

## EXPRESSION OF INTEREST / TENDER

### Publicity Services for Asia Pacific Screen Awards & Forum 2025

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#### ABOUT THE ASIA PACIFIC SCREEN ACADEMY

Established in 2007, the Asia Pacific Screen Academy (APSA) stands as the preeminent champion of cinematic excellence across the world's most dynamic film region. Encompassing 78 countries and areas, representing 4.5 billion people and producing half of the world's films, APSA celebrates the extraordinary diversity and creative power of Asia Pacific storytelling.

The Asia Pacific Screen Awards honours filmmaking that demonstrates cinematic excellence and films that best reflect their cultural origins. The region's highest accolade in film, APSA is an international cultural program endorsed by FIAPF-International Federation of Film Producers Associations.

The Asia Pacific Screen Forum connects local filmmakers, APSA Award nominees, and international delegates through panels, presentations, round-table discussions, networking events, workshops, and screenings, supporting Australian film practitioners to engage with pertinent industry issues and connecting the national industry with the global conversation.

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#### 2025 EVENT OVERVIEW

**18th Asia Pacific Screen Awards:** Thursday, 27 November 2025

**7th Asia Pacific Screen Forum:** Monday, 24 - Thursday, 27 November 2025

**Location:** The Langham, Gold Coast, Australia

#### Event Scale

- **400 attendees** at Asia Pacific Screen Awards Ceremony
  - **10 industry events** featured in the Asia Pacific Screen Forum
  - **150 films** expected in competition
  - **40+ Asia Pacific countries and areas** represented in competition
  - **High profile Australian and international film talent** in attendance
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#### SCOPE OF SERVICES REQUIRED

The successful consultant will deliver comprehensive publicity services for the 2025 suite of events presented by the Asia Pacific Screen Academy, including strategic communications, media relations, and coverage coordination.

#### Key Deliverables

##### 1. Strategic Communications

[www.asiapacificscreenawards.com](http://www.asiapacificscreenawards.com)

- Input into APSA's overall communications strategy
- Create publicity strategy aligned with operational timing, key messages, and outreach opportunities
- Develop targeted approaches for local, national, and international media coverage

## 2. Media Relations & Coverage

- **International Coverage:** Work with topline talent from each country to generate coverage
- **Australian Coverage:** Collaborate with local distribution to connect APSA nominations/wins to theatrical release campaigns
- **Queensland Coverage:** Maximise coverage in local media
- **Trade Coverage (Local & International):** Focus on nominations, winners, APSA brand and mission

## 3. Event Management

- Attend and manage pre-event media calls
- Coordinate red carpet media management during Awards Ceremony
- Manage backstage winner photography and interviews
- Coordinate with APSA Marketing/Social/Digital team for announcement timing

## 4. Content Creation & Distribution

- Media releases for key announcements
- Pitching and coordinating interviews for APSA spokesperson, talent, nominees, jury members, and Forum speakers
- Winner announcements and follow-up coverage
- Post-event content distribution

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## KEY CAMPAIGN TIMELINE

### September 2025

- Strategic planning and stakeholder engagement
- Media database development and relationship building

### October 2025

- **10 September:** First look Forum program announcement
- **8 October:** Nominee and full Forum program announcement
- Media call coordination and venue reconnaissance
- International media outreach begins

## November 2025

- **24-27 November:** Asia Pacific Screen Forum coverage
- **27 November:** Asia Pacific Screen Awards
- On-site media management and red carpet coordination
- Real-time winner announcements and coverage

## December 2025

- Post-event coverage and content distribution
- Comprehensive publicity report delivery

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## PERFORMANCE TARGETS & KPIs

Based on 2024 outcomes, the successful consultant should aim to achieve or exceed:

### Media Coverage Targets

- **1,500+ articles** (exceeding 2024's 1,475 articles)
- **\$40M+ online media value** (exceeding 2024's \$37.1M)
- **\$40K+ print media value** (exceeding 2024's \$34.5K)
- **6+ billion audience reach** across all platforms (exceeding 2024's 5.6 billion)

### Growth Objectives

- **20% increase** in overall media coverage volume
- Enhanced international media penetration
- Stronger integration with social media campaigns (11K+ Facebook, 2,290+ Twitter, 3,560+ YouTube subscribers)
- Improved trade publication coverage

### Quality Metrics

- Positive sentiment analysis across coverage
- Geographic diversity of media coverage reflecting APSA's 78-country reach
- Integration of key messaging around cultural diversity and cinematic excellence
- Successful coordination with promotional partners and sponsors

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## CONSULTANT REQUIREMENTS

### Essential Criteria

- Minimum 5+ years experience in entertainment/film industry publicity

- Proven track record with international film festivals or awards ceremonies
- Established media relationships across Australia, Asia Pacific region, and international markets
- Experience managing high-profile talent and VIP communications
- Demonstrated ability to work under pressure during live events
- Strong understanding of the Asia Pacific film industry landscape

**Desirable Criteria**

- Previous experience with APSA or similar cultural awards programs
- Multilingual capabilities or established translation partnerships
- Social media integration experience
- Crisis communication expertise
- Trade publication relationships (Variety, The Hollywood Reporter, Screen International, etc.)

**Team Requirements**

- Principal consultant(s) must be available to attend both media calls and Awards ceremony
- Additional local team members as required
- 24/7 availability during event period (24-27 November 2025)

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**CONTRACT TERMS****Duration**

September 2025 - January 2026 (with intensive period November-December 2025)

**Key Obligations**

- Maintain appropriate insurances including workers' compensation
- Provide regular progress reports and campaign updates
- Coordinate with APSA's marketing coordinator
- Ensure all publicity aligns with APSA's brand values and cultural sensitivity requirements
- Deliver comprehensive post-event report by 31 January 2026

**Budget**

There is a limited budget of \$20,000 plus GST available for this contract.

**Exclusions**

The following items are NOT included in the consultancy fee and will be additional costs:

- Travel and accommodation for consultant team

- Translation services for international media materials
  - Incidental costs (subject to prior APSA approval)
  - Photography services (APSA will provide event photography)
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## **TENDER SUBMISSION REQUIREMENTS**

### **Proposal Structure**

Your proposal should include the following sections:

#### **1. Understanding & Approach (25%)**

- Demonstration of understanding of APSA's mission and the Asia Pacific film industry
- Proposed publicity strategy and approach
- Key messaging framework
- Target media analysis

#### **2. Experience & Track Record (25%)**

- Relevant experience with film festivals, awards ceremonies, or cultural events
- Case studies demonstrating successful international publicity campaigns
- Media relationship portfolio and geographic reach
- Client testimonials and references

#### **3. Team & Resources (20%)**

- Team structure and key personnel CVs
- Availability and commitment during key periods
- Media database and relationship assets
- Technology and reporting capabilities

#### **4. Budget & Timeline (20%)**

- Detailed fee structure and payment schedule
- Resource allocation across campaign phases
- Cost breakdown for additional services
- Value-added services or inclusions

#### **5. KPI Achievement Strategy (10%)**

- Specific strategies to meet or exceed stated KPIs
- Measurement and reporting methodology
- Risk mitigation approaches

- Innovation and added value propositions
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## SUBMISSION DETAILS

### Submission Requirements

- **Proposal:** Maximum 10 pages (excluding appendices)
- **Budget:** Detailed cost breakdown on separate document
- **CVs:** Key team members (maximum 1 pages each)
- **Portfolio:** Up to 5 relevant case studies
- **References:** Minimum 3 recent client references

### Submission Process

**Email:** [info@asiapacificscreenacademy.com](mailto:info@asiapacificscreenacademy.com)

**Subject Line:** APSA 2025 Publicity Services Tender - [Company Name]

**Format:** PDF documents only, maximum 25MB total file size

**Deadline:** 29 August 2025

### Evaluation Timeline

- **Tender Closing:** 29 August
  - **Contract Award:** 5 September
  - **Contract Commencement:** 9 September
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## EVALUATION CRITERIA

Proposals will be evaluated based on:

- **Technical Merit (40%):** Understanding, approach, and strategy quality
  - **Experience & Capability (30%):** Relevant experience and team strength
  - **Value for Money (20%):** Cost effectiveness and budget efficiency
  - **Innovation & Added Value (10%):** Creative approaches and bonus offerings
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## CONTACT INFORMATION

### Tender Enquiries

**Contact:** Jaclyn McLendon

**Email:** [jaclyn@asiapacificscreenacademy.com](mailto:jaclyn@asiapacificscreenacademy.com)

**Phone:** 0448827546

**Address:** Asia Pacific Screen Academy Limited

## **ADDITIONAL INFORMATION**

### **Probity**

- All submissions will be treated confidentially
- APSA reserves the right to reject any or all proposals
- APSA may negotiate with preferred tenderers
- Tenderers must declare any conflicts of interest

### **GST**

All fees must be quoted exclusive of GST. GST will be added as applicable under Australian taxation law.

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*This tender represents an exceptional opportunity to work with one of the region's most prestigious cultural institutions, celebrating the extraordinary diversity and creative power of Asia Pacific storytelling on the international stage.*