

TERMS OF REFERENCE (TOR)

Consultancy Services for Event Management and Production Support

Thailand Food Service Leadership Forum: Towards Healthy and Sustainable Diets

Assignment Information

Project	Promoting Healthy and Sustainable Diets in the HoReCa Sector in Thailand
Assignment	Consultancy Services for Event Management and Production Support
Event	Thailand Food Service Leadership Forum: Towards Healthy and Sustainable Diets
Event Date	25 November 2026 (Half-day -See Annex 5 for reference)
Location	NEXTOPIA, Siam Paragon, Bangkok
Duration	October – November 2026

1. Background

WWF Thailand is implementing a project to promote healthy and sustainable diets within Thailand's hospitality, restaurant, and catering (HoReCa) sector. Through this initiative, WWF works with food service businesses and relevant stakeholders to encourage practical actions that support both human and planetary health.

As part of this initiative, WWF Thailand will organize the Thailand Food Service Leadership Forum: Towards Healthy and Sustainable Diets on 25 November 2026 at NEXTOPIA, Siam Paragon, Bangkok. The Forum will bring together stakeholders from the food service sector, hospitality industry, government agencies, academia, civil society organizations, development partners, and WWF representatives. The event will also serve as a platform to introduce WWF approaches and tools for engaging food service businesses and facilitate the establishment of a collaborative community committed to advancing sustainable food service practices in Thailand.

2. Objectives of the Consultancy

Provide comprehensive event management and production support for successful delivery of the Forum.

- Provide overall event management and operational coordination.
- Support event production and technical management.
- Design and produce event branding and printed materials.
- Manage presentation materials and event flow.
- Coordinate with WWF Thailand, the venue, and WWF-appointed service providers.
- Ensure smooth event delivery before, during, and immediately after the event.

3. Event Overview

Event Title	Thailand Food Service Leadership Forum: Towards Healthy and Sustainable Diets
Date	25 November 2026
Venue	NEXTOPIA, Siam Paragon, Bangkok
Expected Participants	Approximately 50–70 participants

Participants may include:

- Food service businesses
- Hospitality companies
- Government agencies
- Academic institutions
- Civil society organizations
- Development partners
- WWF representatives

4. Scope of Work

4.1 Project Management and Coordination

- Conduct a kick-off meeting with WWF Thailand.
- Develop a detailed workplan and implementation timeline.
- Establish a coordination mechanism for event preparation.
- Maintain and update an event readiness checklist.
- Participate in coordination meetings with WWF Thailand.
- Monitor progress and identify implementation risks.
- Ensure all preparations are delivered according to schedule.
- Identify potential implementation risks and propose contingency measures to mitigate operational disruptions.

4.2 Event Branding, Design and Printed Materials

All artwork and branding materials shall be submitted to WWF Thailand for review and approval no later than fifteen (15) working days before the event.

- Event backdrop
- Registration signage
- Directional signage
- Agenda signage
- Name badges
- Reserved seating signs
- Event branding materials
- Registration materials

4.3 Presentation Package Management

- Design opening slides
- Design speaker introduction slides
- Design session title slides

- Design closing slides
- Create a consolidated master presentation deck
- Review presentation compatibility
- Conduct technical testing

4.4 Production and Technical Management

The Consultant shall be responsible for providing, operating, and managing all production and technical equipment required for the event, unless otherwise specified by WWF Thailand.

The Consultant shall ensure that all equipment is functional, properly tested, and suitable for the event requirements.

- Audio system
- Wireless microphones
- Presentation laptops
- Presentation clickers
- Technical operation
- LCD connectivity
- Technical rehearsal
- Onsite troubleshooting

4.5 Registration Operations

- Registration desk setup
- Name badge preparation
- Participant check-in
- Attendance verification
- Walk-in registration support
- Onsite participant assistance

4.6 Coordination with WWF-Appointed Service Providers

- Interpreter(s)
- Photographer(s)
- Videographer(s) (if applicable)

4.7 Event Day Management and Delivery

The Consultant shall ensure that all event operations are sufficiently staffed throughout the event period and shall provide additional personnel where necessary to ensure smooth event delivery.

All proposed personnel shall remain available throughout the event and be capable of responding promptly to operational issues.

- Event Manager
- Stage Manager
- Technical Coordinator
- Registration Staff
- Session transitions

- Speaker cueing
- Timekeeping
- Microphone management
- Troubleshooting and issue resolution

4.8 Post-Event Handover

- Final attendance record
- Event implementation summary report
- Master presentation deck
- Editable artwork files
- Digital copies of all event materials

4.9 Sustainability Considerations

The Consultant shall make reasonable efforts to minimize unnecessary waste and promote environmentally responsible practices in event production, material procurement, and event operations where feasible.

5. Deliverables and Timeline

Deliverable	Required Outputs	Due Date
D1 Inception Package	Detailed workplan, implementation timeline, event management plan, production and logistics plan, responsibility matrix, initial branding concept	Within 5 working days after contract signing
D2 Event Branding & Design Package	Artwork package, event branding materials, print-ready files, installation plan	At least 15 working days before the event
D3 Production and Event Readiness Package	Production plan, technical plan, registration plan, stage management plan, run sheet, readiness checklist	At least 10 working days before the event
D4 Master Presentation Package	Opening slides, speaker introduction slides, session title slides, closing slides, consolidated master deck	At least 5 working days before the event
D5 Event Delivery	Successful execution of all event operations and coordination responsibilities	25 November 2026
D6 Final Handover Package	Attendance record, event summary report, final presentation deck, editable files, digital event materials	Within 5 working days after the event

6. Qualifications of the Consultant

- Minimum five (5) years of experience in event management and production.
- Experience organizing conferences, forums, stakeholder engagement events, or executive-level meetings.
- Strong project management and coordination capabilities.
- Experience managing event production and technical operations.
- Ability to communicate effectively in Thai and English.

7. Duration of Assignment

October 2026 until acceptance of final deliverables.

8. Proposal Submission

Interested consultants are invited to submit both a Technical Proposal and a Financial Proposal.

Submission Deadline

Proposals must be submitted no later than:

16 October 2026, 17:00 hrs. (Bangkok Time)

Submission Method

All Proposal documents shall be submitted electronically in PDF format either **Thai or English** to the following email addresses:

- procurement@wwf.or.th
- abhinanda@wwf.or.th
- sarunphakk@wwf.or.th

Email Subject Line

Please use the following subject line when submitting your proposal:

“Proposal – Event Management and Production Support Thailand Food Service Leadership Forum”

Submission Package

The submission package shall include:

Technical Proposal

- Understanding of the assignment
- Proposed methodology and approach
- Proposed workplan and timeline

- Relevant experience and portfolio
- Proposed team structure and personnel
- Examples of similar assignments completed within the last five (5) years

Financial Proposal

- Detailed cost breakdown by activity and deliverable
- Professional fees
- Event management and staffing costs
- Design and production costs
- Printing and installation costs
- Equipment and logistics costs
- Applicable taxes

Selection Process

Shortlisted consultants may be invited for an interview and/or proposal presentation.

Only shortlisted consultants will be contacted.

9. Proposed Payment Schedule

Milestone	Deliverable	Payment
Payment 1	Inception and Planning Package	30%
Payment 2	Pre-event Readiness Package ¹	40%
Payment 3	Event Delivery and Final Handover	30%

10. Evaluation Criteria

Criteria	Weight
Understanding of Assignment and Proposed Approach	10%
Relevant Experience	5%
Qualifications of Proposed Team	10%
Workplan and Methodology	20%
Organizational Experience	5%
Technical Proposal	50%

¹ Packages included Production Plan, Technical Plan, Registration Plan, Stage Management Plan, Event Run Sheet, Event Readiness Checklist, Draft Master Presentation Deck

11. WWF Thailand Right to Reject Proposals

WWF Thailand reserves the right to accept or reject any proposal and cancel the procurement process.

12. Confidentiality

All information obtained during the assignment shall be treated as confidential.

Annex 1. Division of Responsibilities

WWF: content, speakers, invitations, RSVP, VIP engagement, interpretation and photo/video procurement. Consultant: event operations, production, registration, stage management, coordination and reporting.

Annex 1. Division of Responsibilities

Activity	WWF Thailand	Consultant
Event Concept and Objectives	✓	
Agenda Development	✓	
Speaker Invitation and Briefing	✓	
Moderator Engagement	✓	
Moderator Engagement	✓	
Participant Invitation	✓	
RSVP Management	✓	
VIP Engagement	✓	
Event Content and Key Messages	✓	
Procurement of Interpreter(s)	✓	
Procurement of Photographer(s)	✓	
Procurement of Videographer(s) (if applicable)	✓	
Approval of Event Materials	✓	
Registration officer	✓	
Project Management and Coordination		✓
Event Branding and Design		✓
Printing and Installation		✓
Presentation Package Preparation		✓
Production and Technical Management		✓
Registration Operations		✓
Coordination with WWF-Appointed Service Providers		✓
Stage Management		✓
Event Delivery		✓
Post-event Reporting and Handover		✓

Annex 2. Financial Proposal Template

Professional Fees; Branding and Design; Printing and Production; Technical Equipment; Transportation and Logistics; Miscellaneous Costs; VAT; Grand Total.

Annex 3. Proposed Event Team Structure

Event Manager (Team Lead), Production Coordinator, Stage Manager, Technical Coordinator

Annex 4. Key Dates

- Proposal Deadline: 16 October 2026;
- Interview: 20–22 October 2026;
- Kick-off: 26 October 2026;
- Event Date: 25 November 2026.

Annex 5. Indicative Event Format

Thailand Food Service Leadership Forum: Towards Healthy and Sustainable Diets

The Forum will be conducted as a **half-day afternoon event**, followed by a networking session.

The event is expected to accommodate approximately **50-70 participants** from the food service sector, hospitality industry, government agencies, academia, civil society organizations, development partners, and WWF representatives.

The consultant should plan for an event schedule running approximately between **14:30 hrs. and 18:00 hrs.**, including registration, forum sessions, and event closing.

The Forum may include the following components:

Session Type	Indicative Duration
Registration and Arrival	30 minutes
Opening Remarks	10 minutes
Keynote Presentation(s)	20 minutes
Leadership Dialogue	30 minutes
Panel Discussion(s)	60 minutes
Business Experience Sharing	15 minutes
WWF Food service sector Methodology Introduction Session	15 minutes
Community Introduction and Engagement Session	15 minutes
Closing Session	10 minutes

Production Considerations

The Consultant should anticipate the following event requirements:

- Multiple speakers and moderators.
- Presentation-based sessions.
- Panel discussion format.

- Simultaneous interpretation support (interpreter(s) will be appointed separately by WWF Thailand).
- Professional stage management.
- Registration and participant management.
- Coordination with WWF-appointed photographer(s) and videographer(s), if applicable.

Transition to Networking Activities

Following the completion of the Forum programme, WWF Thailand will independently lead and manage networking activities.

The Consultant shall support a smooth transition from the Forum programme to the networking period, including session closing, participant flow management, and coordination with venue representatives where necessary.

Note

The programme structure presented above is indicative only and may be subject to change.

The final agenda, programme details, speaker information, and session flow will be provided to the selected Consultant during the assignment period.