



Request for proposals

Consulting services: Communications and Public Relations Support for IAS

1. About the IAS

IAS – the International AIDS Society – convenes, educates and advocates for a world in which HIV no longer presents a threat to public health and individual well-being. After the emergence of HIV and AIDS, concerned scientists created the IAS to bring together experts from across the world and disciplines to promote a concerted HIV response.

Today, the IAS and its members unite scientists, policy makers and activists to galvanize the scientific response, build global solidarity and enhance human dignity for all those living with and affected by HIV.

The IAS also hosts the world’s most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science and the HIV Research for Prevention Conference.

More information about the IAS can be found at www.iasociety.org.

2. Purpose of the consultancy and deliverables

The IAS is seeking a consulting firm to be the principal PR firm of record for three IAS-convened conferences as well as the IAS Secretariat between November 2022 and August 2024. Due to the COVID-19 pandemic, all three conferences will take a hybrid format, with both in-person and virtual components. Specifically, the contracted consulting firm will be required to provide the following services:

Communications and media support for three IAS-convened conferences:

IAS 2023, the 12th IAS Conference on HIV Science

The IAS Conference on HIV Science is the world’s most influential meeting on HIV research and its applications. This biennial conference presents the critical advances in basic, clinical and operational HIV research that move science into policy and practice. Through its open and inclusive programme, the meeting sets the gold standard of HIV science, featuring highly diverse and cutting-edge research. The 12th IAS Conference on HIV Science – known as IAS 2023 – will take place in Brisbane, Australia, from 23 to 26 July 2023. More than 6,000 scientists, clinicians, public health experts, community leaders and people living with HIV are expected to attend IAS 2023. For more information, please visit www.iasociety.org/conferences/IAS2023.

HIVR4P 2023, the 5th HIV Research for Prevention Conference

The HIV Research for Prevention Conference is the only global scientific conference focused exclusively on the challenging and fast-growing field of HIV prevention research. This conference fosters interdisciplinary knowledge exchange on HIV vaccines, microbicides, PrEP, treatment as prevention and biomedical interventions, as well as their social and behavioural implications. The 5th HIV Research for Prevention Conference will take



place in October 2023 and is expected to bring together around 1,400 participants. For more information, please visit www.iasociety.org/conferences/HIVR4P2023.

AIDS 2024, the 25th International AIDS Conference

IAC - the International AIDS Conference - is the premier global platform to advance the HIV response. As the world's largest conference on HIV and AIDS, it sits uniquely at the intersection of science, advocacy and human rights, bringing together scientists, policy makers, healthcare professionals, people living with HIV, funders, media and community. Since its start in 1985, the conference continues to serve as an opportunity to strengthen policies and programmes that ensure an evidence-based response to HIV and related epidemics.

Services at each conference to include:

- **Coordination**
 - Regular calls with IAS communications team
 - Regular calls with extended team of IAS communications consultants
- **Support topline messages**
 - Provide ongoing strategy guidance related to conference planning, media policies, activities, and timeline
 - Develop messages for the conferences' overall themes
 - Support topline conference messages and scientific messages
 - Provide ad hoc issues management and crisis communications support
- **Support pre-conference engagement efforts**
 - Up to five scientific marketing emails highlighting conference messaging, key themes and notable abstracts
 - Coordination with IAS team to feed email content into the official schedule of marketing emails
 - Help identify key media partners
 - Help identify appropriate VIPs to draw attention to the event and also identify news worthy announcement opportunities at the conference working with outside organizations to coordinate those announcements
- **Manage the official press program**
 - Support putting together an intuitive press registration system
 - Review and directly approve media delegate applications with IAS starting three months before each conference
 - Pro-actively reach out to VIP journalists and ensure presence at the conference
 - Manage 1-2 media roundtables per conference, as required
 - Coordination with IAS comms team to engage key partners around timing announcements with conference
 - Set up virtual media centre
 - Manage in-person and virtual media centre and ensure media requests are answered
 - Selection of abstracts and announcements to be featured in official press programme, including late-breaker review, which includes coordination with IAS President, co-Chairs and track chairs
 - Coordination of 1-3 virtual/hybrid press conferences per conference
 - Support third-party press conferences



- Draft Chair remarks and hold media training as needed
- **Draft official news releases**
 - Draft 3-5 official news releases and media advisories, including invitations to press conferences and subsequent reminders per conference
 - Draft official quotes from IAS spokespersons to feature in releases and via social media
- **Draft speeches and for opening and closing ceremonies**
 - Provision of the conference's scientific highlights for opening, closing and high-level speeches
 - Ad hoc writing as needed for materials, social media and talking points pulling through conference messages
- **Media monitoring**
 - Share daily emails featuring top-tier coverage per conference
 - Develop media monitoring reports per conference capturing message pull through, top stories and coverage trends

3. Period

From 1 November 2022 to 31 August 2024.

4. Location

The consulting firm will work remotely from their headquarters, with onsite support required during IAS 2023, HIVR4P 2023 and AIDS 2024.

5. Proposal requirements

Your proposal should include the following information:

1. The list of names and roles of all proposed staff, along with bios, highlighting previous experience with similar projects
2. A quotation detailing the professional fees and expenses related to the above services, including a daily rate. Expenses detailed should include travel costs including visa costs (if applicable); and accommodation (if applicable) and daily living allowances.
3. The below tick box:
 - By checking the box, you affirm that your company does not actively or implicitly support discriminatory workplace policies including, but not limited to, real or perceived HIV status, sexual orientation, gender identity, mental or physical disability, age, race/ethnicity, marital status, family or care giver's responsibilities, pregnancy, religion, or political views that would negatively impact people living with HIV.

6. Submission details

Proposals must be received via email by 17:00 (CET) on 16 October 2022. Late proposals will not be considered.

Proposals should be addressed to Bijan Farnoudi, Director, Communications and Public Affairs at bijan.farnoudi@iasociety.org