IAS

Request for Proposals

Consulting services: Design and web editing

Closing date and time: 30 September 2025, 23:00 CET

About the International AIDS Society

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.

Purpose of the RFP

The IAS invites proposals from qualified agencies, firms (team-based suppliers) or individuals that can demonstrate that they possess all the core skillsets required to provide continuous design, web management and a wide range of digital production services to the IAS during the contracting period. The selected agency or individual will maintain and strengthen the web presence of the IAS, design and produce brand-consistent assets, and serve as a guardian of the IAS corporate identity across digital, print and audiovisual outputs.

Contract period – 1 November 2025 to 1 November 2027, with an option to extend based on performance and budget availability.

Location – Remote. The preference is for teams operating in or near CET/CEST time zones, with the ability to travel to conference locations if required. Support and availability during conferences, whether in person or remote, will require after-hours support beyond the typical working day.

Scope of work and deliverables

A. Communications department (primary scope)
1. Website operations (Dupal, iasociety.org)
   • Daily content maintenance and publishing (events, programmes, conferences, news and all other site sections)
   • Proactive technical upkeep: Updates, security hardening, performance checks, accessibility compliance, link monitoring, analytics tagging and SEO hygiene

- Staging environment usage and change control; rollback plans and versioning
- Monthly technical health reports and recommendations
2. **Collaborate with external vendors** if needed to potentially integrate new website functionality and enhancements
3. **Hardcoding of website as needed.** Expertise in HTML, PHP, and CSS is required. Expertise in JavaScript, jQuery and Twig Templating is a plus.
4. **Design and production of visual and audiovisual assets**
   - Templates and products, such as brochures, fact sheets, PowerPoint decks, banners, social media graphics, web graphics and promotional video clips
   - Strict adherence to the IAS corporate identity; act as brand guardian ensuring consistency across all touchpoints
   - Provide accessible, editable source files (e.g., Adobe Creative Cloud) plus packaged exports (PDF, PNG/JPG, MP4, etc.)
5. **Ways of working**
   - Participate in weekly check ins with the IAS Communications department, weekly editorial calendar meeting and ad hoc meetings during regular business hours (09:00-18:00 CEST)
   - Maintain a shared backlog, delivery calendar and status board
   - For agencies or teams: provide a named account lead and day-to-day project manager

B. Other IAS departments (as requested)
1. **Digital assets**
   - Webpages, microsites/landing pages and interactive digital reports
   - PowerPoint templates and event slide loops
2. **Print assets**
   - Brochures, reports, fact sheets, certificates, banners and posters
   - Estimated volume: 15-20 design products/year (non-binding)
   - Pre-press preparation, proofs and print-ready deliverables
3. **Audiovisual**
   - Short video clips, cutdowns and light edits for social and web over 12 months
   - Estimated volume: 10-20 tasks/year (non-binding)
   - Basic motion graphics, captions, audio cleanup and brand-compliant lower thirds

C. Conference signage & environmental design
This is a large-scale workstream supporting the IAS flagship conferences. Expected tasks include:
1. **Venue wayfinding and general conference signage** (directional signage (standing) and hanging banners throughout the venue, door / floor / window stickers, entry branding and welcome banners, counter signage, exhibition and poster area branding, etc.)
2. **Session room stage branding** (backdrops, hanging banners, lectern signage, coffee table signage, etc.)
3. **Creation of maps** (such as exhibition, poster, venue)
4. **Digital signage and screen animations** (various aspect ratios); session room holding slides
5. **Coordination with suppliers** (if required by the IAS); version control and late-breaking changes

6. **Quality control during build and opening days** (if required by the IAS)
7. **Full management of the IAS library and coordination with on-site photographers** to ensure that key photos during conferences are added in a timely and organized manner; once a conference is completed, ensure that a larger and diverse sample of photos are added to the IAS photo library
8. **Creation of related digital assets and coordination with the IAS IT team** to ensure that the conference's live virtual platform and online programme meet the IAS brand standards

Cross-cutting requirements

• **Data protection & security** – GDPR-compliant handling of personal data; secure transfer and storage
• **Quality assurance** – Peer review, spell check, link testing and brand/CI checks before delivery
• **File handover** – Editable sources and packaged assets delivered to IAS repositories

Service levels

• **Content updates (standard)**: Within two business days of receiving complete content
• **Critical web incidents:** Acknowledge within one hour and begin mitigation within two hours (08:00–20:00 CET on business days)
• **Urgent or after-hour incidents:** In rare cases, there may be a need for services after the hours noted above or on weekends. The selected party should provide a means of after-hours contact with mitigation within four hours.
• **Routine maintenance:** Monthly cadence (updates, backup verification, performance & security review)
• **Availability:** Core collaboration hours overlapping 09:00–18:00 CET, operating on a Swiss calendar in terms of federal holidays

Team structure & governance

• For teams or agencies, provide a **named account lead** and **project manager**; list all proposed staff with roles, bios and % allocation. Individuals should provide a bio, highlight organizational skills and demonstrate their expertise with the core skillsets needed for this contract.
• All contract work is strongly preferred to run through the selected party. If sub-contracting is expected, please identify in detail any **sub-contractors, expected turnaround time** and their scope of work.
• Confirm continuity/handover plan for key personnel.

Period, invoicing & payment

• **Contract period:** 1 November 2025 to 1 November 2027 (option to extend)
• **Invoicing:** Invoice once a month with **clear breakdown of each product** to the IAS focal points, referencing the correct budget lines.
• **Payment terms:** These are net 30 days upon receipt of valid invoice.
• **Rate card:** Provide daily/hourly rates by role/scope.

Intellectual property & confidentiality

• All deliverables produced under this agreement are **work for hire**; **the IAS owns all IP** and editable source files.
• **Confidentiality:** Treat IAS materials as confidential.

Eligibility & compliance
• Must have demonstrated capacity to support full workload, including conference scale design/signage.
• Experience in public health and major conferences is an asset.
• Familiarity with the HIV landscape and actors is an asset.
• Familiarity with people-first language is an asset.

Non-discrimination attestation (required):
☐ By checking the box, you affirm that you or your company does not actively or implicitly support discriminatory workplace policies, including 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.

Proposal requirements
1. **Cover letter** summarizing relevant experience and fee expectations
2. **Background information**: Name(s), role(s), short bio(s), relevant experience (including % allocation and backups where applicable) and awards and certificates
3. **Approach & ways of working**: How deliverables will be met; workflow, systems, quality assurance, accessibility practices and brand guardianship approach
4. **Portfolio**: Examples of **projects (ideally similar in nature)** executed by the proposed team (links or attachments)
5. **Conference signage**: Brief methodology describing inventorying, version control, vendor coordination and on-site quality control
6. **Timeline & SLAs**: Typical turnaround times per asset type
7. **Budget & pricing**:
    • Role-based **rate card** (daily/hourly) and any surcharges, such as for critical or urgent/after-hour requests
    • **Average cost ranges by asset type**: Website updates, communications assets, brochures, social/web graphics, short clips, pocket programmes. For conference signage, please provide the hourly rate.
8. **References**: Two client references for comparable scopes (name, role, email and a brief description of work for the client, along with links or attachments highlighting work produced)
9. **Compliance**: Signed non-discrimination attestation; confirmation of GDPR-compliant data handling; disclosure of any conflicts of interest
10. **Assumptions & exclusions**: List assumptions, dependencies and any exclusions

Preferred file format: A single consolidated PDF (≤20 MB), with accessible tagging where feasible

Skills and competencies
•   Ability to produce high-quality content under pressure and tight deadlines
•   Strong attention to detail and quality control of deliverables
•   Strong organizational and planning skills; ability to juggle multiple requests quickly
•   Ability to work in a fast-paced environment with overlapping projects and deadlines

- Expertise in video editing (Adobe Premier or other programme)
- Expertise in web design. Expertise in HTML, PHP and CSS is required. Expertise in JavaScript, jQuery and Twig Templating is a plus.
- Expertise in web management (Drupal)
- Expertise in design (Adobe Illustrator, Photoshop, etc.)
- Fluent written and oral English required; other languages are an asset.

Submission details

Email proposals to **Isaac Leamer, Technical Lead, Communications (isaac.leamer@iasociety.org)** by **30 September 2025, 23:00 CET**.

Subject line: **RFP – Design & web editing – [Name of Applicant]**

Preferred format: One PDF containing the full submission