

Invitation to Tender

One-Stop Event Management, PR & Production Services for the Project –

"Logistics in Your Eyes (LIYE)"

The **Hong Kong Logistics Association (HKLA)** is inviting proposals from experienced and professional Event Management and Public Relations Agencies to provide comprehensive, turnkey services for our upcoming territory-wide promotional campaign targeting secondary school students (S1 to S6).

1. Project Background & Objectives

This year's edition of our annual youth event, "**Logistics in Your Eyes**," aims to promote the concepts of "Modern Logistics," "2030 Carbon Neutrality," and the practical application of ESG (Environmental, Social, and Governance) principles within daily logistics operations to all S1–S6 students in Hong Kong.

To accommodate a significantly expanded participant demographic and a highly compressed promotional timeline, HKLA is seeking to appoint a single, professional "one-stop" agency. This agency will consolidate and execute the project's PR, multimedia production, design, and physical event execution to ensure maximum operational efficiency and community impact.

2. Scope of Work & Event Timeline

The appointed agency will be responsible for the end-to-end execution of the project, structured across the following five chronological phases:

Phase 1: Promotion & Direct-to-School Outreach

- **Visual Assets Design:** Conceptualize and design targeted promotional artwork for digital platforms (Instagram, eDM) and physical print (posters, event booklets, and official enrollment portfolios) under the "Logistics in Your Eyes" branding.
- **Media Advertising:** Procure, design, and place a promotional advertisement in a mainstream printed newspaper.
- **School Distribution Logistics:** Handle the fulfillment and postal logistics for distributing promotional materials and bespoke educational souvenirs directly to secondary schools (S1–S6) across Hong Kong.

Phase 2: The 2-Day Comprehensive Event

- **Event Execution:** Full setup, logistics, and on-site management for the 2-day immersive event.
- **Interactive Photo Exhibition:** Curation and structural setup of large-format backdrops visually showcasing logistics initiatives and ESG applications.

- **Experience-Sharing Session:** Provide technical and rundown support for the official briefing, knowledge-sharing symposium, and retrospective video screenings.

Phase 3: Enrollment Recruitment & Participant Management

- **Drive Participation:** Actively utilize the distributed materials from Phase 1 and the momentum of Phase 2 to recruit student enrollments across the expanded S1–S6 demographic.
- **Inquiry Handling:** Act as the central administrative hub to process and answer ongoing inquiries from schools, teachers, and participating students.
- **Video Submission Management:** Systematically collect, catalog, and manage the logistics of the multimedia/video submissions from the participants.

Phase 4: Judging Panel Coordination

- **Judging Support:** Provide administrative and logistical support to assist HKLA in coordinating the judging panel.
- **Submission Formatting:** Ensure all student video submissions are properly formatted and presented to the judges for efficient review and scoring.

Phase 5: Final Award Ceremony & Post-Event PR

- **Ceremony Execution:** Turnkey event management and execution of the concluding "Logistics in Your Eyes" Award Ceremony.
- **Awards Production:** Oversee the bespoke structural design, high-quality production, and delivery of customized medals and trophies for the winning students.
- **Post-Event Media & Communications:**
 - Draft and distribute an official post-event press release (in Chinese) to local media outlets.
 - Procure and publish a article in a mainstream newspaper reporting on the event's success and student achievements.
 - Provide full-cycle videography services (shooting and post-production editing) to document the ceremony and overall campaign.

3. Qualification Requirement

- Must be a registered company in Hong Kong.

4. Submission Guidelines

Interested agencies are required to submit a comprehensive proposal containing the following:

Detailed Quotation: Vendors MUST provide a cost breakdown formatted exactly according to the following specific service categories (Please structure your pricing table to match these line items):

- **Event Management** (covering full execution of the 2-day event, workshops, and ceremony)
- **Brochure and Posters** (standard layout and typographical design)
- **Video Production** (full-cycle shooting and post-production)
- **PR Service** (including expert workshop facilitation, press release, and print media placement)
- **Postal Mailing Fee** (logistics for school distribution)
- **Promotion Materials** (complex visual assets and souvenir design)
- **Medals / Trophies** (design, production, and delivery)
- **Printing Fee** (general event printing)

Submission Deadline & Contact Details:

- **Deadline:** 31 July, 2026
- **Submission Method:** Please submit your proposal and quotation in PDF format via email to **info@hkla.org.hk**. Please state "*Tender: One-Stop Event Management & PR Services - Logistics in Your Eyes*" in the email subject line.

For any inquiries regarding this tender, please contact **May Hung** at **2777 9656** or info@hkla.org.hk.