

REGIONAL TRADE FOR DEVELOPMENT

TERMS OF REFERENCE FOR

Event Management and Project Impact Video Production Services for the Project
“Development of ASEAN Guidelines on AI-Generated and Digital Trademarks”

Jakarta, Indonesia, 03 December 2026 and Selangor, Malaysia, 17 December 2026 (TBC)

I. Summary

Title	Event Management and Project Impact Video Production Services for the Project “Development of ASEAN Guidelines on AI-Generated and Digital Trademarks”
Start Date	October 2026
Completion Date	March 2027
Reports to:	RT4D Manager: Heng Molyaneth, Regional Manager
Interacts With:	RT4D: - Regional Manager: Heng Molyaneth - Program Officer: Chhorn Chamna - Program Performance and Quality (MEL, Communications and GEDSI) Lead: Sebastian Cortes Sanchez - Monitoring, Evaluation, and Learning (MEL) Manager: Lia Lairing - Gender Equality, Disability, and Social Inclusion (GEDSI) and Trade Manager: Yooke Damopolii - Program Delivery Lead: Fenny Chandra - Operations Lead: Isradi Alireja - Facility Director: Adrian Gilbert ASEAN Secretariat (ASEC): Competition, Consumer Protection, IPR Division FTA Subsidiary Body: Intellectual Property Committee (IPC) Project Proponent: Intellectual Property Office of the Philippines (IPOPHL) Technical Consultant: Access Partnership
Requires Approval from:	RT4D: RT4D Team via Regional Manager ASEAN Secretariat (ASEC): Competition, Consumer Protection, IPR Division FTA Subsidiary Body: Intellectual Property Committee (IPC) Project Proponent: Intellectual Property Office of the Philippines (IPOPHL)
Timetable for Issuing Request for Proposal	Request for Proposal: 28/08/2026 Closing Date for Queries: 06/09/2026 Closing Date for Proposal: 21/09/2026
Submission Instructions	The provider should submit Technical and Financial submissions in alignment with templates provided in Part D of the RFP. Submissions should be sent to procurement@regionaltrade4dev.org by 21 September 2026 .
Scope of Work Summary: The “Development of ASEAN Guidelines on AI-Generated and Digital Trademarks” project is an AANZFTA Implementation Support Program (AISP) project. Under this project, the Regional Trade for Development Facility (RT4D) is seeking an Event Organiser (EO) to (1) manage the logistical and	

organisational arrangements required for the successful delivery of the two in-country hybrid workshops, and (2) produce a project impact video explaining the project, its activities, and outcomes using footage from these two workshops, participant and stakeholder interviews, and other projects' documents.

The two in-country hybrid workshops will be conducted: one in Jakarta, Indonesia, on 03 December 2026 (TBC) for approximately 40 participants, and another one in Selangor, Malaysia, on 17 December 2026 (TBC) for approximately 40 participants.

The in-country workshops are designed to (1) equip trademark examiners within the Intellectual Property Corporation of Malaysia (MyIPO) and the Directorate General of Intellectual Property (DGIP), Ministry of Law of Indonesia, with the knowledge and skills to apply the Guidelines, and (2) to prepare a core group of trainers who can cascade the training to other trademark examiners and to broader stakeholder groups, including MSMEs.

The 5-to-7-minute project impact video will capture the project's implementation journey, key activities, and results. The video will use existing project materials and footage from the two workshops to tell the project's story from concept development through implementation and outcomes, supplemented by interviews with selected stakeholders as needed. The final video will be produced in English.

II. Objectives

As artificial intelligence technologies and digital platforms reshape how trademarks are created, used, and protected, ASEAN Member States (AMS) face inconsistent approaches and capacity gaps in examining and managing these new forms of intellectual property challenges. To support AMS, the Regional Trade for Development Facility (RT4D) implements a project “**Development of ASEAN Guidelines on AI-Generated and Digital Trademarks**” in close collaboration with the Intellectual Property Office of the Philippines (IPOPHL) (the project proponent) and the ASEAN Secretariat (ASEC) Competition, Consumer Protection, IPR Division.

The project bridges critical implementation gaps in AI and digital trademark management across ASEAN by developing regional Guidelines, providing practical tools, and delivering institutional capacity-building support at the regional and in-country levels.

The project improves trademark examination practices in the digital era to reduce trade and investment barriers and promote effective intellectual property (IP) creation, utilisation, protection, and enforcement across AMS with varying development levels and capacities.

To achieve this overarching goal, the project implements a series of activities.

Activity 1 – Inception Phase: Developing Project Workplan:

Activity 2 – Contextual Study: Regulatory and Situational Mapping

Activity 3 – AI & Digital Trademark Examination Toolkit Development

Activity 4 – Developing and disseminating the ASEAN Guidelines

Activity 5 – Online Public and Private Stakeholder Consultations

Activity 6 – Online and In-Country Training Workshops to Implement the Guidelines

Activity 7 – Project Reporting

The RT4D Facility is seeking an Event Organiser (hereinafter “EO”) **to support the logistical planning and delivery of two in-country hybrid training workshops in Malaysia and Indonesia as part of Activity 6, as well as the production of a project impact video.** The EO will work closely with the technical consultant team, RT4D, the project proponent, and ASEC in delivering the expected outputs under this assignment.

III. Scope of Services & Outputs

The selected EO will manage all event logistical arrangements for the successful delivery of two in-country hybrid training workshops in Selangor City, Malaysia, and Jakarta, Indonesia, and produce a project impact video in line with the scope of services and outputs outlined below.

A. Overview of the Workshops

The workshops are structured as a train-the-trainers initiative, with the following objectives:

1. Introduce the *ASEAN Guidelines on AI-Generated and Digital Trademarks* to trademark examiners in the two countries, explaining the analysis, process, scope, and intended application in demonstrative use cases.
2. Build the capacity of a core group of examiners in each country to get familiar with the Guidelines and their intended application when assessing applications involving AI-generated signs, virtual goods, NFTs, and digital assets.
3. Develop participants' ability to conduct internal training sessions within their institutions, enabling a cascade of knowledge to colleagues and, in due course, to external stakeholders such as MSMEs and trademark agents.
4. Provide practical, scenario-based experience in examining AI-generated and digital trademark applications, including distinctiveness assessment, classification under the Nice system, and cross-class similarity between physical and virtual goods.

The workshops are expected to produce a core group of trademark examiners in each country trained to apply the Guidelines and equipped with the skills to cascade the training to colleagues and external stakeholders.

Through this outcome, the project will contribute to:

- Improving consistency in each country's examination practices for applications involving digital and AI-related trademark issues.
- Building a foundation for MyIPO and DGIP to conduct outreach and training for MSMEs and the broader trademark community on the examination of digital trademarks.

A summary of the preliminary agendas for the one-day workshops in Malaysia and Indonesia is provided below for planning purposes. These agendas are tentative and may be refined as the project progresses, particularly regarding session content, format, speakers, and timing. The final workshop agendas and supporting technical materials will be developed and shared separately by the technical consultant, **Access Partnership (AP)**, prior to the workshops.

Tentative Workshop Agendas

Time	Content	Facilitators	Duration
Registration and Welcome			
8:30 – 9:00	Registration, welcome coffee		30 min
9:00 – 9:20	Opening remarks Welcome by MyIPO / GDIP Overview of workshop objectives, and introduction of the <i>ASEAN Guidelines on AI-Generated and Digital Trademarks</i> .	MyIPO / GDIP RT4D / Access Partnership	20 min
Part I – Conceptual Framework			
9:20 – 9:55	Session 1: The ASEAN Guidelines – Purpose, Process, and Scope Overview of the Guidelines' development process, the stakeholder consultations that shaped them, and the regulatory and examination gaps they aim to address.	RT4D / Access Partnership [Jonathan Gonzalez]	35 min (25 min presentation, 10 min Q&A)
9:55 – 10:40	Session 2: AI-Generated Trademarks – Key Concepts and Examination Challenges What constitutes an AI-generated sign, how to assess distinctiveness and registrability, disclosure obligations, and risks of trademark squatting through automated generation.	RT4D / Access Partnership [Alex Toh, Bhredipta Socarana]	45 min (30 min presentation, 15 min Q&A)
10:40 – 11:00	Coffee/tea break and networking		20 min
11:00 – 11:55	Session 3: Virtual Goods, NFTs, and Classification Challenges Classification of virtual goods and services under the Nice Classification, distinguishing virtual from physical goods, examination of NFT-authenticated digital assets, and cross-class similarity assessments between physical and virtual products.	RT4D / Access Partnership [Alex Toh, Bhredipta Socarana]	55 min (40 min presentation, 15 min Q&A)
11:55 – 12:25	Session 4: Q&A and Plenary Discussion Open discussion consolidating the morning sessions, addressing questions from participants, and surfacing country-specific challenges and approaches.	All participants	30 min
12:25 – 13:25	Lunch		60 min
Part II – Practical Application			

13:25 – 13:45	Session 5: Group Exercise Briefing and Case Allocation Introduction to the group exercise methodology. Participants are divided into working groups and assigned case scenarios involving AI-generated trademark applications across different Nice classes. Each group receives a fact pattern, specimen marks, and a set of guiding questions drawn from the Guidelines.	RT4D / Access Partnership	20 min
13:45 – 14:45	Session 6: Group Exercise – Examining AI-Generated and Digital Trademark Applications Working groups examine their assigned case scenarios, applying the relevant sections of the Guidelines to assess registrability, distinctiveness, classification, and similarity. Groups prepare a short presentation summarising their examination decision, reasoning, and any areas where the Guidelines required interpretation.	Working groups RT4D / Access Partnership (roving facilitation)	60 min
14:45 – 15:00	Coffee/tea break and networking		15 min
15:00 – 15:30	Session 7: Group Presentations and Peer Review Each group presents its examination findings and reasoning. Other groups and facilitators provide feedback and challenge assumptions, simulating a peer-review environment.	Working groups All participants	30 min
15:30 – 16:30	Session 8: Synthesis, Training Cascade Planning, and Closing Facilitators synthesise the key findings from the group exercise, highlight areas of convergence and divergence, and connect the practical outcomes to the relevant sections of the Guidelines. A facilitated discussion for participants to consider key takeaways, considerations and next steps to facilitate the implementation of the guidelines into national laws and processes, including a brief discussion on planning the cascade of	RT4D / Access Partnership MyIPO / GDIP	60 min

	training within MyIPO and the identification of priority topics for internal sessions and the adaptation of workshop materials. Closing remarks by MyIPO and RT4D / Access Partnership.		
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B. Scope of Work and Outputs

The selected EO will manage the logistical and organisational arrangements required for the successful delivery of the two workshops and the production of a project impact video, in line with the scope of services outlined in the table below. For payment-related services, see detailed cost items in the financial template.

Component	Description of Services
1. Manage Pre-Workshop Venue and Travel Arrangements	
1.1 Identify and book hotel accommodation	The selected EO will lead the identification and booking of hotel accommodation for the following participants (the origin of each participant is provided in the financial template). The hotel is selected based on RT4D approval. - 3 team members of Access Partnership (in Selangor and Jakarta) - 1 RT4D representative (in Selangor and Jakarta) - 1 ASEC representative (in Selangor) The selected EO will: • Ensure hotel package includes breakfast. • Coordinate closely with the selected hotel, especially on the rooming list (checking in and checking out of all funded participants).
1.2 Make travel arrangements and payment for participants	• Arrange and pay for travel tickets (return flights)—and international visas if required—for participants funded by RT4D. • Make sure that RT4D-funded participants get the most direct and most cost-effective return flights. • Reimburse for transportation costs to and from the airport in the home country for international travellers. • Arrange airport pick up for participants arriving and departing the hotel. If the hotel does not provide such service or the service is not cost-effective, ensure a service provider is engaged for airport transport at arrival and departure in the workshop countries.
1.3 Identify, book, prepare, and pay for the Meeting venue	• For the workshop in Selangor, rent MyIPO facility as a workshop venue. • For the workshop in Jakarta, the EO will identify, book, and pay for the workshop venue as approved by RT4D. The venue should have space for break-out rooms for group activities. • Ensure 2 coffee breaks and 1 lunch are provided for each workshop. • Coordinate closely with the MyIPO, DGIP, AP team, and RT4D team in allocating, managing and coordinating seating arrangements. • Ensure each meeting venue is accessible to people with disabilities (i.e., installing ramps if necessary). • Ensure all meeting equipment is properly installed at the venue including: (i) hybrid system and sound system adequate for participants and online speakers & participants (including microphones for speakers and participants) (ii) screens/TVs to show presentation (including a large main screen and if needed, mid-size screens/TVs in the middle/corner) (iii) dedicated internet service for the meeting.

1.4 Preparation of Workshop Materials	- Coordinate printing of lanyards and rent 4 digital screens for projecting RT4D banners for the workshop. RT4D will provide the designs for the lanyard and virtual banners in line with RT4D branding guidelines. - Compile soft copy workshop materials (content provided by AP team) and provide printed versions of materials for each event as agreed. - Pay for all printing costs.
2. Provide Event Management Support During the Workshop	
2.1 Participant Assistance	Provide staff support that ensures RT4D funded participants have access to benefits included within the hotel package (i.e., airport transfers, breakfast, dinners).
2.2 Room Preparation	- Work with RT4D to ensure that the workshop venues provides stationery in their package; otherwise, use RT4D merchandise (notebook and pen). - Provide necessary sanitary measures (i.e., hand sanitizer, etc). - Organise tea, coffee and snacks. - Clear guidance on emergency exits and toilets.
2.3 Online Meeting Platform Preparation	Ensure the necessary resources and tools are available for online speakers and participants (i.e., joining instructions, etc).
2.4 Registrations	- Registered name of participants will be shared by RT4D at least three days before the workshop. - Support registration at the physical workshop venue. Lanyard to be circulated at the registration desk. - Support online registration by making sure participants identify themselves and register their attendance.
2.5 Troubleshooting and delegate support	Support participants and delegates with any logistics questions and issues that may arise during the workshop, including resolving any problems and difficulties.
3. Post Workshop Support	
3.1 Pay travel support for international participants	EO will pay per diem and other travel-associated costs to RT4D-funded participants as agreed by RT4D. (see financial template for cost items)
3.2 Coordination with the hotel	- Ensure and verify accommodation charges of RT4D funded participants are correctly reflected in the hotel bill. - Pay for hotel bills - Liaise with the hotel on airport transfer for all participants.
3.3. Pay workshop venue bills and other related bills	EO will pay for venue costs and all associated costs as agreed by RT4D.
3.4. Prepare event logistic report	EO will prepare a short report on logistics and management services provided at each workshop, expenditures, and lessons learned for improving RT4D future events.
4. Project Impact Video Production	
4.1 Video Planning and Concept Development	- Participate in briefing sessions with RT4D and review available project materials to align on core messaging, audience, and tone. - Review project M&E data, reports, and existing media assets to extract key impact metrics and success stories. - Develop a detailed production timeline, narrative storyboard, and interview question guides for workshop participants and project stakeholders in close consultation with AP, RT4D, IPOPHL, and ASEC.

4.2 Video Filming and Content Collection	• Capture professional video footage and photographs during the workshops. • Conduct interviews with selected stakeholders, participants, and project representatives, as agreed with RT4D. • Collect and organize existing project materials, photos, videos, and supporting content provided by RT4D for incorporation into the video
4.3 Video Editing and Production	• Assemble a full rough cut combining workshop footage, voiceover/interviews, background music, 3D dynamic infographics, and data visualizations based on M&E data for review by AP, RT4D, IPOPHL, and ASEC. • Incorporate feedback and provide up to five rounds of revisions. • Deliver the final approved video in English with subtitles in formats specified by RT4D. • Submit all raw footage, photographs, editable project files, and final video files to RT4D.

C. Activities and Tasks for Event Management Company

The Selected EO will be expected to deliver the services outlined in the table below.

Component	Activities	Approval	Timeline ¹
Inception Matters	• Meeting the project management team and stakeholders to clarify questions for EO requirements. • Agree on an Event Support Plan outlining support to be provided and timelines for delivery.	RT4D	4 th week of Sep
Pre-Workshop Arrangements	• Identification, booking, and preparation of the Meeting Venues	RT4D	Start from 1 st week of Oct
	• Selection and confirmation of hotel accommodation.	RT4D	Start from 1 st week of Oct
	• Travel arrangements for RT4D funded participants. Start as soon as receiving registered list from RT4D.	RT4D	Start from 1 st week of Oct
	• Preparation of Workshop Materials (compiling soft copy materials, and provide printed materials, if needed)	RT4D (EO to work closely with AP)	2 nd - 3 rd week of Nov
Support During Workshop	• Providing assistance to RT4D funded participants. • Preparation and management of physical meeting venues. • Preparation and management of online platform for online participants and speakers. • Manage offline and online registrations. • Troubleshoot and resolve any event management and logistics issues that may arise during the workshop.	RT4D (EO to work closely with AP)	4 and 11 Dec 2026

¹ Indicative; to be finalised and included in the Event Support Plan.

Component	Activities	Approval	Timeline ¹
Post-Workshop Support	- Coordination with the hotel for settlement of hotel bills and airport transfers. - Coordination with RT4D on per diem disbursement for all funded participants. RT4D will reimburse the EO for per diem disbursements to each eligible funded participant. RT4D will provide the exact number/calculation for each eligible funded participant. - Prepare an event logistics report	RT4D (EO to work closely with AP)	3 rd week of Dec 2026
Project Impact Video Production	- Participate in briefing sessions with RT4D to confirm the video concept, storyline, interviewees, and production schedule. - Capture video footage and photographs during the workshops, including key sessions, presentations, participant engagement, and stakeholder interviews. - Collect and organise existing project materials, photos, videos, and other content provided by RT4D. - Develop and submit a draft 5–7-minute project impact video highlighting the project's implementation journey, key activities, and results - Source licensed music, stock footage, graphics, animations, and subtitles as required. - Incorporate RT4D feedback (up to five rounds of revisions) and submit the final video package, including editable files and raw footage.	RT4D, IPOPPL, ASEC, IPC, Host Countries (EO to work closely with AP)	4 th week of Sep 2026 – 4 th week of Feb 2027

IV. Monitoring & Evaluation

The EO will support the Technical Consultant team and RT4D Facility in meeting key MEL requirements and data collection during the delivery of the Project. This will include providing support, as needed, with the following:

1. Participant registration form (online)
2. Participant sign-in sheet and attendee tracking (online or paper form) for both virtual attendance (if applicable), and in-person workshop.
3. Workshop feedback form (online)

V. Gender Equality, Disability and Social Inclusion (GEDSI)

The EO will work closely with the Technical Consultant team and RT4D to ensure that all project deliverables align with GEDSI outcomes as far as possible. This includes ensuring that the in-country workshops will be organized in adherence to RT4D's inclusive and accessible event principles.

VI. Communications and Media

The EO will work closely with the Technical Consultant team and RT4D to meet any Communications and Media objectives of the Project. All reports and materials should be produced to a high quality in line with RT4D Branding Guidelines.

The EO is expected to adhere to following RT4D guidelines as required:

- RT4D Branding guidelines shared and invitation templates (if it is invitation only)

- ii. RT4D logo to be included on all materials sent out or prepared (PPT slides)
- iii. Collecting images of the workshop for website and social media promotion.
- iv. RT4D Banner and RT4D brand on physical materials shared.

VII. Risk Management

The EO will work closely with the Technical Consultant team and RT4D in the management and mitigation of project risks as outlined in the table below.

Risk	Likelihood	Impact	Mitigation Plan
Inadequate participation in workshop and policy discussions	Low	Medium	The project will work closely with AANZFTA Parties to schedule workshop and discussions at convenient times and locations. The project will also provide clear communication about the importance of these events and the value of participation.
Failure to get the right representatives involved	Medium	Medium	Ensure clear communication channels between the project proponent, representatives of host countries, ASEAN Secretariat, RT4D, and Technical Consultant.

VIII. Privacy and Confidentiality

The RT4D Facility is committed to ensuring and maintaining the security and confidentiality of all documents and information produced by its development programs and by its partners and clients. This includes ensuring the security and confidentiality of all information and documents produced by the ASEAN Secretariat and by AANZFTA Joint Committee and their Subsidiary Bodies that are shared with RT4D's AANZFTA Implementation Support Program (AISP). RT4D security and confidentiality measures and protocols are underpinned by Tetra Tech (the managing contractor) systems.

All files/outputs associated with the delivery of outputs set in this TOR will be stored on a secure file-sharing platform (SharePoint).

All RT4D sub-contractors and consultants will sign a Code of Conduct, a Deed of Confidentiality, and a Conflict-of-Interest Declaration before starting their tenure/assignment. These documents specify acceptable behaviours on confidentiality, handling of sensitive information, and information security. Training on these topics is also provided on regular basis to ensure compliance.

All personnel engaged by RT4D for the delivery of outputs set in this Scope of Services are expected to sign these documents before the implementation of this activity.

IX. Evaluation Criteria

A. Technical Soundness Considerations

Interested EOs should put forth support personnel who can support the RT4D Team in the planning, management, and delivery of the workshops and the production of the project impact video. Proposed personnel should be able to work flexibly and collaboratively with RT4D, technical consultants, government stakeholders, and service providers to ensure the successful delivery of all assignment outputs.

To ensure the above can be effectively managed and completed in alignment with this TOR, it is recommended that interested organisations have:

- Proven experience in managing workshops, conferences, and high-level meetings of similar scope and complexity, including events involving government officials, international participants, and regional stakeholders.
- Demonstrated experience in coordinating all aspects of event logistics, including participant travel, venue management, registration, accommodation, catering, audiovisual requirements, and on-site event support.
- Strong project management, organisational, and time management skills, including the ability to manage multiple workstreams, competing priorities, and tight deadlines.
- Demonstrated experience engaging with ASEAN institutions, ASEAN Member States (AMS), development partners, or comparable regional and intergovernmental organisations. Experience supporting AANZFTA, ASEAN, or donor-funded activities will be considered an advantage.
- Presence of local team members in Malaysia and Indonesia will be considered an advantage.
- Proven experience in professional video production, including concept development, script development, filming, photography, editing, motion graphics, sound design, subtitle integration, and post-production.
- Demonstrated ability to produce high-quality project impact videos, event highlight videos, or documentary-style videos that effectively communicate project activities, outcomes, and stakeholder perspectives to diverse audiences.
- Access to suitably qualified personnel and equipment required for professional videography, photography, editing, and post-production services.
- Strong communication and stakeholder engagement skills, including experience conducting interviews and capturing testimonials from government officials, technical experts, and project beneficiaries.
- Demonstrated ability to work independently and within multidisciplinary teams in a professional environment, while maintaining high standards of quality assurance and responsiveness to client feedback.
- Capacity to deliver activities and communication products in accordance with RT4D requirements relating to Monitoring, Evaluation and Learning (MEL), Gender Equality, Disability and Social Inclusion (GEDSI), accessibility, and communications standards.

B. Value for Money Considerations

Proposals to deliver this activity should adhere to RT4D's Value for Money Principles, outlined below.

Achieving value for money is a critical consideration for the achievement of DFAT's strategic objectives. It is a requirement under the Public Governance, Performance and Accountability Act (2013) and the Commonwealth Procurement Rules. Building on these requirements DFAT has developed eight Value for Money Principles to guide decision making and maximise the impact of its investments. We expect all our delivery partners to give effect to the principles and value for money performance is measured in our Aid Performance Framework. DFAT's [website](#) includes a detailed description of these.

Economy	Efficiency	Effectiveness	Ethics
1. Cost consciousness 2. Encouraging competition	3. Evidence based decision making 4. Proportionality	5. Performance and Risk Management 6. Results Focus 7. Experimentation and innovation	8. Accountability and transparency