

# Service Specifications for Event Management Services

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## **Invitation to submit a tender for Event Management Services**

### **1. AFRC Background**

The Accounting and Financial Reporting Council (“**AFRC**”) is an independent body established under the Accounting and Financial Reporting Council Ordinance. The AFRC is the independent regulator of the accounting profession in Hong Kong.

### **2. Event Management Services Project**

2.1 To enhance collaboration and development of the profession locally and globally, we hosted the first Regional Regulatory Forum (“**RRF**”) last year, attended by over 370 industry leaders. Following positive feedback, the AFRC plans to hold the next RRF at Marriott Ocean Park, Hong Kong, on 10th November 2025, with the following objectives:

- To promote high standards of audit and reporting to safeguard investors and uphold trust in the accounting profession and financial markets.
- To facilitate dialogue, knowledge exchange, and establish AFRC thought leadership among a wide range of stakeholders, including local and international regulators, accounting firm leaders, management of listed companies, audit committees, board of directors, investors, and other key parties involved in accounting and financial reporting.
- To position Hong Kong as a leading international financial centre.

2.2 The AFRC intends to engage a service provider (“**Contractor**”) to provide event management services for the AFRC Regional Regulatory Forum 2025 (“**Project**”).

### 3. **Service Specifications**

The elements of the Project include:

#### Event Branding and Communications

##### 3.1 Key Visuals

- Develop the forum's conference key visual, incorporating existing RRF logo for continuity.

##### 3.2 Registration Portal and Event Website

- Create a site and page for guest registration that includes panel information and the event rundown.

##### 3.3 [Event Website](#) (RRF 2024 website for reference)

- Develop an interactive website with a full [programme rundown](#) (RRF 2024 programme for reference), speakers' biographies, detailed panel information, and facilitate live polling and Q&A during the sessions.
- The event website should also serve as a post-event site to showcase panel highlights, speaker insights, session recordings, event highlights video, and curated photo galleries.

##### 3.4 Email Blasting and Communications

- Produce, send and manage the following EDMs:
  - Save the date: Invite guests to save the date.
  - Invitation Email: Invite guests to register (to be sent in few batches).
  - Acknowledgement Email: Confirm receipt of registration.
  - Confirmation Email: Provide a unique QR code for event entry.
  - Decline Email: Notify guests whose registrations could not be accommodated.
  - Reminder Email: Send a final reminder before the event.

##### 3.5 Programme Rundown

- Arrange a detailed programme rundown covering all sessions, video interludes, and hospitality timings.

## Production and On-Site Execution

### 3.6 Guest Registration System (for check-in and check-out):

- Provide daily updates of registration data and real-time attendance reports during the event.
- Set up a QR code-based check-in system (supporting both pre-printed badges and on-demand printing).
- Offer solutions for a smooth check-out process for attendees requiring CPD points

## Manpower Deployment

### 3.7 On-site Registration and Check-out:

- Adequate on-site support to manage check-in, ensuring an efficient registration process
- Assist with attendee check-in/check-out, troubleshoot any technical issues such as QR code scanning, badge printing, etc.
- Check-out guest, for those requiring CPD points, and distribution of souvenirs.
- Provide logistics support for media registrations and interview set up if needed

### 3.8 Event Support Staff (Helpers/Runners)

- Guide attendees to seating areas, breakout sessions, or networking zones.
- Assist speakers with mic handovers, presentation slides, or technical needs.
- Manage crowd flow during peak periods (e.g., registration, coffee breaks).

### 3.9 Professional MC:

- Engage a professional MC to facilitate the event, including introducing speakers, managing interactive segments (e.g., Q&A and polling sessions), keeping the event on schedule and managing transitions between sessions

## Staging and Set Production

### 3.10 Backdrops and Podium Wrap:

- Install a vinyl backdrop (20ft x 7.5ft with side panels).

- Custom podium wrap (750mmW x 1190mmH x 600mmD).
- 3.11 LED Walls and Digital Signage:
- Provide LED wall (2.8 m height X 9m width; 16 x 9 ratio; high-res dpi) for welcome address, opening remarks, keynote speeches, panel sessions, polling sessions, and other key moments.
- 3.12 Live Streaming Services:
- High-definition streaming with professional switching (keynote speeches, panels, Q&A/polling etc).
- 3.13 Conference Items and Resources:
- Design and production of guest badges
  - Branded mic tags, session name placards, and physical signages.
  - Background music throughout the venue.
  - AFRC branded photo opportunity with props at reception foyer area.
  - Source and manage production of branded event souvenirs for participants.
  - Tokens of appreciation for speakers.

### Video Production

- 3.14 Launch Ceremony:
- Produce a dynamic lead-in video (approx. 30 seconds) for the kick-off ceremony.
  - Develop a full-length AFRC kick-off video (approx. 1 minute)
  - Note: The tenderer may provide other suggestions to video(s) for the for the launch ceremony.
- 3.15 Full Event Video:
- Capture the entire event including panel discussions for on-demand viewing.
- 3.16 [Post-Event Video](#)
- Produce a post-event video content capturing key moments and speakers.

### 3.17 Photography and Videography

- Deploy two professional photographers and one videographer to cover the entire event.
- Ensure instant photo services are available, offering both digital access (via QR codes) and on-the-spot printing options.

### 3.18 Optional to Quote

- One welcome or post-conference dinner for up to 50 select (overseas) guests. Tenderer to propose hospitality programme and venue.
- Full-day round table meeting to be held on 11 November 2025, from 0900 to 1700, to take place for 50 participants. Tenderer to propose suitable venue and provide quote for AV set up including gooseneck table mics for participants.
- RRF 2025 giveaways (500 pcs).
- RRF 2025 tokens of appreciation for speakers (30 pcs).

## 4. Timetable

The timetable for the tender process is summarised in **Annex A** of this document.

## 5. Other Terms

The Contractor will be required to carry out the services ("**Services**") contemplated in the Proposal (as defined in the Conditions of Tender) under such terms and conditions, unless otherwise agreed by the AFRC.

### 5.1 Incorporation of Proposals into the Contract signed with the AFRC

5.1.1. The Contractor acknowledges and agrees that the AFRC is entering into the Contract (as defined in the Conditions of Tender) on the basis of the Proposal and responses ("**Responses**") to the AFRC's enquiries submitted by the Contractor and that the Proposal and Responses are accurate and complete in all material respects and are not misleading.

## 5.2 Confidentiality

- 5.2.1. The Contractor shall not at any time during or after the course of the Project divulge or allow to be divulged to any person any Confidential Information concerning the AFRC other than to its employees, officers, agents or sub-contractors who need to know the same for the purpose of implementing the Project. All Confidential Information shall be used only for the purpose for which it was disclosed.
- 5.2.2. **“Confidential Information”** means (a) all information disclosed in written, oral, electronic, visual or other form by the AFRC to the Contractor in the course of performing the Project; or (b) any materials, advice, recommendations, reports or any other materials containing information belonging to the AFRC or specifically relating to or relevant to the Project. Confidential Information does not include information that is:
- (i) in the public domain through no action or fault of the Contractor;
  - (ii) in the lawful possession of the Contractor at the time of receipt from the AFRC;
  - (iii) obtained from a third party who is lawfully entitled to divulge it;
  - (iv) disclosed with the prior consent in writing of the AFRC; and
  - (v) required to be disclosed by a court or other competent authority lawfully entitled to require such disclosure.
- 5.2.3. The Contractor agrees and undertakes to fully indemnify the AFRC, its authorised users, assigns and successors-in-title from and against any actions, proceedings, costs, claims and demands brought or made against any of them and against all loss, fines or expenses suffered by any of them as a result of a failure by the Contractor to comply with the terms of this clause 5.2.
- 5.2.4. Any disclosure or misuse of any Confidential Information by the Contractor, or the employees, agents or sub-contractors of the Contractor shall be deemed to be the default of the Contractor.
- 5.2.5. Upon expiry or early termination, the Contractor shall return to the AFRC all documents or materials related to the Project belonging

to the AFRC or Confidential Information collected from the AFRC including both hard copies and soft copies within 15 days of termination or completion.

### **5.3 Personal Data**

- 5.3.1. The parties acknowledge that the AFRC is a Data User and that the Contractor is a Data Processor. All the Personal Data processed by the Contractor on behalf of the AFRC belongs to the AFRC and the Contractor shall have no rights to such Personal Data.
- 5.3.2 The Contractor shall, and shall ensure that any sub-contractor with whom it contracts to process Personal Data on its behalf in connection with the Contract shall:
- (a) process the Personal Data in compliance with the PDPO;
  - (b) not do or omit to do anything which would cause the AFRC to breach any of its obligations under the PDPO;
  - (c) process the Personal Data only to the extent, and in such manner, as is necessary for the purposes of providing the Services and in accordance with the AFRC's instructions from time to time;
  - (d) keep the Personal Data strictly confidential and not use or disclose it for any purpose other than the specific activities authorised pursuant to the Contract;
  - (e) promptly, on request by the AFRC, return to the AFRC all the Personal Data, together with all copies thereof in any media in its power, possession or control;
  - (f) take appropriate technical and organisational measures against unauthorised or unlawful processing, accidental loss or destruction of or damage to the Personal Data;



- (g) provide such information as is required by PDPO or is reasonably necessary to enable the AFRC to satisfy itself of the Contractor's compliance with this clause.

5.3.3. The Contractor shall ensure that access to the Personal Data is limited to:

- (a) duly authorised officers, employees, agents and contractors ("**Contractor's Personnel**") who need access to the Personal Data to meet the Contractor's obligations under the Contract; and
- (b) such part or parts of the Personal Data as is strictly necessary for performance of the relevant duties of the Contractor's Personnel.

5.3.4. The Contractor shall ensure that all Contractor's Personnel:

- (a) are informed of the confidential nature of the Personal Data;
- (b) have undertaken training in the care, protection and handling of the Personal Data; and
- (c) are aware of both the Contractor's duties and their personal duties and obligations under the PDPO and the Contract.

5.3.5 The Contractor shall notify the AFRC immediately if it becomes aware of any unauthorised or unlawful processing, or any loss of, damage to or destruction of the Personal Data or if it receives any complaint, notice or communication relating to the processing of Personal Data or either party's compliance with the PDPO, and keep the AFRC informed of any related developments and provide all necessary co-operation and assistance in relation to such occurrence.

5.3.6. The Contractor will, on termination or expiry of this Contract or any part of it, and at any time on the request of the AFRC, either return or destroy the Personal Data (including all copies of it) immediately as instructed by the AFRC (provided that in relation to any partial

termination of the Services it shall not be required to do so where this would adversely affect the Contractor's ability to provide the remaining Services); and provide the relevant proof to the satisfaction of the AFRC.

5.3.7. The Contractor shall not transfer the Personal Data outside Hong Kong without the prior written consent of the AFRC.

5.3.8. The Contractor shall indemnify and keep indemnified the AFRC against all costs, claims, losses, damages, liabilities and expenses (including legal expenses) arising out of, or in connection with, any breach of this clause by the Contractor, its employees, agents and/or sub-contractors.

**"PDPO"** means the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong), as may be amended from time to time.

**"Data User", "Data Processor", "Data Subject", "Personal Data"** and **"processing"** shall be as defined in the PDPO.

#### **5.4 Cancellation, Postponement and Rescheduling of Project Service**

5.4.1 Any request for the postponement or rescheduling of booking for the Services received by the Contractor no later than Seventy-Two (72) hours prior to the scheduled time of event will be free of charge.

5.4.2 Notwithstanding clause 5.4.1, in case of bad weather and unforeseen circumstances (such as acts of God (including typhoon, heavy rain and other extreme weather conditions etc.), war, pandemic (including COVID-19), acts of terrorism, government regulations, disasters, strikes, civil disorders, curtailment of transportation facilities, curfew or declaration of state of emergency, or any other emergency of a comparable nature beyond the parties' control that in each case make it illegal or impossible for the Contractor to perform its obligations under the Contract), the AFRC will be allowed to postpone, free of charge, the Project schedule to a date mutually agreed by the AFRC and the Contractor from the original schedule date of the Project. For

the avoidance of doubt, the provisions in clause 5.4.1 regarding the 72-hour notice shall not apply. However, if the AFRC requests to cancel the Project, the Contractor shall refund all deposit and/or prepayments made by the AFRC within thirty (30) days of receipt of the notice of cancellation, less any fees related to such items of the Services performed by the Contractor and accepted by the AFRC in writing. The AFRC shall not be responsible for any loss or expenses, including any consequential loss / damages or loss of revenue, profit or opportunity, suffered or incurred by the Contractor due to the cancellation.

## **5.5 Duration and Termination**

5.5.1 The Contract shall commence on the date specified in letter of acceptance of offer issued by the AFRC ("**Letter of Acceptance**") and end on the date when the Contractor has discharged all its obligations in relation to the Services, unless otherwise terminated by the AFRC.

5.5.2 The Contractor shall use its best endeavours to perform the Contract with such due care and skill as is expected of a provider of similar services and of comparable standing in the industry. The AFRC may at its absolute discretion immediately terminate the whole or any part of the Contract by notice in writing to the Contractor if:

- (i) the Contractor commits a breach of any provision of the Contract and in the case of a breach capable of remedy, the Contractor fails to cure the breach to the satisfaction of the AFRC within fourteen (14) days (or such longer period as specified in the notice) of the written specification of the breach from the AFRC;
- (ii) the Contractor is incapacitated or otherwise unable to provide the Services, and a substitute or replacement to the AFRC's satisfaction is not found;
- (iii) the Contractor has made a material misrepresentation (including submission of false statement or inaccurate information) in its Proposal and Responses;
- (iv) the Contractor has gone into liquidation either compulsorily or voluntarily (save for the purpose of reconstruction or

amalgamation) or if a receiver is appointed in respect of the whole or any part of its assets or if the Contractor makes an assignment for the benefit of or composition with his creditors generally or threatens to do any of these things or any judgment is made against the Contractor or a similar occurrence under any jurisdiction affects the Contractor;

- (v) the Contractor has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
- (vi) the continued engagement of the Contractor or the continued performance of this Contract is contrary to the interest of national security; or
- (vii) the AFRC reasonably believes that any of the events mentioned in (iv) to (vi) above is about to occur,

provided always that such determination shall not prejudice or affect any right or action or remedy which shall have accrued or shall accrue thereafter to the AFRC.

5.5.3 Without affecting any other right or remedy available to the AFRC, in the event of early termination of the Contract:

- (i) the Contractor shall refund all deposit and/or prepayments made by the AFRC within thirty (30) days of receipt of the notice of termination, less any fees related to such items of the Services performed by the Contractor and accepted by the AFRC in writing ;
- (ii) the AFRC shall not be responsible for any loss or expenses, including any consequential loss / damages or loss of revenue, profit or opportunity, suffered or incurred by the Contractor due to early termination; and
- (iii) in the event of termination in accordance with clause 5.5.2 above, the AFRC shall have the right to assign the remaining Services to be completed under the Contract to another service provider or service providers, whereupon the Contractor shall be liable for any sums so incurred in excess of the Contract price.

## **5.6 Publicity**

- 5.6.1 The Contractor shall not publish or use any advertising or other publicity material in connection with the Project nor include the name of the AFRC in its list of clients without the prior written consent of the AFRC.

## **5.7 Disclosure by the AFRC**

- 5.7.1 The Contractor hereby irrevocably authorises, consents and agrees that the AFRC may, without any further reference to the Contractor, disclose the information related to the name and/or identity of the Contractor, and terms and pricing of the Contract in any legal proceedings or to a government entity upon requested.

## **5.8 Non-Waivers**

- 5.8.1 No failure by the AFRC to exercise, and no delay by the AFRC in exercising, any right, power or remedy under the Contract shall operate as a waiver thereof, nor shall any single or partial exercise of any right or remedy preclude any other or further exercise thereof or the exercise of any other right or remedy. No custom or practice of the AFRC at variance with the terms hereof shall constitute a waiver of the rights of any party hereunder. The rights, powers and remedies herein provided are cumulative and not exclusive of any rights, power or remedies provided by law.

## **5.9 Governing Law**

- 5.9.1 The Contract shall be governed by and construed in accordance with the laws of Hong Kong. The parties shall submit to the exclusive jurisdiction of the Courts of Hong Kong.

## **Annex A**

### **Timetable for the Tender**

<b>Task No.</b>	<b>Key Dates</b>	<b>Action Item</b>	<b>Responsible Party</b>
1.	19 May 2025	Submission of tenders by bidding vendors	Bidding vendors
2.	29 May 2025 <i>(To be confirmed in writing by AFRC)</i>	Presentation by the shortlisted vendors and evaluation by the Assessment Panel  - 45 minutes for each vendor (25 mins for presentation and 20 mins for Q&A)	AFRC Tender Assessment Panel and shortlisted vendors
3.	In the week of 16 June 2025 <i>(To be confirmed by AFRC)</i>	Issue of Acceptance Letter to the selected vendor	AFRC
4.	In the week of 16 June 2025 <i>(To be confirmed by AFRC)</i>	Kick-off the Project	Selected vendor and AFRC