



REQUEST FOR PROPOSALS: AIDS 2012 OFFICIAL VIDEOGRAPHERS

Background

The XIX International AIDS Conference (AIDS 2012) will be held at the Walter E. Washington Convention Center (WCC) in Washington, DC, United States from July 22-27, 2012. The conference will host approximately 20,000 delegates, including 2,500 journalists. In addition, thousands of people will follow the conference proceedings from around the world by viewing and downloading content available on, or linked from, the conference website.

The International AIDS Conference is the most important gathering for the release and discussion of scientific, programmatic and policy developments in the global response to AIDS. As the largest and most diverse international gathering devoted to a global health issue, the conference brings together the movement of people responding to the AIDS epidemic to share their lessons and together stake out the road ahead.

The principle organizer of the conference is the International AIDS Society (IAS). The IAS' headquarters in Geneva act as the official conference secretariat, and therefore all official conference services are contracted by the IAS.

Videography Services Required

We are interested in engaging a team of professional videographers with appropriate support staff to visually document the conference. The videography team will be required to provide web-ready videos daily along with information for captions. The videography team/s will be provided with a small workspace in the Media Center for the preparation of files and will provide their own computer for file preparation.

1. Expected Activities and Outcomes

Specifically, the contracted videography team will be required to perform the following:

- 1) Video record the conference proceedings from Sunday, July 22 to Friday, July 27, 2012. The videographers should budget to spend an average of 12 hours on-

site each day. A complete video-list will be provided at a later date. Events will range from large events with performances and speakers to smaller conference sessions and performances and displays in the Global Village (an area located within the conference venue that is open to delegates and the general public). The video list will include requirements for videos of conference leadership and dignitaries, as well as a variety of candid shots throughout the venue. Some key events (Opening and Closing sessions, important press conferences) will be recorded in full. The team will also be required to document a limited number of off-site events, such as marches, vigils or performances.

- 2) Video-interviews with scientists and newsmakers. A list of the interviews will be provided at a later date. Also, it is required to attend a daily morning briefing with the Communications Team to go through the programme in case of any changes.
- 3) Once a day (mid afternoon) the videography team/s must provide a 2-minute Video News Release (VNR) with all the highlights of the day (to be agreed in advance with the Communications Team) to the IAS web officer in the Media Center. Videos given to the web officer must be fully prepared to the appropriate file size and edited, if necessary, for online posting.
- 4) Each video should be suitably labeled with detailed information, including the name of the speaker(s), in order to prepare a suitable caption. Candid shots should be labeled with the location of the shots and, where feasible, subject names and country of residence. In the case of artistic or educational performances, the information should include the name of the group and country rather than the individual names. The provision of correct information is very important and selected videographers must ensure that they have appropriate staff support to provide this information to the web officer with each video.

Video will be:

- placed online for media outlets and other interested persons to download for publication in journals, newspapers, online publications and the like; or for their own personal use;
- posted on the conference YouTube channel website;
- archived at IAS headquarters in Geneva, including publicly available electronic archives, for future non-commercial use;
- the VNRs will be distributed each day to Agency TV Services.

Considerations

Kindly note the following:

- 1) Videos will remain the property of the International AIDS Society.
- 2) When used by the International AIDS Society, the caption will feature the words: "Video: International AIDS Society/[videographer's name]".

- 3) Although the IAS requests third parties to credit videos as described above, we do not take responsibility for this.

Proposals and Quotations

Should you be interested in acting as official AIDS 2012 videographer, kindly submit a proposal and quotation for services provided to the IAS by no later than 17:00 (CET)/11:00 a.m. (EST) on Wednesday, February 29, 2012. Late applications will not be considered.

This document should include the following information:

- 1) The list of names and roles of all proposed staff, along with bios and key experience for the videographers, highlighting previous experience with large-scale events.
- 2) A quotation detailing the professional fees and expenses related to above. Expenses detailed should include travel costs to Washington, DC (if applicable), including visa costs (if applicable); and accommodation (if applicable) and daily living allowances in Washington, DC. Preference will be given to contractors that do not require travel expenses, as available funding is limited.
- 3) A maximum of ten links to sample videos for each videographer on the team recorded at similar events. The samples should demonstrate abilities with the types of videos described above.
- 4) Three professional references, including at least one for whom the videographers have recorded a large-scale event.

Proposals should be emailed to Francesca.Daros@iasociety.org by 17:00 (CET)/11:00 a.m. (EST) on Wednesday, February 29, 2012.