

REQUEST FOR PROPOSAL

IABC pro bono project
Editorial coverage of the 2016 IABC World Conference
April 2016

1. Situation

IABC is seeking a creative editorial, communication, PR agency to undertake a pro bono project relating to its annual conference, held in New Orleans, from 5-8 June 2016.

The IABC World Conference is the premier annual professional development event for the communication industry and New Orleans offers an exciting and vibrant backdrop to the event. As the foremost event on IABC's calendar, it provides an important revenue-generating opportunity for the organization.

The theme of the 2016 World Conference is "Rise: Innovating Global Communication." This focus will be on the global rise of communication as a business-crucial part of today's organizations.

2. Audience

Around 1,200 communicators from around the world attend the World Conference each year. Attendees practice the diverse disciplines of corporate communication, public relations, employee communication, marketing, media relations, community relations, public affairs, investor relations and government relations.

3. Event

Conference speakers are selected through a peer-reviewed process with evaluations conducted by [top experts](#) in their field. The conference provides communication professionals with knowledge, case studies, ideas and practical workshops. There is a packed [agenda](#) with more than [60 sessions](#) covering a range of communication topics, such as:

- Communication skills
- Leadership and strategy
- Marketing and brand
- Reputation
- Employee engagement

[Pre-conference workshops](#), conducted with the IABC Academy, provide a valuable and in-depth educational opportunity.

The conference also gives communicators plenty of opportunities to network, share ideas and meet like-minded professionals. In addition to the volunteer-focused [Gift of Communication](#), which is part of the pre-conference program, special events at the conference include the [Welcome Reception](#), [Excellence Awards Gala](#) and [Foundation luncheon](#). The conference also has a popular exhibit hall, [The Hub](#).

3. Requirements

We require a small communication task force/editorial team willing to commit around 10-15 working days on a pro bono basis before, during and after the event.

This project is best suited to a team based in or near New Orleans with strong editorial skills and experience producing high-quality film, words and photography under pressure.

4. Objective and Process

The association is seeking to capture the dynamism, excitement and spirit of the event with multimedia content that can be used during and after the conference.

The team will spend a few days planning and preparing for the event, working with the conference organizers. Team members will cover the conference itself, producing content that can be posted during the event. After the conference, they will refine and finalise content that has longer lead times.

- Once appointed, the team will liaise closely with those organizing the IABC World Conference.
- It is important they review the conference agenda in detail and agree which sessions and speakers to cover as a priority.
- The team should gain prior approval on the broad approach to written content, imagery and film.
- Logistics—who attends, how they interact with delegates and speakers—will need to be discussed and agreed to in advance.

5. Deliverables

The selected editorial team will use their writing, video and photography skills to capture the event in film, imagery and words.

The team needs to produce:

- **Photography** – uplifting and engaging reportage photographs that capture the spirit of the event, e.g. audiences smiling, laughing and/or deep in thought, speakers in action and the animated exchanges between attendees between sessions.
- **News articles/blogs** – straight news reports and thoughtful reflections on the main speakers, sessions, themes and key messages. Each piece should be around 250 to 450 words and should be in keeping with [IABC's content guidelines](#). (For an example, see <https://iabcmena.com/uk/changing-the-landscape-informing-the-future/#more-5244>)
- **Film** – the editorial team will need to consider in advance how to capture the conference on film. For example, the crew may wish to film short interviews with delegates giving feedback on the conference. Some speakers may agree to have a few seconds of their presentation captured on film. At a minimum, we would expect the coverage to be edited into a series of short vignettes—two-minute films that capture energy and dynamism of the event. For examples, see the links below:
https://www.youtube.com/watch?v=9RvuN_QhmdA
<https://www.youtube.com/watch?v=IDXJUEUUvbU>

A more ambitious use of film would be to produce a series of short news programs—**IABC World Conference TV**—that showcases some of the sessions and themes of the event. This will require greater preparation—the essence of each program would need to be agreed and planned in advance with the World Conference organizers. See this example below:

<https://www.youtube.com/watch?v=x1jSX1w1WqA>

We do not require recordings of entire presentations. These can be difficult to film, dull to watch and often fall foul of copyright. One or two lines from a speech, presented with passion and conviction, is all that is needed to convey the essence of a session.

Freedom to use editorial judgement -- As this is pro bono work, we do not wish to be prescriptive. This team should use its editorial judgement to create content that portrays the very best of the conference.

The ability to be unobtrusive -- A news team needs to be where the action is—reporting on events as they happen. However, it is important that the team understands the delegate experience comes first. The team’s content is secondary to ensuring paying attendees see and hear a great conference.

Visual identity and brand (see attached guidelines) -- All content must meet IABC’s brand guidelines—tone of voice, typography, use of imagery, etc. intros and outros for films, plus any animation or moving graphics, must comply with these guidelines in terms of color, typography and use of the IABC logo.

How the content will be used -- IABC needs a balance of content—some words and images will be uploaded to the web swiftly while the event is live. This content will be especially useful on social media channels. Other pieces of content—a film depicting highlights from the conference, for example—can be produced later. This will be used in promotional events in the build-up to the 2017 World Conference in Washington, D.C.

IABC staff liaison, the amendment process and sign-off -- IABC will appoint a ‘managing editor’ from staff. He/she will be on standby throughout the event to receive this content. The managing editor will have the authority to amend and approve content and work with the staff team to post it online throughout the event. This person will be the team’s liaison point on the ground.

Model waivers and copyright -- The editorial team should have experience of working with model waivers and copyright. Working with IABC, the team members will need to ensure they have gained the necessary agreements for images and film depicting identifiable individuals to be used for IABC promotional purposes.

6. Benefits

As this is pro bono work, we are keen for the agency/team to benefit from contributing their time and resources. In exchange for this contribution, IABC will provide the agency/team US\$20,000 in advertising, event registration and event sponsorship benefits, to be determined in collaboration with our Sponsorships & Advertising Manager.

7. Timeline

- April – issue RFP
- Mid-May – appoint and brief supplier
- Late May – agree approach and logistics
- 5-8 June – cover conference
- Mid-June – supply remaining content

Please respond to this RFP by Friday 29 April, 2016 at 11.59pm Pacific Daylight time. Please ensure your proposal is no more than 10 pages.

Send your proposal and inquiries to Melissa Dark, Director of Global Communication, mdark@iabc.com.