

REQUEST FOR QUOTATION

1. Introduction and Project Overview

The Institute of Actuaries of India (IAI) is a statutory body established by an Act of Parliament, viz. The Actuaries Act, 2006 for regulating the profession of Actuaries in India. The nodal ministry for the Institute is Department of Financial Services, Ministry of Finance.

The 24th Global Conference of Actuaries (GCA) will be held on March 18th and 19th, 2025, at The Westin Powai Lake, Mumbai. The theme of this year's GCA is "*Actuarial Excellence in the Age of Disruption*". This year's conference promises to be an exciting and thought-provoking gathering, bringing together actuaries and other professionals from across the globe to explore the rapidly evolving landscape of our profession.

Objectives

- **Knowledge Sharing:** To provide a forum for exchange of cutting-edge ideas, research, and practices in the actuarial field, featuring truly world-class speakers and topics that push the boundaries of current knowledge and innovation.
- **Networking:** To facilitate networking opportunities among actuaries, industry leaders, and regulators, fostering a soulful connect that encourages meaningful professional relationships and collaborations.
- **Professional Development:** To offer sessions and workshops that contribute to the professional growth of attendees.
- **Jubilant Celebrations:** To celebrate the milestones and achievements of the actuarial profession with enthusiasm and joy, creating memorable experiences for all participants.

Submissions to be sent to avani@actuariesindia.org

Scope of work

Event to promote

Event name: **Global Conference of Actuaries**

Date: **March 18-19, 2025**

Location: **Westin, Powai, Mumbai**

PR + Social media activities to begin two months before the event

2.1 Public Relations Approach

Pre-Event:

7. **Inviting the media** - PR Agency will start reaching out to the media and inviting them to the virtual event. PR Agency should be able to on-board 4 Print media and 2 broadcast media for the coverage of the conference.
8. **Media Interactions** - PR Agency will reach out to key journalists to conduct interviews with the spokesperson and other dignitaries present at GCA 2025. These will be planned right after the virtual events.
9. **Pre-event media coverage** - PR Agency should ensure pre-event coverage in form of articles, interviews to be released using print and broadcast media.

Week of the Conference

10. **Confirming Media Attendance** - PR Agency will confirm attendance of the participating media and coordinate with IAI PR team and journalists for the various sessions with the media.
11. **Interviews** - PR Agency will share the media briefing books for specific interactions scheduled which will include background information about the publication, journalist, tentative questions that can be asked, etc.
12. **Press Release** - Post every event day, PR Agency will disseminate a press release of the highlights of the day along with the fact sheet and the photos of the conference.

2.2. Target Media:

- Mainline
- Business and Financial
- Wires and Online
- Trade publications and relevant online websites
- Magazine & Broadcast
- News Channels
- Top 10 newspapers(offline) as per IRS, minimum 3 articles for the 3-day conference, 1 pre-event and one post event.

2.3. Agency responsibility:

- Sharing tentative target media list
- Content creation and approval from GCA 2025 team
- Prepare drafts of press releases
- Translation of press release (Hindi and Marathi languages)
- Press release dissemination to media
- Follow-up for the press releases
- Coverage tracking
- Compiled coverage report
- Support of ad hoc requests for developing creatives for effective emailers and other collaterals

2.4. Awareness Media Campaigns on LinkedIn and Twitter

- Duration: 2.5 months

- Audience: Tier 4,3,2 cities- will be expanded on later
- Getting maximum reach for the campaign Pan India
- Sharing Report every month with in-depth activity and findings of Brand awareness campaign.
- Restructuring of campaign needs to be prompted to IAI over mail.

2.5. Expectations from the agency

To reach the most amount of people and spread awareness of GCA among the Insurance, Healthcare, Banking, Finance, Risk professionals and non-actuarial services where actuaries work in along with speaking about

2.6 Quotation requirement:

1. Portfolio of company's work in relevant industries
2. Projections for Media coverages and Media campaigns on LinkedIn and X
3. A pitch with a campaign idea for promoting GCA on social media platforms- LinkedIn and YT/X; duration- 2 months
4. Quotation of total cost

2.7 Evaluation & Anticipated schedule

TECHNICAL SCORING PATTERN

Sr. No	Particulars	MARKS
1	Experience of company in public relations (Previous PR campaigns of the agency will be evaluated in terms of quality and originality. An innovative and creative approach will also be considered.)	20
2	Expertise of the key personnel Experience, Successful campaigns, alma mater and other (Please provide the CVs of key personnel that you wish to deploy for the services to be provided)	10
3	Awards and Recognition to the Agency/vendor in the last 5 years (Industry Recognised)	10
4	Quality of Client List and retention of clients.	10
5	Credential and PR Plan Presentation for IAI	20
	TOTAL	70

1. OTHER CONDITIONS

1.1 DATA SECURITY AND PREVENTION OF FRAUD

1.1.1 Data Protection Measures

- 1.1.1.1 Information Security Framework
 - 1.1.1.1.1 The agency shall implement and maintain:
 - 1.1.1.1.2 ISO 27001 compliant information security management system
 - 1.1.1.1.3 Robust cybersecurity protocols
 - 1.1.1.1.4 Encrypted data storage and transmission
 - 1.1.1.1.5 Multi-factor authentication for all systems

1.1.2 Data Handling Protocols

- 1.1.2.1 Confidential information must be:
 - 1.1.2.2 Stored on secure, password-protected servers
 - 1.1.2.3 Accessed only by authorized personnel
 - 1.1.2.4 Processed in compliance with Indian data protection regulations

1.1.3 Personnel Security

- 1.1.3.1 Agency must:
 - 1.1.3.1.1 Conduct background checks on all employees
 - 1.1.3.1.2 Provide mandatory data protection training
 - 1.1.3.1.3 Implement strict access control mechanisms

Data Breach Consequences

In the event of a data breach, the agency shall:

1. Immediate Notification

- Notify IAI within 24 hours of discovering the breach
- Provide a comprehensive incident report
- Outline immediate mitigation steps

2. Financial Penalties

- Pay liquidated damages of ₹5,00,000 for each confirmed data breach
- Reimburse IAI for all direct and indirect costs associated with the breach
- Cover expenses related to:

- Forensic investigations
- Legal consultations
- Potential reputation management

3. Remediation Obligations

- Conduct a full security audit
- Implement recommended security enhancements
- Provide detailed corrective action plan
- Offer free credit monitoring for affected individuals (if applicable)

The agency/vendor will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

4.2 CONFIDENTIALITY:

Confidential Information shall include, but is not limited to:

- Unpublished conference details
- Strategic planning documents
- Personal information of conference participants
- Internal communications of the Institute of Actuaries of India (IAI)
- Financial projections and budgetary information
- Speaker and participant lists
- Proprietary research materials

Both parties agree to maintain the confidentiality of all information obtained during the course of this engagement. Any breach of this confidentiality will be subject to legal action.

Confidential information may be disclosed only:

- With prior written consent from IAI
- As required by law (with immediate notification to IAI)
- To employees on a strict need-to-know basis

4.3 INDEMNIFICATION:

The agency agrees to indemnify and hold harmless the Institute from any claims, damages, or legal actions arising out of the agency's negligence, misconduct, or breach of this agreement.

4.4 AMENDMENTS:

Any changes or modifications to this agreement must be in writing and signed by both parties

4.5 WARRANTIES AND REPRESENTATIONS

The agency represents and warrants that all services provided under this agreement will be of professional quality and free from any defects

4.6 TERMINATION CLAUSE:

The Institute reserves the right to terminate the contract at any point, with a 30-day written notice, in case of unsatisfactory performance or breach of any terms of this agreement by the agency.

In case of confidentiality breach, IAI reserves the right to:

- Immediately terminate the contract
- Seek injunctive relief
- Pursue civil and criminal legal actions
- Claim comprehensive damages



Name, ~~Signature~~ and Seal of Authorized Signatory of Agency