



AUS4GROWTH



**BOSTON
CONSULTING
GROUP**

Request for Proposal (RfP)

Reference No. 005.03

Event Management Services
for Aus4Growth Program

Structure

Part 1 – Overview

Part 2 – Scope of services

Part 3 – Evaluation and selection criteria

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1 Overview

1.1 RfP title

Request for Proposal title	Event Management Services for Aus4Growth Program
Reference	005.03
Issued by	Boston Consulting Group (BCG), as Managing Contractor of the Aus4Growth program (A4G), on behalf of the Australian Government Department of Foreign Affairs and Trade (DFAT)

1.2 Invitation to submit proposals

BCG, as Managing Contractor of the Aus4Growth program (A4G) on behalf of DFAT, invites suitably qualified event management companies to submit proposals to provide event management and coordination services to support A4G events and activities.

The selected service provider will be engaged to provide end-to-end event management support for a range of A4G events, including workshops, forums, conferences, training activities, launches and other program events, as required.

Further details on the scope of services, deliverables and requirements are set out in this RfP.

1.3 RfP contact details and communications

Proposals and supporting documentation must be submitted by email by **17:00 ICT, 19 October 2026** with the subject line **Proposal – [Firm Name] – Event Management Services** to the following contact:

Contact name	Hang Pham
Position	Program Coordinator
Email	Pham.Hang@bcg.com

All communications in relation to this RfP must be directed to the nominated contact person above. Bidders must not contact other representatives of BCG, Aus4Growth or DFAT in relation to this RfP.

1.4 Overview of RfP conditions

By submitting a proposal, bidders acknowledge and agree that:

- BCG is not obliged to accept any proposal or to award a contract as a result of this RfP;
- BCG may amend, suspend or cancel the RfP process at any time;
- All costs incurred in preparing and submitting a proposal are the sole responsibility of the bidder; and
- Proposals submitted in response to this RfP will be treated as confidential, subject to applicable laws and contractual obligations.

2 Scope of services

2.1 Context

Aus4Growth (A4G) is a partnership between Australia and Vietnam and aims to close gaps in policy and practice to support enhanced economic growth, trade and investment, clean energy and transport, inclusion, and digital acceleration.

Building on previous programs – Aus4Reform and Aus4Transport – A4G integrates emerging initiatives in economy, energy, trade, inclusion, and digital. A4G will directly support the priorities of the Australia – Vietnam Development Partnership Plan 2025-2030 and the Australia-Vietnam Comprehensive Strategic Partnership (March 2024).

A4G is funded by the Australian Government Department of Foreign Affairs and Trade (DFAT) and managed by Boston Consulting Group.

A4G regularly organises courses, trainings, workshops, forums, conferences, launches and other events, both face-to-face and online. Events may involve government counterparts, international organisations, private sector representatives, development partners, experts and other stakeholders.

A4G therefore requires event management services to support the effective planning, coordination and delivery of professional, inclusive and well-organised events that meet program, branding and Australian Government requirements.

The selected service provider will work under the overall supervision of the designated A4G team member and will work closely with relevant A4G program, domain and operations teams.

2.2 Deliverables

A4G is seeking a suitably qualified event management company to provide end-to-end event management and coordination services for A4G events on an as-needed basis. Events may be **in-person, virtual or hybrid**, and may take place in Hanoi or other locations in Vietnam, including high-level events involving senior government and international stakeholders.

Depending on the nature and scale of each event, services may include the following:

Event planning and coordination

- Attend initial briefings and develop event creative concepts with accompanying workplans, implementation schedule and event checklist;
- Coordinate with A4G and relevant stakeholders throughout the planning and implementation process and proactively manage event-related risks, issues and dependencies.

Venue and event setup

- Identify and coordinate suitable venues, including bookings, room setup, registration areas, signage and branding.
- Arrange and coordinate AV, sound, lighting, furniture, equipment and technical requirements, including venue and technical checks.

Participant and guest management

- Support development, printing and distribution of invitations and/or event registration materials based on content provided or approved by A4G;

- Manage registration and reception, including support for VIPs, speakers and guests and reasonable accessibility requirements.

Event delivery and logistics

- Provide on-site or virtual event management and coordinate speakers, suppliers, technical requirements and event flow.
- Coordinate and provide catering, printing, event materials, interpretation, photography/videography, transport and other event-related services as required.
- Provide travel and logistical support for speakers, guests or participants where required, including coordination of transport and accommodation.

Media management catering and other event services

- Develop a targeted media list and coordinate journalist invitations and event briefings.
- Manage media attendance and facilitate interviews with relevant speakers and stakeholders.
- Support media enquiries and coordination during the event.
- Monitor and report on relevant media coverage following the event.

Post-event support

- Complete venue and supplier close-out and provide attendance records, event documentation, agreed photo/video outputs and supporting invoices/receipts.
- Participate in post-event debriefs and provide other agreed post-event support.

The provider will appoint a **dedicated Event Coordinator/Account Manager** as the main point of contact for A4G and ensure appropriate personnel are available for each event.

Specific services and deliverables for each event will be agreed between A4G and the selected service provider based on the event requirements.

2.3 Key requirements

Interested firms must demonstrate:

- **Relevant experience:** Demonstrated experience providing professional event management services for workshops, conferences, forums, training programs, launches or other comparable events;
- **International client experience:** Experience delivering events for international organisations, development programs, diplomatic missions, government agencies, private sector organisations or other comparable clients;
- **End-to-end capability:** Ability to manage event planning, supplier coordination, venue setup, participant management and on-site delivery;
- **Project management:** Ability to manage multiple activities, suppliers and deadlines effectively and proactively identify and resolve operational issues;
- **Stakeholder coordination:** Strong ability to coordinate with clients, venues, suppliers, speakers, participants and other stakeholders;
- **Quality assurance:** Ability to deliver professional, high-quality events in accordance with agreed requirements and timelines;

- **Language capability:** Ability to communicate effectively in both Vietnamese and English; and
- **Local capacity:** Demonstrated capacity to deliver events in Hanoi and/or other locations in Vietnam, as required.

Preferred qualifications

The following will be considered an advantage:

- Experience delivering events for Australian Government, bilateral donor, multilateral, international development or diplomatic organisations;
- Experience delivering events involving Vietnamese government ministries/agencies and international stakeholders;
- Demonstrated capacity to manage events involving large numbers of participants;

3 Evaluation and selection criteria

3.1 Proposal submission requirements

Bidders should submit a proposal that substantively addresses the selection criteria specified below.

Proposal submissions should include:

1. **Company profile and capability** – brief overview of the organisation, including relevant clients, operating locations, event management capacity, flexibility and ability to work under tight deadlines;
2. **Relevant experience and portfolio** – examples of comparable events delivered, including event type, scale and services provided, particularly for international organisations, academic institutions, embassies or government agencies;
3. **Proposed team** - CVs of key personnel who will manage the engagement, including the proposed Event Coordinator/Account Manager. Key personnel should have relevant experience in event coordination, forums and conferences, with **5–7 years of relevant experience preferred**.
4. **Financial proposal** – completed using the MS Excel cost template provided as part of this RfP.

3.2 Evaluation criteria

Proposals will be evaluated based on:

- **Relevant experience and capability:** Demonstrated experience delivering event management services for international organisations, development programs, government agencies, diplomatic missions or comparable clients;
- **Quality of previous work:** Quality, scale and relevance of previous events delivered;
- **Proposed approach:** Understanding of A4G's requirements and proposed approach to event planning, coordination, risk management and delivery;
- **Team capability:** Relevant experience and capability of the proposed team;
- **Delivery capacity:** Ability to coordinate multiple suppliers and stakeholders and deliver events within agreed timelines and requirements; and
- **Financial proposal:** Proposed fees and overall value for money.

A4G is not bound to select the service provider that proposes the lowest price and reserves the right to negotiate fees and other contractual terms with the preferred bidder.

Financial proposal

Bidders must submit a financial proposal as part of their proposal submission using the template provided as part of this RfP. All prices must be quoted in VND, in whole numbers.

All prices must be quoted exclusive of Value Added Tax (VAT) for the purposes of financial evaluation. Bidders must, however, clearly state whether VAT will be applicable at contract negotiation and, where applicable, identify the expected VAT rate (%) and estimated VAT amount in the quotation template. All VAT must be calculated in accordance with Vietnamese tax regulations.

Format

All proposals must be submitted in PDF format, with the financial proposal in the MS Excel format.

4 RfP conditions and contract terms

4.1 RfP conditions

BCG reserves the right, at its sole discretion, to:

- Amend, suspend, or cancel this RfP at any time;
- Clarify any aspect of a proposal with a bidder;
- Accept or reject any proposal, in whole or in part;
- Not award a contract as a result of this RfP.

4.2 Costs of proposal preparation

All costs and expenses incurred by bidders in preparing and submitting a proposal, including any costs associated with clarification meetings or presentations, are the sole responsibility of the bidder. BCG will not be liable for any such costs, regardless of the outcome of the RfP process.

4.3 Disclaimer

The information contained in this RfP is provided in good faith for the purpose of assisting bidders in preparing a proposal. While BCG has taken reasonable care in preparing this document, it makes no representation or warranty as to the accuracy or completeness of the information provided.

Bidders are responsible for making their own enquiries and assessments in relation to this RfP and the proposed services.

4.4 Contract terms

The successful bidder will be required to enter into a **Services Agreement** with BCG, acting as Managing Contractor of A4G.

The Services Agreement will establish the general terms and conditions for the provision of services. Specific assignments will be agreed through **Work Orders** or other written instructions issued by A4G, setting out the required services, deliverables, timelines and applicable fees.

The initial term of the Services Agreement will be **12 months from the date of signing**, with the possibility of renewal or extension by mutual written agreement between the Parties, subject to satisfactory performance and continued value for money.

Submission of a proposal in response to this RfP constitutes the bidder's acknowledgement of its willingness to enter into the Services Agreement, subject to finalisation of the terms and conditions by the Parties.

4.5 Confidentiality

All information provided by BCG in connection with this RfP must be treated as confidential and used solely for the purpose of preparing a proposal. Bidders must not disclose any such information to third parties without BCG's prior written consent, except as required by law.

BCG will treat proposals received as confidential, subject to applicable laws, DFAT requirements, and contractual obligations.

4.6 Conflicts of interest

Bidders must declare any actual, potential, or perceived conflicts of interest that may arise in connection with the proposed services. This includes any relationships or activities that could reasonably be perceived to compromise the bidder's ability to perform the services impartially and independently.

BCG may, at its discretion, require bidders to propose appropriate mitigation measures or may exclude a bidder from the process if a conflict of interest cannot be adequately managed.

4.7 Ethics and compliance

The successful bidder will be required to comply with all applicable laws and regulations, as well as relevant DFAT, Aus4Growth, and BCG policies, including those relating to ethical conduct, fraud and corruption, safeguarding, and gender equality, disability, and social inclusion (GEDSI). This includes but is not limited to:

- Commonwealth Supplier Code of Conduct ([link](#))
- BCG Supplier Code of Conduct ([link](#))
- DFAT Child Protection Guidelines ([link](#))
- Commonwealth Procurement Rules ([link](#))
- Commonwealth Fraud and Corruption Control Framework 2024 ([link](#))
- DFAT International Disability Equity and Rights Strategy ([link](#))
- DFAT Preventing Sexual Exploitation, Abuse and Harassment Policy ([link](#))
- DFAT Family Planning and the Aid Program: Guiding Principles ([link](#))
- DFAT Information accessibility requirements combined in the Guidelines for preparing accessible content ([link](#))
- DFAT Environmental and Social Safeguards Policy for the Aid Program ([link](#))
- DFAT Australia's International Gender Equality Strategy ([link](#))
- DFAT Gender equality and women's empowerment strategy ([link](#))
- DFAT Displacement and Resettlement of People in development activities ([link](#))
- Background Checks: Mandatory security vetting, including vetting on the DFAT Consolidated List, the Criminal Code Act List, the World Bank List, or any other relevant list
- Compliance with DFAT's fraud, anti-corruption, and workplace safety guidelines.

Failure to comply with these requirements may result in termination of the contract.

Annex A: Quotation Form

1. General information

General Information	
Full legal name	Insert name
Trading name (if different)	Insert name
Tax code (if applicable)	Insert number
Type of entity (e.g. company)	Insert entity
Registered business office address	Insert address
Key Point of Contact	Insert name and position
Email	Insert email address
Phone	Insert phone number

Bidder's Point of Contact	
Contact person (authorised to negotiate and enter into a contract)/	Insert name
Position	Insert position
Phone number	Insert phone number
Email address	Insert email address

2. Quotation

No.	Service	Unit	Quantity	Rate (VND)	Note (if any)
A. AUDIO-VISUAL & PRESENTATION EQUIPMENT					
1	Sound system	Package	1		
2	Wireless handheld microphone	Pcs	1		
3	Wireless lapel microphone	Pcs	1		
4	LCD projector and screen	Set	1		
5	LED screen	m ²	1		
6	TV 55" inch	Pcs	1		
7	TV 75" inch	Pcs	1		
8	TV 100" inch	Pcs	1		
9	Presentation laptop	Pcs	1		

10	Presentation clicker	Pcs	1		
11	HDMI splitter and connector	Pcs	1		
12	Sound mixer	Pcs	1		
B. VIRTUAL & HYBRID EVENT SERVICES					
1	Zoom Pro account	Package	1		
2	Live streaming/ hybrid event technical package, including technical staff, camera, audio and video equipment	Package	1		
3	Additional camera for Live camera services	Pcs	1		
4	Video mixer	Pcs	1		
C. INTERPRETATION EQUIPMENT & SERVICES					
1	Translation headphone - VEGA 2 languages	Pcs	1		
2	Interpretation equipment package, including technician and transportation	Package	1		
3	Mobile Interpretation Device (Transmitter) - Please identify brand you will provide	Pcs	1		
4	Mobile Interpretation Device (Receiver) - Please identify brand you will provide	Pcs	1		
5	English–Vietnamese interpreter	Half-day	1		
6	English–Vietnamese interpreter	Full-day	1		
D. STAGE, LIGHTING & EVENT SETUP					
1	Stage	m ²	1		
2	Stage lighting package	Package	1		
3	Picture stand frame	Pcs	1		
4	Photo exhibition side panel, including iron frame and PP	m ²	1		

	printing mounted on formex				
5	Display / exhibition table	Pcs	1		
6	Lectern / podium	Pcs	1		
E. EVENT BRANDING & MATERIALS					
1	Event backdrop printing	m ²	1		
2	Standee	Pcs	1		
3	Name badge	Pcs	1		
4	Document printing	Page	1		
5	Other printing / production	As applicable	1		
F. EVENT PERSONNEL & SUPPORT SERVICES					
1	MC – English/Vietnamese bilingual	Person/day			
2	Registration support staff	Person/day			
3	Additional technical support staff (in addition to the basic package)	Person/day			
4	Photography service	Half-day Full-day			
5	Videography service	Half-day Full-day			
6	Event highlight video	Per video			
G. TRANSPORT & LOGISTICS					
1	Airport transfer – Hanoi	Per trip	1		
2	Airport transfer – Ho Chi Minh City	Per trip	1		
3	Local transportation	Per vehicle/day	1		
4	Inter-provincial transportation	Per vehicle/trip	1		
H. EVENT PLANNING AND MANAGEMENT FEES					
1	Creative event concept and planning (development of event concept, theme, participant experience, visual direction and	Per event	1		Please describe how the fee is calculated (e.g. based on event scale, participant size, complexity,

	creative presentation based on the specific event brief; excludes routine event coordination and logistics)				design requirements or level of creative development)
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Tax and Pricing Information

All quoted rates must include all costs necessary to provide the relevant service, including management and coordination, personnel, equipment, equipment transportation, setup and pack-down, overheads and other associated costs, unless otherwise specified. VAT should not be included.

Indicative quantities are for quotation and evaluation purposes only and do not constitute a commitment by A4G to purchase any minimum quantity. Actual requirements will be confirmed for each event.

Bidder confirmation

I confirm that the information and rates provided above are accurate and valid for the purposes of this RfP.

Name: _____

Position: _____

Signature: _____

Date: _____