Request for proposal
The 11th IAS Conference on HIV Science
Prime Session Productions

Summary:

This request for proposal is intended for potential suppliers capable of providing the production oversight, deployment and management of top-level virtual conference sessions for the 11th IAS Conference on HIV Science between 18 and 21 July 2021.

Proposal submission deadline: 8 March 2021

- No proposals will be considered after the appointed deadline.
- An electronic version of the proposal is required.
- Incomplete proposals will not be considered.

Submit your complete proposal to:

IAS - the International AIDS Society
Attention: IAS 2021 Conference Department
Avenue de France 23
CH-1202 Geneva, Switzerland

Email: kasia.daghigh@iasociety.org

23 February 2021 | IAS Conference Secretariat
Table of Content

1. GENERAL ...................................................................................................................................... 3
2. OVERVIEW OF THE CONFERENCE PROGRAMME AND ACTIVITIES ...................................... 4
3. CONSIDERATIONS / ADDITIONAL FEATURES ............................................................................ 5
4. VIRTUAL PLATFORM REQUIREMENTS .......................................................................................... 5
   4.1 LOOK AND FEEL .......................................................................................................................... 5
   4.2 DATA INTEGRATION AND INTERFACES ...................................................................................... 5
   4.3 USABILITY AND ADAPTABLEITY ............................................................................................... 6
   4.4 HARDWARE AND SOFTWARE REQUIREMENTS ........................................................................... 6
   4.5 NETWORK AND BANDWIDTH REQUIREMENTS .......................................................................... 6
   4.6 WEB STREAMING SERVICES ....................................................................................................... 6
   4.7 DISASTER RECOVERY/HIGH AVAILABILITY/CDN CAPABILITIES ............................................... 6
   4.8 DATA OWNERSHIP ...................................................................................................................... 6
   4.9 GDPR COMPLIANCE ................................................................................................................ 6
   4.10 CODE OF CONDUCT .................................................................................................................. 6
   4.11 DATA SECURITY ....................................................................................................................... 6
   4.12 RESPONSE TO FAILURES ......................................................................................................... 6
   4.13 BACKEND ............................................................................................................................... 6
   4.14 TRAINING AND DOCUMENTATION ......................................................................................... 7
   4.15 REPORTS AND DATA ............................................................................................................... 7
   4.16 PLATFORM LANGUAGE ............................................................................................................. 7
   4.17 FURTHER DEVELOPMENT OF THE VIRTUAL CONFERENCE/ UPGRADES ......................... 7
   4.18 TECHNICAL SUPPORT AND PROJECT MANAGEMENT ............................................................. 7
5. ONSITE SERVICES .......................................................................................................................... 7
6. PROPOSAL .................................................................................................................................... 7
APPENDIXES ................................................................................................................................. 7
1. General

IAS - the International AIDS Society - leads collective action on every front of the global HIV response through its membership base, scientific authority and convening power. Founded in 1988, the IAS is the world’s largest association of HIV professionals, with members in more than 170 countries. Working with its members, the IAS advocates and drives urgent action to reduce the impact of HIV. The IAS is also the steward of the world’s most prestigious HIV conferences: The International AIDS Conference, the IAS Conference on HIV Science, and the IAS HIV Research for Prevention Conference. The IAS has also organised the world’s first abstract driven conference on COVID-19 and then another one on the same topic in February 2021. For more information, visit www.iasociety.org.

The focus of this RFP is specific services for the 11th IAS Conference on HIV Science.

The supplier will be responsible for all steps involved with producing the top-level, highest-visibility, keynote sessions for both conferences in a highly appealing and professional manner that reinforces IAS’s reputation for generating gold-standard content.

The supplier shall provide a detailed cost breakdown based on the scope of the project defined in this RFP, including any license or third-party fees, staffing costs for the production requirements during the lead-up to the conference as well as the event days itself, content capture per speaker, equipment, streaming costs and any other services and requirements mentioned in this document.

All prices should be given in US dollars and must be final 2021 prices.

The proposal should be based on scope defined in the RFP (this document). The supplier should clearly specify the methods, timeline, and features that their company would be able to provide. If a part of the production service can’t be provided or will be performed differently, please specify this in your proposal and suggest alternative solutions.

Suppliers answering to this RFP are encouraged to come forward with suggestions for interactive and vibrant conference sessions and innovative technical or production solutions to engage with a global virtual audience.

Should the supplier be selected, the RFP and the proposal will constitute part of the final agreement. Apart from standard contractual arrangements, the final agreement will only contain deviations/ additions/ clarification from the proposal and the RFP. The final agreement will be based on the IAS’ standard agreement with suppliers.

The supplier shall work towards the virtual conference session production that encompasses pre-recorded and live formats, but should have the flexibility to adapt in either direction in case of need. As part of the proposal, the supplier should provide best practices, as well as proven and experienced methodologies that will enable speakers to deliver their best presentation and engage their audience.

The session flow should be seamless in both look and feel and be accessible to those low and high bandwidth settings, appealing to a wide demographic, from young tech-savvy individuals to an older, less technology-friendly generation, allowing each viewer to easily engage and digest the content.

IAS will not give out any information or share any proposals received during the bidding process. The supplier, or any subcontractor of the supplier, shall not give out any information (including this document and all containing documents) received during the bidding process to a third party without prior written consent of the IAS.
2. Overview of the sessions

Opening and Closing moments in first and last prime sessions- live or pre-recorded format

The Opening will be built of live and pre-recorded components. It will start with live remarks of the Co-chairs of the conference. Followed by a pre-recorded panel discussion and finished by another live moment. The session will long up to 1h.

The Closing will include four live rapporteurs presentations, following by one or two additional high level presentations (pre-recorded) and final address from the Co-chairs of conference. There may or may not be music or b-roll video incorporated. The presentations may vary from pre-recorded to live presentations, depending on speakers’ availability and timing. The session will long up to 1h.

Once over, the recorded session would be available on-demand.

Prime sessions - live and semi-live format

Prime Sessions represent key moments that serve to unite delegates in different regions of the world and onsite, to give the opportunity for virtual interactions with world-class topic experts.

The seven Prime Sessions feature four to five short components (video or live) by some of the world’s most prominent leaders in HIV science. The one-hour long Prime Sessions will be released twice a day (at 1pm at 6pm CET) that allow for maximum accessibility across multiple time zones. Once over, the recorded session would be available on-demand.

Each of the above mentioned components will not exceed 10 minutes to deliver a live or pre-recorded presentation. The remaining time in the session would be used for chairperson remarks, sponsor/donor/partner acknowledgements or the presentation of prizes and awards.

In addition, please provide prices for the following items that may be requested, budget permitting:

<table>
<thead>
<tr>
<th></th>
<th>Possibilities for different spoken languages or written subtitles for specific presentations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation</td>
<td>Possibility to standardize the background for the speaker presentations.</td>
</tr>
<tr>
<td>Branded background</td>
<td>Rehearsals (possibly some light coaching) for semi-live and live sessions for speakers and moderators.</td>
</tr>
<tr>
<td>Presenter rehearsals</td>
<td>A welcome animation/video plays while the delegate waits for the session to start.</td>
</tr>
<tr>
<td>Equipment support</td>
<td>Testing presenter’s equipment and, where required for quality assurance, arranging delivery of supplemental technical equipment.</td>
</tr>
<tr>
<td>Animations</td>
<td>Animated branded intros, outros and lower thirds that incorporate the conference and IAS graphic logos as well as key session information</td>
</tr>
</tbody>
</table>
3. Considerations / additional features

Sponsors are a key revenue stream for the IAS. The session will need to include traditional digital sponsorship opportunities (lower-third banners, logo placement, pre-authorised chat messages), as well as innovative options to amplify brand exposure and create targeted messaging. Please detail the sponsorship and branding features you have successfully used in the past, taking into consideration that many IAS sponsors are pharmaceutical companies subject to specific regulations. Please detail any methods you have for data capture within these features that can deliver effective post-event follow ups.

Given your expertise in the field, please present and describe any other features, services or tools that have not been mentioned throughout this RFP that you believe would be worth implementing and could add value to the final solution.

4. Production requirements

The below indicated requirements are not the complete technical specification but should at this stage be seen as minimum requirements which will be further specified by the IAS. These are subject to change as we move forward with the virtual conference.

The IAS encourages all who respond to the RFP to describe any and all useful features, services and tools offered by the provider that relate to the areas below or that the IAS may have missed entirely in this document, which may enhance the final solution.

Please provide details and images introducing your virtual platform, considering the below:

4.1 Look and Feel

The supplier shall provide a production solution that guarantees easy process for presenters and IAS staff as well as a seamless streaming experience for conference participants.

The final product should be an attractive session recording that has a high-quality, professional look. Please provide an overview summarizing your production capabilities. In addition to describing the concepts and different options, please provide screenshots on how the different scenarios could look like, including:

- Graphics (including animated graphics)
- Pre-event content capture process
- Post production
- Live session management

4.2 Data Integration and Interfaces:

All presentations will be accessible to conference delegates via the virtual conference platform.
4.3 Usability and Adaptability
The final video format should be highly adaptable for various devices (PC, laptops, mobiles, tablets etc.) and various operating systems (Windows, Mac, iOS, Android etc.), both old and new. The video should be highly responsive, readable, and adaptive to the screen size of the device being used.

4.4 Hardware and software requirements
Please provide all necessary information to describe the technical infrastructure that will be used for content capture and running the live components of the sessions.

Provide a description of the video player that will be used to play all videos and the identified limitations (browser limitations, ability to avoid download of content, etc.).

4.5 Network and bandwidth requirements
Please list the optimal network setup and infrastructure needed for live elements of the sessions.

4.6 Web streaming Services
Please provide the details of the system to adapt and deliver multiple formats based on the user’s connectivity speed, information about the codecs. Adaptive Bit Rate streaming with 384kbs minimum with priority on voice is preferable.

4.7 Disaster Recovery/High Availability/CDN capabilities
Please indicate cloud/server infrastructure and capacity to handle sessions with over 5,000 attendees.

4.8 Data ownership
The IAS will have full access to all data stored for the virtual conference. This ownership will be spelled out in more detail in the contract with the supplier.

4.9 GDPR compliance
Please describe the measurements in place on how you ensure GDPR compliance.

4.10 Data Security
To ensure maximum security of the data, the solution provider shall put all possible technical means to secure the functioning of the prime sessions. This applies to possible hacking attempts, as well as hardware failures. All communications and passwords must be encrypted. Databases accessed through APIs should be the highest encryption standards available. User data must always be protected. Please list the security in place for protection against cyber-attacks, e.g. DDoS attacks, pirated content and website defacement that could hurt the IAS brand reputation.

4.11 Response to failures
The supplier is requested to provide information regarding the response time it will have in case of system failures. Please include example cases.

Speakers:
- Check all content (QA of slides, recording, presentation) for their own session only

As part of your proposal, please describe how your uploading systems work for content capture, streaming on and eventually transferring recordings to the platform.
As part of your proposal, please describe your consent form handling processes, including:

- Handling of multiple or different consent forms the conferences / sessions
- Handling of multiple selection options per consent form
- Handling of consent for process for speakers with multiple roles in one session (e.g. intro, presentation, Q&A)
- Consent form distribution and reminder process

As part of your proposal, please describe your processes for the green room required for semi-live and live sessions and detail the technical support provided to session presenters. Please also include a description of how speakers, moderators, IAS staff and green room technician can communicate with each other in the back-end (green room).

4.13 Training and documentation
As part of your proposal, please provide samples of different trainings and guidelines you provide, including:

- Training for speakers and moderators;
- Examples of different type of guidelines provided (e.g. set-up and recording guidelines, uploading guidelines, interactive features / chat, etc.).

4.14 Technical support and project management
As part of your proposal, please:

- Describe the different options you provide for technical support during the content capture and conference days;
- Detail your project management costs.

5. Event days services
The session recording files should be stored on a shared drive on the supplier’s server. A file copy system (file synchronization) should be set up to copy the PowerPoint presentations, recordings and others files onto the IAS server. Continuous programme changes and changes regarding the uploaded files have to be taken into consideration. Please further define what kind of interfaces you are able to provide / set up.

Once the recorded presentation file is uploaded, it is the supplier’s responsibility to ensure quality assurance and that the presentation recording is ready and displaying correctly before it is set to be released or broadcast.

6. Proposal
Kindly complete the Supplier Overview.

Please provide a detailed description of the production capabilities and the services provided, following the sections in this RFP. Illustrate your descriptions with visuals and examples you already delivered.

Please provide a breakdown of the distribution of labour in terms of content capture and running the prime sessions, outlining the various roles and responsibilities of the supplier and the IAS during this process, including support staff during the virtual conference itself. The
supplier shall organise a project planning session with the IAS to discuss the design of the virtual conference user interface. This will serve to guarantee that the virtual conference will satisfy IAS standards and requirements.

The supplier shall be available to coach and support the speakers and IAS with production needs including any need or issue that arises during the event. Please provide a summary of the kinds of service level support plans that are offered and breakdown of services and costs.

Please also describe what types of support the supplier offers pre and post conference. The supplier should list all services that it may offer for the production (e.g. project management, online support, session broadcasting, subtitle/ captioning translations etc.) which could add value to the conference.

Please provide a detailed project timeline outlining the start dates, activities to be carried out, deliverables, launch of a test virtual conference and resources required.