



Production of ASEF Multimedia Material

Project:

ASEF is looking to capture the highlights of the events we are organizing in Milan, by producing new multimedia material (videos and photos) targeted to its primary stakeholders as well as members of the general public.

About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

Our goals:

- Strengthen Asia-Europe ties
- Create shared experiences for learning and dialogue
- Enhance mutual understanding
- Explore opportunities for cooperation

For more information, please visit www.asef.org

Project Background

ASEF is looking to produce new multimedia material (videos and photos) to promote its current activities to different audiences including its stakeholders (ASEF Governors, Senior Ministers, ASEM Contact Points, partner organisations, event participants and alumni) as well as the wider public interested in Asia-Europe cooperation. The videos and photos will seek to provide a clear understanding of ASEF's mission, projects and events as part of an overall outreach strategy that aims to engage individuals and organisations in ASEM member countries.

The new material aims to encapsulate the highlights of four ASEF's high visibility events that will take place in Milan, Italy from 7th to 17th October 2014. This is a unique opportunity for ASEF to convey at the same time participants coming from different ASEM countries and backgrounds, joining different types of projects organized by ASEF.

The videos and photos will showcase the arrival of participants to the venues where the different events take place, and how they are involved in the projects and interact and cooperate with each other. Mutual cooperation, engagement and the diverse range of participants' professional and cultural backgrounds are some of the elements that need to be reflected in the multimedia material.

Objectives

1. To reinforce a long-term communication strategy that reaches a mixed audience comprising of both existing ASEF stakeholders and new potential partners.
2. To outreach to ASEF's primary stakeholders as well as members of the general public.
3. To raise awareness about ASEF's projects and activities, by placing the videos on ASEF social media platforms and encouraging viewers to seek more information elsewhere and, eventually, come to ASEF website.
4. To capture the events on videos and photos for their further promotion.

Location

Milan, Italy

Target audience

1. ASEF stakeholders (e.g. ASEF Governors, government officials, partner organisations, event participants and alumni).
2. Potential partners and sponsors.
3. Members of the general public.

Note: The video will be published on ASEF corporate website, ASEF YouTube page and ASEF social media platforms for public viewing.

Events to be covered

- Model ASEM 2014 (9-12 October)
- ASEM Senior Officials' Meeting (SOM) incl. ASEM Infoboard and ASEF Executive Director's appearance (14 October)
- ASEM Outlook Launch (15 October)
- 7th ASEF Editors' Roundtable (16 October)

Outputs

- HD video highlights of Model ASEM 2014 (3')
- HD video highlights of ASEM Outlook Launch (3')
- HD video highlights of 7th ASEF Editors' Roundtable (3')
- Participants interviews (about 32-35 interviews, of 1-2' each)
- Photo album for each event (about 150 images per event)
- ASEF Corporate Video long version (10')
- ASEF Corporate Video short version (3')

References

- For the Highlights Videos: "Social entrepreneurs from Asia and Europe meet in Berlin, Germany"
<http://www.youtube.com/watch?v=ICT5Dg2zd3w>
- Video interviews: "Voices from Asia and Europe" <http://www.youtube.com/watch?v=w-uNWEz-5OU>
- Photo Album: https://www.flickr.com/photos/asia-europe_foundation/sets/72157638723909575/

Scope

1. Video footage
2. Photo taking
3. Voice over
4. Background music

5. Stock footages and images
6. Video and photo editing
7. Authorization to shoot
8. Instructions on how to provide extra footage from ASEF's side

Specifications

1. Video elements should adhere to the ASEF Branding Guidelines.
2. Elements which must be included in the video:
 - ASEF logo
 - 2-3 supporters' logos
 - Link to the ASEF web page
 - Projects' titles, captions, date and venue (for the highlights videos)

Note: All logos will be provided by the ASEF contact person

Deliverables

1. Final raw files as well as editable raw files for all videos recorded and pictures taken.
2. Low quality files ready to be distributed through internet channels such as ASEF website, ASEF YouTube channel and ASEF social media platforms.
3. High resolution version of the Corporate Video (both Long and Short versions) for screening.

Timeline

Tender period: 15 September 2014

Expected start date: 29 September 2014

Shooting dates: 9 – 16 October 2014

Dates of completion:

- Highlights videos: 2 weeks after project;
- Photo albums: 5 days after project;
- Participants' interviews: 2 weeks after project;
- ASEF Corporate Video long version: 28 November
- ASEF Corporate Video short version: 15 December

Contact

Maria Elena DE MATTEO (Ms)

Communication Executive, Public Affairs

mariaelena.dematteo@asef.org