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## Australian Chamber of Commerce Lao PDR

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### TERMS OF REFERENCE Communication and Digital Marketing Services

#### **Summary of Tender**

AustCham Lao  
Chamber of Commerce  
<https://www.austchamlao.org/>  
Vieng Vang Tower  
Phonsinuan Village  
Vientiane, Lao PDR

#### **Background**

The Australian Chamber of Commerce in the Lao PDR was established in 2005 in order to **support the interests of the Australian, international and Lao business community and share Australian values**. AustCham Lao strives to reinforce and promote a strong business community through sound practices that support social and economic development.

**AustCham Lao's Vision is "To be the Leading International Business Chamber in Laos".**

#### **Purpose and objectives**

AustCham Lao aims to engage with its members and to attract new members, while continuing to further the vision for the Chamber. AustCham Lao's success relies upon the quality and frequency of information exchanges between itself and its stakeholders.

The objective of this request for proposal is to invite suitably qualified and experienced service providers to submit proposals to AustCham Lao to render deliverables for a period of one year from the date of commencement.

#### **Scope of work, deliverables**

Conceptualization and production of printed and digital materials

#### **Website**



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- Website Design

### **Publications**

- Annual Report
- Membership Directory
- Chamber Flyer

### **Advertising and Branding**

- New Chamber graphic layout and visual identity
- Chamber stationnary: letterhead, business cards
- Online branding and digital campaign (5 artworks)
- Corporate video for the annual ball
- Chamber banner and backdrop (different sizes)

### **Digital**

- Digital Newsletter template, emailing template
- Template for events and services such as business briefings, corporate and social events, business connects (etworking events), advocacy, professional trainings

### **Selection Process**

**Stage 1**- Submission of response to TOR

**Stage 2** - For short listed bidders, presentation of an online artwork (example : Business connects Networking event facebook ad) and Corporate Banner.

*Note: Agencies who do not pass Stage 1 will not be proceed to Stage 2, which is the creative presentation.*

### **Requirements**

- ✓ Company profile with list of services offered
- ✓ Details including roster of clients
- ✓ Samples of production (website design, online artwork, branding, printed annual report)



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- ✓ Documents that certify the existence of the company : Copy of Enterprise Registration Certificate, Copy of Business Licence, Copy of Tax Registration Licence.

### **Others terms and conditions**

The winning agency will receive a membership (level to be determined) for the fiscal year of July 2020 - June 2021 (AustCham Lao Membership benefits :

<https://www.austchamlao.org/membership/> )

### **Submission of Bid documents**

Submission should be sent by email to [executivedirector@austchamlao.org](mailto:executivedirector@austchamlao.org) for the attention of Ms. Clémence Fournier.

Responses to be submitted by no later than the 20<sup>th</sup> of June at 6pm