

Invitation to Tender

To:	Local Events Management Operators in Seoul
From:	Onnuri Lee, Education NZ
Date:	4 March 2013
Subject:	Your proposal sought on NZ Education Fair 2013 in Seoul, Korea

Education New Zealand (ENZ), the New Zealand Government agency representing New Zealand's education industry internationally, organises a number of promotional events in Korea, including the flagship event "New Zealand Education Fair" scheduled for October 2013. Invitation to tender serves to invite experienced local Events' Management Operators (EMO) based in Seoul to put themselves forward as candidates to support ENZ in organisation and operation of the Fair.

Background

Education New Zealand (ENZ) is the New Zealand Government agency representing New Zealand's education industry internationally. ENZ's purpose is to take New Zealand education experiences to the world for enduring economic, social and cultural benefits. In Korea, ENZ is represented through the New Zealand Embassy in Seoul.

As part of the annual programme of New Zealand Education promotional events in Korea, ENZ has scheduled its flagship event, "New Zealand Education Fair", for October 2013.

ENZ invites proposals from experienced local Events' Management Operators (EMO) to provide event management support through organisational and operational services for the following projects:

- New Zealand Education Fair 2013 in Seoul
- New Zealand Alumni Reception 2013 in Seoul

Projects

Project description

New Zealand Education Fair 2013 in Seoul

The New Zealand Education Fair (Fair) in Seoul is the flagship promotional event in Korea for the New Zealand international education industry. The Fair showcases New Zealand's excellence in education, provides information and resources on studying in New Zealand,

and opportunities for prospective students and parents and public to find out more about studying in New Zealand from New Zealand education institution staffs and officials.

For planning purposes, ENZ has scheduled the Fair to be held on October 26 and 27, with participation from 30 to 40 education institutions ranging from schools, universities, institutes of technology and polytechnics, and private training establishments. A final list of New Zealand participants would be confirmed by closer to the date.

New Zealand Alumni Reception 2013 in Seoul

In conjunction with the above Fair, a separate reception for New Zealand Alumni will be held on the evening prior to the Fair. This reception's audience is Korean tertiary students who had studied in New Zealand, and organised to foster a sense of camaraderie and provide networking opportunities.

For planning purposes, ENZ anticipates a guest list between 150 to 200 persons, held at a venue designed to hold receptions, parties, and similar networking events.

For a summary of the scope of services required for both events, see Appendix One.

Submitting an application

Potential applicants are asked to submit proposals that include a detailed description and cost for services, based on the Scope of the Project as described in Appendix One.

Applications must be sent by e-mail in pdf format no later than 18 March 2013:

Onnuri Lee
Education New Zealand
New Zealand Embassy Seoul

Email: Lee.Onnuri@educationnz.govt.nz

For any questions, you can send an email to Lee.Onnuri@educationnz.govt.nz or tel.: +82 2 3701 7830

Appendix

Scope of Project

The below table outlines and clarifies the key tasks which would be part of, but not limited to, the scope of the project for the EMO. Some tasks will be managed by ENZ in Wellington and Seoul. This is to provide a broad guidance for the purposes of the Operator developing a proposal. A full Terms of Reference will be developed jointly following the final appointment.

Events Management Operator	ENZ
New Zealand Education Fair 2013	
Identify and secure an appropriate venue to host the Fair. The size of the venue should be: Pre-requisite: <ul style="list-style-type: none"> - available on Oct 26 and 27; or Sep 14 – 15 - located in a well-known area, easily accessible by public transport and parking available - between 600 ~ 700 sqm in size Preferred: <ul style="list-style-type: none"> - lot of foot-traffic around the area - carpeted 	To confirm and approve the venue from a selection provided by the Operator
Arrange relevant events' permits and approvals from relevant bodies	
Identify and liaise with booth construction company <ul style="list-style-type: none"> - to design the layout of the Fair, including the architecture of the booths - provide size specifications for the layout and booths - arrange for printing of artwork to be pasted on to the booths - manage the construction and deconstruction of the booths 	Provide artwork for the booths
During the Fair arrange for catering and refreshments for participants, and drinking water for the public	To confirm and approve any budget associated with catering and refreshments
Arrange for appropriate number of support staffs to smoothly operate the Fair; the staffs will <ul style="list-style-type: none"> - manage the registration desk - promote the event using placards - support the participants 	To provide the Operator with instructions and guidelines, as well as t-shirts for the support staffs
Manage an onsite registration system to collect visitor data of any attendees.	
Publish a Fair booklet <ul style="list-style-type: none"> - collate relevant information from participating providers - design the booklet - print and deliver to the venue 	To confirm and approve design
Provide a weekly update beginning 12 weeks leading up to the Fair, post-Fair report, statistics and suggestions for future events.	To provide feedback
Ability to communicate in English	

New Zealand Alumni Reception 2013	
<p>Identify and secure an appropriate venue to host the Fair. The size of the venue should be: Pre-requisite:</p> <ul style="list-style-type: none"> - available on the evening of Oct 25 or Sep 13 (i.e. evening before the Education Fair) - located in a well-known area, easily accessible by public transport and parking available - between 200 – 300 sqm in size <p>Preferred:</p> <ul style="list-style-type: none"> - existing location for parties and event functions 	<p>To confirm and approve the venue from a selection provided by the Operator</p>
Identify and secure a Master of Ceremonies	
Organise appropriate catering (food and beverages)	In consultation with ENZ