

Terms of Reference for Request for Proposal (RfP)

Communications and Marketing Agency for IUCN World Conservation Congress 2025

Introduction

The International Union for Conservation of Nature (IUCN) is seeking a highly skilled communications and marketing agency to support us in effectively communicating the IUCN World Conservation Congress 2025. This major international event, held every four years, brings together thousands of leaders and decision-makers from various sectors with the goal of conserving the environment and harnessing nature-based solutions to global challenges. The successful agency will play a pivotal role in generating visibility of the event, associated themes and related campaigns and outcomes and engagement before, during, and after the Congress as well as driving online and offline participation to the event, by producing engaging, and highly-visual communications on web, social and other digital platforms.

Event overview

Held once every four years, the IUCN World Conservation Congress brings together some ten thousand leaders and decision-makers from government, civil society, indigenous peoples organisations, business, and academia, with the goal of conserving the environment and harnessing the solutions nature offers to global challenges.

The Congress aims to improve how we manage our natural environment for human, social and economic development, but this cannot be achieved by conservationists alone. The IUCN Congress is the place to put aside differences and work together to create good environmental governance, engaging all parts of society to share both the responsibilities and the benefits of conservation.

A Congress with three components

The **Forum** is a hub of public debate, bringing together people from all walks of life to discuss the world's most pressing conservation and sustainability challenges. It includes many different types of events from high level dialogues to training workshops which explore the depths of conservation and innovation.

The **Members' Assembly** is IUCN's highest decision-making body. During the Assembly, IUCN's more than 1400 government, civil society and indigenous peoples' Member organisations from more than 160 countries vote on pressing conservation and sustainable development issues.

In the **Exhibition**, IUCN Members and Commissions, businesses, partners, and academia host stands and events. The Exhibition is open to both registered Congress participants and the general public (free access), allowing exhibitors to showcase their research, innovations and other work to the broadest Congress audience.

The next World Conservation Congress (WCC) will take place from 9-15 October 2025 in Abu Dhabi, UAE.

Additional context

- IUCN will provide the visual identity and branding guidelines.
- The dedicated website is being developed and expected to go live in July 2024
- Throughout the duration of the event, videos and images of the sessions, events and participants will be captured by on-site photographers and videographers. The provision of these services will be part of a separate RfP process. Coordination with the on-site photographers and videographers will be required to ensure streamlined content delivery.
- A separate firm will be hired to cover and disseminate Congress outcomes in real time. This firm will work in a semi-integrated manner with other communications on-site.
- AI-generated photos or AI-generated videos may not be used in any of the deliverables.

Scope of work

1. Audience analysis and Strategic advice

- Conduct a detailed analysis of IUCN's social media audience.
- Advise on and formulate in collaboration with IUCN communications teams a comprehensive digital strategy (organic and paid) with action plans for each phase, including asset creation, testing, reporting, and optimization.
- Advise on budget requirements for each strategic element.

2. Video Marketing Strategy and production

- Develop and implement a video marketing strategy for pre- and post-Congress phases on social media platforms and YouTube.
- Advise on the associated budget.
- Produce videos in various formats in three languages

3. Google Ads Strategy

- Develop and implement Google Ads strategies.
- Provide budgetary advice.

4. Digital Marketing Strategy

- Offer strategic advice and devise implementation plans for digital marketing (inc. Meta, LinkedIn, X, newsletters) on key themes, messages and calls to action or related campaigns.

- Develop an influencer strategy and manage influencer relationships and activities. (TBD)
- Identify and manage partnerships with key digital outlets or social media accounts.
- Provide digital production services as needed.
- Deliver regular reports, analytics, and a final report summarizing takeaways and lessons learned.

5. Web and social media content and associated assets production

- Create engaging digital content and visual assets

5. Specific Tasks

- Develop an organic social media strategy utilizing IUCN's channels and partner networks.
- Create and implement a paid social media, Google Ads, and YouTube plan.
- Produce all associated digital assets (static images, carousels, graphics, animated graphics, videos) in collaboration with IUCN's communications team.
- Advice on themes, content and messaging
- Identify and manage partnerships with other digital publishers or influencers for activities like account takeovers and collaborative posts.
- Conceive and draft content and assets for landing pages and other web content if and as needed

Deliverables

Below is a list of **indicative** deliverables for which a financial estimate is needed. The final deliverables will be identified after the completion of the discovery and strategy phases and the development of the detailed action plans.

1. Audience analysis and Action Plans

- Analysis of IUCN's audiences across the organisations digital ecosystem and recommendations
- Digital implementation plans for each phase.
- Ongoing reporting and optimization.
- Final report on the work delivered by the consultants with lessons learned.

2. Phase 1 - Pre-Congress (Oct 2024 - Sep 2025)

- Trailer/engaging video: Detailed video concepts tailored for key audiences (IUCN members, Commission members, youth delegates).
- Explainer video: "What is Congress?"
- Social media plan and assets for promoting speakers, member testimonies, themes, related campaigns and registration.
- Digital communications and marketing plan covering platforms (Meta, X, LinkedIn, AdWords, YouTube, newsletters).
- Web content and landing page designs if required.
- Onsite signage design (TBD).

- Manage Instagram takeovers or collaborations with digital publishers.

3. Phase 2 - During Congress (Oct 2025)

- Design props and concepts for an on-site photo booth.
- Create social media templates for daily use.
- Produce reaction and testimonial videos in collaboration with on-site videographers.
- Manage Instagram takeovers or collaborations.

4. Phase 3 - Post-Congress (Nov 2025 - Jan 2026)

- Social media plan and assets for post-congress outputs.
- Create an outcomes video.
- Implement a digital marketing plan.
- Social media plans for Christmas 2025 ('looking back') and New Year 2026 ('looking forward').

Duration

The assignment will span from **September 2024 to March 2026**.

Key Dates and Themes

- **October 2024:** Kick-off, one year to Congress.
- **August 2025:** Youth Day.
- **October 2025:** World Conservation Congress.
- **October-December 2025:** Post-Congress outcomes.
- **March 2026:** Lessons learned and analytics.