roles of entrepreneur development policies and programmes in order to support the APEC economic agenda, in order to create a conducive and integrated entrepreneurship ecosystem among the APEC economies.

2. OBJECTIVE OF PROGRAMME

This project has two (2) objectives:

1. To develop an inclusive and comprehensive SMEs and entrepreneurship policy to be adopted by the APEC economies; and

2. To harmonize entrepreneur development policies and programmes in order to support the APEC economic agenda, in order to create a conducive and integrated entrepreneurship ecosystem among the APEC economies.

3. PROGRAMME IMPLEMENTATION PHASE

The program will have a maximum of 500 participants for three (3) days of online training, with Malaysian officials and stakeholders physically participating and other APEC representatives virtually participating from their respective economies.

a. Day 1- Build up and full rehearsal
b. Day 2 – Dialogue session
c. Day 3 - Six (6) breakout sessions
d. Day 4 - Round table discussion
e. Day 5 – Tear down (half day)

4. SYARAT-SYARAT LAIN

4.1 Pendaftaran dengan Kementerian Kewangan yang masih sah laku dalam kod bidang bersesuaian seperti berikut:
210108 dan / atau 222501.

4.2 Pemilihan penyebutharga akan dibuat berdasarkan pematuhan kepada semua kriteria yang ditetapkan.

4.3 Pihak SME Corp. Malaysia berhak untuk menamatkan kontrak atau meminda kos pembayaran yang telah dipersetujui antara SME Corp. Malaysia dan penyebutharga pada bila-bila masa sekiranya:
- TIDAK mematuhi jadual pengeluaran yang ditetapkan;
- TIDAK memenuhi skop kerja yang telah dipersetujui; dan
- TIDAK membekalkan peralatan mengikut dalam spesifikasi, contohnya *Virtual Management System*.

4.4 Penyebutharga wajib mempunyai keupayaan untuk menjalankan kerja-kerja perkhidmatan ini mengikut spesifikasi yang telah ditetapkan di dalam jangka masa yang ditetapkan.

TECHNICAL SPECIFICATION FOR VIRTUAL EVENT MANAGEMENT SYSTEM & SEMINAR PACKAGE FOR APEC POLICY DIALOGUE ON SMES AND ENTREPRENEURSHIP FRAMEWORK: LET'S BE COHERENT AND COHESIVE

NO.	JOB SCOPE	REMARKS

1	**Pre – Event Work**
	
	1.1 Conference Conceptualisation
	
	To provide the necessary designs as per requirements of the event components as per the following:
	
	1.1.1 To propose three (3) concept designs and to provide suitable e-backdrops (digital animated backdrop) according to the flow of the event as such:
	
	    i. VIPs' speeches
	    ii. Session 1: Sharing of Best Practices / Plenary Session
	    iii. Session 2: Breakout Sessions
	    iv. Session 3: Roundtable Discussion
	
	   *Refer to programme
	
	1.1.2 To propose three (3) designs and construct one photo opp printed backdrop during the officiation day by VIPs / media conference.
	
	1.1.3 To propose three (3) designs and print two (2) stand buntings of the event
	
	1.2 Virtual Management System
	
	To recommend and provide suitable virtual platforms/applications that can incorporate the following requirements.
	
	1.2.1 **Virtual Landing Page**
	
	To provide an interactive virtual landing page that can enable users to view daily programmes, VIP profiles, speakers profiles, participants' portfolio, presentation materials, sponsors lounge, as well as greet and meet area.
	
	1.2.2 **Virtual Conference Platform**
	
	To propose and to provide an appropriate set up for a virtual forum platform (incorporating but not limited to the options of Microsoft Team, Webex, Cisco or any other creative online conference application that can be accessible by APEC economies). The platform must enable	

     i.   Six (6) breakout sessions to happen simultaneously
    ii.   polling conducted within discussion sessions
   iii.   Q&A between moderators, speakers, and participants
   iv.   Materials / presentation / visuals to be projected on screen and shared between speakers and participants during sessions

1.2.3 To provide sufficient technical assistance in managing multiple breakout sessions as per program requirement.

1.2.4 To design and built a virtual conference dashboard according to the concept approved with the following requirements:

     i.   Conference / session title
    ii.   Speakers name
   iii.   Broadcast date and time
   iv.   Total question receives during conference / session
    v.   Statistics for total visit and RSVP list
   vi.   Check-in list
  vii.   Question list from participant

1.2.5 To provide visitor profile management of the event which includes the collating of speaker's high-resolution pictures and profiles as well as materials.

1.2.6 To integrate a survey platform requesting for speakers and participants feedback after each session.

1.3   Video Pre-recordings and Editing

1.3.1 To design, shoot, and produce:

     i.   One (1) short video (without voice over) as part of the opening session for VIPs;
    ii.   One (1) short compilation video of the three (3) days event for the closing session; and
   iii.   One (1) compelling welcoming video on Malaysia and business ecosystem (3 minutes)

1.3.2 To provide recording manual tutorial and minor editing pre-recorded video by speakers if needed.

1.4   Content Management

1.4.1 Content management for all presentation slides from speakers, moderators, presenters to be consolidated and to follow the flow of the programme.

1.4.2 Content management of materials includes but is not limited to:

    i.   Managing content according to flow and keeping track of updates
    ii.   Files conversion as per required
    iii.   Uploading back- ups
    iv.   Documents versioning

1.5   **User Invitation and Registration Management**

1.5.1 To provide link of the invitation, registration / RSVP for the event and user details so that it can be retrieved and uploaded into the database**.**

1.5.2 To provide email & SMS notifications of the registration to participants.

1.5.3 To provide guidelines for accessing the event including hardware specification equipment and internet connection, instruction to install and login to the online platform. (This user guideline shall be approved by the Project Overseer before sending it to the participants)

1.6   **Technical Equipment and Experts Provision**

1.6.1 To provide and equip the designated venue of the event with sufficient and appropriate livestreaming hardware and software which must meet and are not limited to the following:

    i.   A Green Screen area for the VIPs (if necessary);
    ii.   Full ambience lighting;
    iii.   Encoder and decoder equipment;
    iv.   Broadcasting mixing capabilities;
    v.   Professional camera equipment with connections to live streaming system;
    vi.   Four (4) handheld microphones c/w four (4) desktop mic stands to be placed at the head tables with connections to live streaming system;
    vii. One (1) display LED TV (50" inch) for presentation to be placed in front of the table if necessary;
    viii. Recommend appropriate measurement for SME Corp's approval and provide stage if the location provider does not provide any suitable stage space;
    ix.   Two (2) display panels (projector screen) and projectors on each sides of the main stage or where suitable for live feed;
    x.   To provide suitable power socket supply and sufficient highspeed broadband internet connectivity (500 mpbs) for the event; and

	xi. Sufficient technical support team to manage the running of the equipment and virtual event apart from those provided by the venue provider to manage the flow of the event. **1.7 Server Hosting** To develop and to provide server hosting to support the webpage of the event for at least one (1) month or throughout the preparation timeframe. **1.8 Event Promotion** To design electronic promotional materials of the event for various social media platforms such as Facebook, Twitter, and Instagram based on the design concepts approved by SME Corp. Malaysia. **1.9 Build Up / Rehearsal** 1.9.1 To build up the designated conference area with technical equipment within the stipulated time frame at the venue approved by SME Corp. Malaysia within the Klang Valley. 1.9.2 To undertake a technical dry run and system test at least three (3) weeks before the event and another rehearsal one (1) day before the actual event with the speakers, participants, and organizer. 1.9.3 The system test must include performance, load, and stress testing of the components of the virtual management system and applications prior to the event to ensure seamless usage during the event days.	
2	**Event Day Work** 2.1 To ensure a dedicated registration page for online registration during the event. 2.2 To ensure the Virtual Event Website is interactive and responsive according to the user guidelines. 2.3 To ensure virtual activities and engagement is in order according to the programme of the event. 2.4 To ensure and monitor the network bandwidth capacity to avoid any interruption during Live Stream.	

	2.5 To ensure all equipment / services run smoothly during the event by managing any unexpected technical situation that should occur during the event. 2.6 To ensure there are enough technical experts for monitoring and troubleshooting of the event. 2.7 To ensure that the conference runs according to the program stipulated.	

3	**Post Event Work**
	
	3.1 Tear Down
	
	To remove all the necessary equipment from the venue after the event (if applicable).
	
	3.2 Event Report
	
	3.2.1 To generate reporting of the event performances according to the organiser's requirements as per but not limited to the following:
	
	   i. To design and propose an appropriate survey or questionnaire form;
	   ii. To ensure that the form will pop-up when visitor log out;
	   iii. The form requires visitor to fill up their satisfaction level and leave comment(s) of their virtual experiential journey and quality of the content and discussion from the session(s);
	   iv. The form will be stored on a virtual dashboard;
	   v. To design and propose appropriate reporting templates for the components of the event; and
	   vi. Daily report and total closing report to be auto accumulated as the statistic analytical report.
	
	3.2.2 To ensure that the data compilation for the event is ready at any given time needed by organizer.
	
	3.2.3 To design and produce a presentation deck with the detailed reporting of the event and analysis of feedback from participants within three (3) days after the event.
	
	3.2.4 To produce a binded copy of the report to the organizer within three (3) days after the event.
	
	3.2.5 To ensure the screen recordings of the sessions should be processed and submitted to the event organizer within 1 week after the event.
	
	3.3 Webpage Hosting and Technical Support	

	3.3.1 To maintain the hosting of the webpage and virtual technical support for the duration agreed to ensure that materials can be accessed by organizer or participants if required. 3.3.2 To transfer all presentation and recording materials of the conference to an external hard drive and to provide it to organizer.	

4.	**<u>Venue Rental & Seminar Package (Half-day)</u>**
	
	4.1 To suggest appropriate venue (within Klang Valley) that can accommodate the following requirements along with making the necessary bookings upon approval from SME Corp. Malaysia for the following:
	
	    a. Day 1 - Build up and full rehearsal;
	    b. Day 2 - Panel Dialogue sessions;
	    c. Day 3 - Six (6) breakout sessions;
	    d. Day 4 - Round table discussion; and
	    e. Day 5 - Tear down (half day).
	
	4.2 For the full rehearsal on Day 1 - One (1) seminar room accommodating 80 people arranged in a round table (halfmoon setup) with a distance of 1 meter each is required on that date.
	
	4.3 For the dialogue session on Day 2 - One (1) seminar room accommodating 80 people arranged in a round table (halfmoon setup) with a distance of 1 meter each is required on that date.
	
	4.4 For full rehearsal session and dialogue sessions on Day 1 and Day 2 - Five (5) cordless microphones and two (2) rostrums are provided on the stage in the hall. The stage requires five (5) VIP seats and tables for the opening and dialogue sessions.
	
	4.5 (Day 1 - 4) - One (1) LED screen/ Green screen for the purpose of backdrop, online forum and video display.
	
	4.6 (Day 1 - 4) - Broadcast System (PA System) in the room with audio cable to be installed from PA System to Laptop.
	
	4.7 (Day 1 - 4) - Secretariat Room setup that includes a printer, chairs, and tables that can accommodate up to 20 people.
	
	4.8 (Day 2) - Holding Room for VIP that can accommodate seven (7) people including the provision of drinks and fruits (Light	

sila nyatakan di ruangan ini untuk maklumat lanjut / tambahan berkaitan tawaran yang dikemukakan atau kemukakan kertas cadangan tambahan jika ruang tidak mencukupi

	refreshments) - (on complimentary basis). Menu must be submitted to organizer for selection.	
	4.9 (Day 3) - Seminar package for 30 people and appropriate set up for the breakout session(s) with a distance of 1 meter apart from each table.	
	4.10 (Day 4) - Seminar package for 30 people with a U-shape setup with a distance of 1 meter apart from each table.	
	4.11 Set ups must comply with the latest Malaysian National Security Council's COVID-19 guidelines.	
	<u>Notes:</u>	
	a. The seminar package must include breakfast, Lunch, snacks and mineral water and Complimentary Care Kit. b. Venue must be sanitized and disinfected before, during, and after meeting (whenever appropriate). c. Built-in LCD (text) signage at the entrance foyer. d. Menu selection must be provided and approved by organiser. e. Free internet access in the Seminar Room and Secretariat Room f. Flat rate for parking. g. Two (2) accommodation rooms for the secretariat following event duration (on complimentary basis). h. SME Corp. Malaysia reserves the right to make changes to the requirements. b. Vendour should be able accommodate any assigned ad-hoc requests from the Secretariat.	

Saya / Kami memperakui maklumat yang diberikan adalah benar dan bersetuju menyediakan perkhidmatan dinyatakan selaras dengan terma & syarat dalam dokumen Sebutharga Bil. 11/2021.

....
Nama   :

Jawatan   :

Tarikh   :

Cop Syarikat   :