

Responses to Questions

Call for Proposals for Virtual Awards Event

CEPF answers in red

1. What platform are you using for the IUCN World Conservation Congress? Would it be a possibility to use this platform to stream the virtual event or would you prefer the platform to be separate?

CEPF is not involved in the organizing of events for the IUCN World Conservation Congress, so we do not know what platform they are using. We believe we will need to have a separate platform.

2. What is required of the highly targeted marketing plan? As part of our production process we discuss ways to engage audience members and learn a bit about your different audiences—want to confirm exactly what you’re expecting here—especially since it seems you have a great understanding of your audiences!

CEPF has modest expectations regarding marketing of this event. We are looking for a plan that will help us reach the identified target audiences and maximize their participation. We have contacts for many in the target audience categories, but we will look for ways to reach further into their networks and reach people in the categories of potential donor or partner (i.e. national govts, other international NGOs) categories. We are not trying to reach out to broad general audiences, and we are not expecting pay for any sort of advertising. We may look for ways to engage with participants in the IUCN World Conservation Congress.

3. Who is the host?

We don’t know and hope to engage with the contractor to help us select an appropriate host.

- Where will they be streamed in from? We can provide a studio in DC or source an alternative solution if you’d like! We can also provide a professional host (ie. paid talent)

We don’t know, and CEPF is looking for advice on these matters.

- Do they want the host to be pre-recorded as well? We can recommend a platform that is simulive, so the program will air as if it’s live.

We have not decided and are looking for recommendations from the contractor.

4. Do you need a scriptwriter? The information provided is a bit conflicting—do you need one or is there one?

CEPF does not have a scriptwriter. We would like the contractor to do as much of this work as possible but recognize that our staff will need to provide guidance on messaging and CEPF style.

5. Please note—the timeline to build the platform is aggressive. We do a phased build where we show things at each step.

CEPF recognizes that the overall timeline for the project is aggressive. CEPF will look to the contractor to propose solutions that will work within the timeframe. CEPF is committed to partnering with the contractor to meet deadlines.

6. Is there a time of day yet for the air date on September 9th?

That has not been determined, but current thinking is that it may start in the evening Central European Time.

7. From the RFP: 10 remote filmed videos of each hotspot hero (production required)

- Will the CEPF team work with the heroes to schedule them or is IMG doing every aspect of production including talent wrangling/scheduling?

CEPF will provide contact information, but otherwise will ask the contractor to handle every aspect.

- Are we writing their bios or helping them on messaging?

Basic bios have been written for each of the heroes, but CEPF does ask the contractor to make any adjustments or additions to that material necessary for the event. CEPF can provide some basic guidance to heroes regarding their messaging, but CEPF wants to capture the heroes' own authentic messages with minimum filtering.

8. 1 highlight video going through all the ten heroes (1-2 minutes, pre-recorded)

- Will client provide talking points?

Yes.

- Does IMG need to research these individuals to determine content?

CEPF has reported on the heroes, so there is material already in existence about them. This may need to be augmented, and CEPF can provide some additional information and will work with the contractor to locate the best available video and still photography for use in the video.

- Will IMG or CEPF schedule these individuals globally, and will a CEPF person be present throughout these recordings?

CEPF asks the contractor to schedule the interactions with the heroes. CEPF staff will plan to be present for the recordings.

- Is this video, AND the 10 “career overview videos” a series of stills and existing video with supportive text? Or are these video interviews handled as separate remotes?

CEPF is envisioning that the videos would primarily or exclusively use existing video and stills with supportive text. However, if the contractor felt that material recorded during the video “messages” gathered from the heroes was useful for incorporation into these videos, CEPF may support that approach. There may not be a lot of existing material for some of the heroes, and this may require some purchase of related video or photos from the region or of particular species. It would be a good idea to include some budget for video/photo purchase in the proposal. CEPF does not envision in-the-field remote video shoots to gather material for these products.

9. RFP: Graphically enhanced map (original map provided).

- Will CEPF provide all content to be added?

Yes.

- Will CEPF supply a high resolution editable graphic of the original map?

Yes.

10. RFP: “Words from our donors” (one or more)

- Is this live or recorded?

CEPF would like to consult with the contractor on the best approach for this element of the program. We suspect recorded would be best.

- Will the donors write their own words?

CEPF will draft the message or messages with input from the contractor, then get the message(s) approved by the donor(s).

11. RFP: Interactive Element (live polling, etc.)

- Will CEPF provide the content?

Probably, depending on what interactive element is chosen. For instance, if we used trivia questions, CEPF would provide relevant trivia questions.

- What level of collaboration with the IMG producer do you envision?

We’re not entirely sure what you’re asking here. In regard to the “interactive element,” CEPF would expect to collaborate with the contractor in whatever fashion necessary to make the interactive element work well for the event. We are looking for the contractor’s professional recommendations/guidance as to what will work best and how to implement it.

- This is the only element that may keep this from being a completely pre-recorded event – such as the Goldman award video. That program was a linear video assembled and streamed live. Can these “live polling” trivia pieces

simply be an app where viewers send it in and we insert the results as “factoids” interspersed through the program?

We are certainly willing to consider such an option.

12. RFP: Work with client to determine schedule, develop and refine documents (including agendas and timelines) and audio-visual materials... and organize all necessary event-related meetings

- Please confirm what “refine... audio-visual materials” means? – Will this be extra editing?

What we expect is that the contractor would work with CEPF in the development and finalization of the items mentioned, including audio-visual materials. Audio-visual materials will almost certainly require some editing and will require final approval by CEPF. We’re not sure what you mean by “extra editing.” CEPF realizes the tight timeline for the project and would try to minimize editing as much as possible.

- Are event-related meetings in addition to the weekly meetings which we would be SOP?

CEPF does not expect to need meetings in addition to a regular weekly meeting with the contractor unless some development in the project required it.

13. RFP: digital invitations—

- Can the invitations come through any vendor, or does CEPF have a digital invitation company they need to use?

CEPF does not have a digital invitation vendor and would look to the contractor to recommend and make arrangements for a vendor. Cost for this should be included in the proposal estimate.

- Will CEPF provide all content for invitations, or will IMG’s script person need to assist?

CEPF would like the contractor to draft the invitations and allow CEPF to review them before finalizing. The creative brief included in the call for proposals provides some insight into CEPF’s messaging, and the CEPF staff can provide further guidance.

14. RFP: Write show—

- Will CEPF be available to collaborate and help write up all show script content? Typically, you, the client will know what needs to be said, what can and can’t be said, how it should be said, etc.

Yes, CEPF will be available to collaborate and help form the show script.

15. RFP: Develop a highly targeted marketing plan to be implemented by CEPF.

- Does this entail digital marketing, building a web buzz, and sending out a schedule of emails?

CEPF seeks the advice of the contractor regarding what should be included, but CEPF has modest goals. By “highly targeted,” we mean getting the word out to the target audiences identified in the creative brief included in the call for proposals. This could be as simple as a schedule of emails to these audiences and requests for donors and partners to share on social media. There is also a related international conference happening around the time of our event—the IUCN World Conservation Congress—and we will look for ways to connect with its audiences. But we would very much appreciate the advice of the contractor.

16. Will this be live or as-if live? In other words, is everything pre-recorded and assembled and played back to appear as if it is live?

This has not been decided, and we would like the contractor’s advice on this point.

17. If some of this is truly live, which segments of the presentation are live?

Again, we are looking for guidance from the contractor on this point. However, given the dispersed nature of the Hotspot Heroes, it seems any live portions would be best contained to host(s) and/or donor comments. And possibly an interactive element.

18. If it a totally pre-recorded event such as the Goldman awards show, then is there any reason why it cannot stream from your website, YouTube and Facebook all at the same time?

We are looking for guidance from the contractor on such matters. As far as we know, if a pre-recorded option is selected, there isn’t anything that would prohibit this.

19. Do you envision any studio recording (or LIVE presenting) from a production studio? This would be a branded, separate space for the key individuals, separating them from Zoom feeds from their office or home. IMG’s studios are used for both live and pre-recorded segments, but we need to know if this is something you are interested in.

CEPF expects to work with the contractor to make such decisions, but it’s possible we would like to have this option for some portion of the presentation.

20. Will the heroes be live or pre-recorded? If live, how will the show account for the time differences?

We expect that all the heroes will be pre-recorded, but this is a point we would discuss with the contractor as part of the forming of the event.

21. Will there be sponsors for this event? If so, will they need to be highlighted?

No, there will not be any sponsors.

22. Will the sponsors – or the Heroes require a separate page?

No sponsors. We’re not sure what you mean by “a separate page.”

23. Under the Deliverables section on page 10, are we including the production of the host presentations (whether live or pre-recorded) in the section “Write script and work with host...”

CEPF would consider production of the host presentations as included in the deliverable titled “Fully execute event plan.”

24. Can we have access to stock footage from CI or other partner entities? Or should allow a contingency for stock footage acquisition?

CEPF will provide existing video footage from CI or partners that is pertinent to the project, but it would also be good to include in the proposal some budget for purchase of additional video and/or still photos.

25. Will CEPF consider delaying the deadline for proposals to July 12 (or July 9) and plan for a late September event?

CEPF is extending the proposal deadline to July 9. We are not currently planning to move the event to late September, but it's possible plans could change.

26. Timeline: The call for proposals indicates that the bid must be valid for 120 days from submission, however, all proposed dates of the event are less than 120 days from today. Are there other dates for this event in consideration beyond what is listed?

Other dates are possible, but contractor should for now consider September 9 as the tentative event date.

27. What is the deadline for donors to be confirmed?

We're not sure what you mean here. Presuming you are referring to the donor(s) who will participate in the "words from our donors" referenced in the draft program, we have not set a deadline for this and would look to the contractor to factor this into the plan for the event. Just in case you're asking about donors for this event, note that funding is already secured.

28. What is the expected date for submission of donor video to CI/CEPF for review?

If it is decided that we want to get video of a donor or donors making comments, we will work with the contractor to determine the review timeline.

29. Agreement: Please provide a model form of agreement for our review.

A contract template can be found [here](#).

30. Scope of Work: Please confirm that the winner of the bid will be responsible for producing the pre-recorded 1 - 2 minute video highlighting the Hotspot Heroes.

Confirmed.

31. Will CEPF be providing desired content to be used in the highlight video?

CEPF will provide all the video and photos we can get our hands on related to the heroes, their projects and the places where they work. It is possible additional video and/or photos will need to be purchased, and it would be a good idea to include some budget for purchase of stock video and photos. CEPF would look to the contractor to acquire any music that might be used for the video if music is used. CEPF staff will also work with the contractor on the script for the video.

32. Who is expected to be managing donor acquisition, relationship, and communication?

We're not entirely sure what you're asking here. We do not need donations or sponsors for the event itself—the event is funded. As for getting key audiences to the event, CEPF will work with the contractor on mailing lists using our list of contacts, but we will also be looking for the contractor to help us identify ways to reach key audiences beyond our contact lists. CEPF may send out the invitations via its email distribution system if the contractor recommends it, but ideally there will be an invitation management system in place to manage RSVPs. I hope this covers your question.

33. Program: Is the host already contracted? If not, what is the expected date of engagement for the host?

The host is not contracted, and it is possible we may use a volunteer host from within our network. To be frank, we are not experienced in these kinds of events or the acquisition of hosts, and would look to the contractor to help us determine who could be a host and determine the date of engagement.

34. Is the host the only live speaker?

CEPF is looking to the contractor to guide us on the program, including any live elements. We are currently envisioning a host as the only live speaker, but that could change depending on the advice of the contractor.

35. Is there a need for English captioning for the recorded interviews? If so, how many?

It will probably be necessary for at least two of the heroes who do not speak English. It is also possible that one or two more may need it if we find it necessary for viewer comprehension.

36. Marketing: Does CEPF already have email and mailing lists for all potential invitees or will paid marketing efforts also be needed, and if so, is there a marketing budget?

We are not currently expecting paid marketing efforts. We have mailing lists, and also hope to generate interest via unpaid social media outreach. So CEPF recommends not including that as an expense in the proposal. If we determine, in consultation with the contractor, that we need some kind of paid marketing effort, CEPF will provide funding separate from the contractor proposal.

37. Proposal Cost Breakdown: Please define "Event Plan" and explain the difference in expectation around the following deliverables:

- Write and Execute Event Plan
- Fully Execute Event Plan

CEPF needs a skilled event contractor to develop a plan for the Hotspot Heroes event based on the purpose and desired impact outlined in the creative brief included in the call for proposals. We expect that this would include finalization of the draft program factoring in the input/guidance of the contractor and a detailed schedule of activities necessary to deliver the event on time, including roles/responsibilities.

Regarding the two deliverables cited, the difference is simply that the final deliverable is full execution/completion of the event.

38. Attendee Experience: Will attendees be RSVPing for the event?

We think that would be a good idea at least for gauging participation, but we are looking to the contractor to advise us.

39. Are attendees intended to be able to network with each other before, during, or after the event?

We are open to this possibility and looking to the contractor to advise us.

40. How long should attendees be able to access the platform and event content after the initial live broadcast?

We are looking to the contractor to advise us on this. We think it would be good to at least make a recording of the event quickly available. But again, we seek advice on these matters.

41. What attendee functionality are you interested in:

- Polls
- Live Chat
- Q&A
- Trivia
- Survey
- Peer-to-peer messaging

As mentioned, we are inexperienced at these events. We think we are interested including some trivia questions as a way to engage participants. We might also be interested in live chat and/or peer-to-peer. But we would like to discuss the options and choose the best ones with the contractor.

42. Should a studio/soundstage for live talent in Washington, DC be included in this proposal or will the chosen vendor broadcast this production from their own production studio without a need for onsite/in-studio talent?

We don't know. We are inexperienced in these kinds of events and hope to work out such matters with the recommendations/guidance of the chosen contractor. You may want to include costs for both options in your proposal.

43. Is there a need for field camera crews to send live feeds back to the studio?

CEPF does not envision a need for live feeds.

44. Have you allocated a budget or budget range for services specifically within this scope?

Our estimated budget is US\$35,000.

45. Scope of Work: What do you anticipate being required for "visual design elements and digital invitations"? Does this include motion graphics for video production and (1) email template?

This likely would include at least some basic motion graphics for video the design of some sort of digital invitation, whether that is an email template and/or some kind of web-based invitation design.

46. Develop a highly targeted marketing and communications plan for the event that CEPF will implement. – This requirement is listed on page 7 but not under the list of deliverables. Would this be included under Activity 1 “Write and execute event plan” for the cost proposal?

Yes.

47. Live Production: How many CEPF team members will be available to assist in the day-of production – for example, chat moderation, Zoom communication with speakers, etc.?

CEPF will do its best to accommodate the needs of the event. Minimally, CEPF’s two communications staff members will be available, but additional members of the CEPF or CI team may also be enlisted to assist as needed.

48. How many speakers or presenters total do you anticipate being involved in the live broadcast? Is the host the only live presenter?

We envision only the host being live, but would make a final decision on this in consultation with the contractor.

49. Could you please elaborate on the requirements for the deliverable - “Write script and work with host to ensure smooth hosting of the event.” Does this mean CEPF would like to write a script verbatim for the live host? Or does this mean a highly detailed run-of-show?

CEPF is not experienced in these types of events. What we intend is that the contractor will, with CEPF’s review, provide a script for the event that includes what the host will say and all other elements to ensure smooth operation of the event. We also expect the contractor to direct the host. To be honest, we don’t know what a “highly detailed run-of-show” is exactly, but that sounds like a good thing. ☺

50. Are you considering utilized a live studio for the host’s livestream production? Or where will the host be located?

A studio is probably necessary. Again, we’re new to this and would look to the contractor to help guide us on this.

Pre-Recorded Videos

51. Can you please clarify that the following list of video deliverables is exhaustive of all required pre-recorded video production? If the list is incorrect, can you please provide any correction?

That is the full list of video deliverables.

52. In general, should all pre-recorded videos have the same design elements (colors, templates, etc.)?

Yes, and the design elements should reflect CEPF’s visual brand guidance, which will be provided to the contractor.

53. (10) 1-2 minute: Audio-Visual Career Overviews for each Hotspot Hero: RFP states CEPF will provide video and still images?

CEPF will provide the video and still images it is able to obtain for the heroes and the projects and areas where they work. There is a chance the purchase of additional video/photos and it would be good to include some funding in the proposal for such purchases, for this and the other video products.

54. Will video require voice over? If so, will CEPF provide a script?

We would like to keep things as simple as possible. We will discuss with the contractor whether voice over is needed. If it is, we would ask the contractor to draft the script and CEPF would review and work with the contractor to finalize.

55. (10) 1-2 minute Video Messages from each Hotspot Hero:

- By “production needed”, do you mean that you require the coordination of remote recordings to collect content?

Yes. We will discuss with the contractor the best way to gather these messages, but would expect the contractor to coordinate this.

- For non-English speaking heroes, you mention needing to translate from Spanish and/or Portuguese. Would you like the translations to appear on the videos as closed captions?

We think we would prefer the translations to appear on the videos, but we would expect to discuss this with the contractor to make a final decision.

56. (1) 1-2 minutes: Highlight Video for Hotspot Heroes and Grantees

- Will CEPF provide video and still images?

CEPF will provide related video and still images obtained from grantees and other partners. However, additional materials may be needed, including possibly the purchase of stock video or photos.

- Will video require voice over? If so, will CEPF provide a script?

We would like to keep things as simple as possible. We will discuss with the contractor whether voice over is needed. If it is, we would ask the contractor to draft the script and CEPF would review and work with the contractor to finalize.

57. Will remote recording services be needed to collect content – or will footage be provided from CEPF?

We do not anticipate the need for remote recording services for this product.

58. (1) 2-3 minutes: Words from our Donors

- RFP states CEPF will provide photos and quotes

Well, the RfP doesn't exactly say that. But if we choose a route that requires still photos of and text quotes from donors, CEPF will obtain those. If we decide to get a video statement or statements from donor(s), we expect the contractor to obtain

those with CEPF's assistance in communicating with the donor(s). This element of the event needs further definition in consultation with the contractor.

- Will remote recording services be needed to collect brief video quotes – or will footage be provided from CEPF?

Again, we have not yet made a final ruling on what this donor element will be – we envision either static text quotes with photo-based graphic; a single video message one donor; or perhaps more than one video quote from more than one donor. CEPF will not be providing this footage. The contractor will need to obtain it. We would like to keep things as simple as possible, but would like contractor input regarding what will best suit our needs and timeline.

59. Our firm provides both production services and custom virtual event platforms. Are you open to having the partner selected for this contract to also be selected to provide the virtual event platform?

CEPF does not intend to put out a separate call for proposals for a virtual event platform. We are looking to applicants for this proposal to include the cost of a virtual event platform if they are recommending such a platform for the event.

60. Have you allocated a budget for the virtual event platform?

Our estimated budget for all the elements of the event to be covered in this contract is US\$35,000.

61. Has CEPF used any virtual event platforms in the past you are considering using again?

No. CEPF has not presented such an event before.