

**RfP Reference: IUCN-24-06-PA04213CD**

**Responses to questions received**

**1. Is it possible for companies outside the EU to apply?**

Yes, non-EU companies can apply.

**2. Concerning Phase 1, there is a sentence on “onsite signage design (TBD).” Is it possible to perform such task purely on a remote basis?**

Design of onsite signage can be done fully remotely.

**3. Regarding Phase 2, do we need to provide and, consequently, write on the offer, a quotation for locally based videography in Abu Dhabi? Or would we work exclusively remote, with the local videography company providing us with all the videos and the photographs taken on-site?**

The work will be done remotely, using video and photo material provided by the locally based communications team.

**4. On the ToR document, in the scope of work section (point 2. Video Marketing...), it states that this project requires the production of videos in various formats and in three languages. Which formats are those? And which languages are we talking about?**

Congress communications must be produced in English, French and Spanish. IUCN can assist with provided translations to scripts and text provided by the incumbent.

Formats should be adapted to web and social media, short, and in landscape and portrait mode. Potentially, a few videos of a longer format could be required.

**5. Which Google and/or Meta certifications are required by IUCN to perform this specific project?**

Google Ads Search

Google Ads Display

Google Ads Video

**6. The RfP states the budget is "Over 100.000 CHF". Is there a budgetary limit, constraint or validation criteria? Or else, every applicant can freely present their own budgetary proposal, and then the best proposal shall be chosen?**

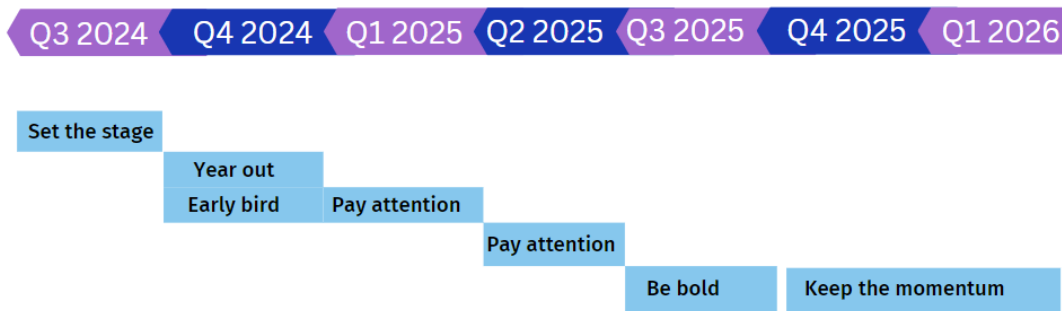
Every applicant should freely present an adequate budget proposal, over 100,000, that they deem is sufficient to do the work and that matches the scale of communications for such an event, based on the applicant’s experience communicating similar types of events.

We encourage applicants to include the potential costs of each activity described, but also daily, and hourly rates for reference. The budget proposal accounts for 30% of the

evaluation, and 70% of the evaluation will be based on the quality of proposal based on other criteria.

**7. Is there a key timeframe that we are to work within, or are you happy for us to recommend (eg, last congress etc)?**

Please recommend them, but we have phases determined for Congress communications that run as follows:



**8. Will we be granted GA access for the microsite?**

Yes.

**9. Can we access last year's metrics for benchmarking?**

Yes.

**10. Do you have an initial list of videos you will have and channels you would like them to go on?**

Yes. A congress trailer, congress explainer, around 15-20 short testimonial videos from speakers and attendees.

**11. An effective video strategy would ideally have a regular feed of content. These would not need to be high-end but engaging. Will the incumbent be able to work alongside inhouse resources to ensure this is met, or would there be additional budget to create regular content?**

Yes.

**12. Should we include channel and video optimisation (tags, keywords etc) in our video strategy proposal?**

Yes.

**13. Are the fees for influencers and partnerships outside of the main budget?**

No.

**14. Outreach & management - is there a preselected list, or is this something IUCN would like us to create?**

We would ask the incumbent to create this.

**15. Would we be working alongside an in-house media buying team or would we be doing the entire project?**

The incumbent would be doing this for the duration of the project.

**16. Can you give an early indication of relevant publications or publishing partners?**

We would like the incumbent to research and make proposals.

**17. What scale of digital production services might be required?**

The scale of production services can grow and is scalable, to be determined by IUCN with the incumbent during the discovery phase.

**18. Does the budget include the campaign activity budget (e.g., media costs and planning time across Meta/AdWords)?**

Media costs will be defined more precisely during the discovery phase. We would like a proposal that includes an effective budget in order to meet the targets.

**19. What size media budget is allocated to the project?**

We are looking for proposals with an efficient budget.

**20. What resources are there to create organic social content?**

We have limited capacity in in-house but can allocate budget. Please include costs of production of posts in proposal.

**21. Will social media assets be used by speakers alongside the main event accounts?**

Likely, yes.

**22. Are the themes and related campaigns ready for activation, or will the development of these need to be included in this scope?**

Some themes and related campaigns are already identified, while others will require further consultation with IUCN stakeholders.

**23. Is there a database for Newsletter ready for use?**

Yes.

**24. Will the team be required to provide copy only, or management of creation, sending, etc.?**

Team will provide copy and design templates while IUCN will send.

**25. Is there a requirement for email sequences? (e.g., abandon baskets, reminders leading up to the event etc)**

Yes, the incumbent will provide copy, design ideas and conversion strategies.

**26. Do we need to include budget to source finished props for the photo booth, or just budget to come up with the designs (IUCN will source actual props using the designs)?**

Just propose budget to create the designs.

**27. Will the push out of social content during the live event be managed by the agency or by the IUCN team?**

Social media channels will be managed by IUCN.

**28. How many reaction and testimonial videos do you have in mind?**

Anywhere between 15 to 30 short videos.

**29. How soon can we see the visual identity and brand guidelines?**

Visual identity in early September, brand guidelines with brief/upon onboarding.

**30. How soon can we see the dedicated website?**

Early fall/upon onboarding.

**31. Which Social media platforms require analysis?**

LinkedIn, Facebook, Instagram, Twitter.

**32. Will we be given login access to IUCN's social media platforms to carry out more in-depth analysis?**

Yes.

**33. How soon can we get an introduction to the IUCN's Communications Team(s)?**

Upon being shortlisted or selected, to be determined.

**34. Will IUCN assist with translations of the videos? Or should this be organised separately?**

IUCN will assist with translation of scripts and texts provided by the incumbent.

**35. What video formats are required?**

Wide, square, vertical. Industry standards to be used on social and web.

**36. What are IUCN's key social media accounts and partner networks?**

X and LinkedIn are primary accounts, Facebook and Instagram secondary. For partner networks will include host and major partners.

**37. Has the IUCN worked with influencers or other digital publishers in the past for social media campaigns? Could we see examples?**

Yes, we will share examples.

**38. What is the plan for registration? Will this come under the umbrella of social media, or will it be a separate process?**

This will be a separate process, but social media will aim to drive traffic to the registration page on the website.

**39. Has the IUCN collaborated on Instagram takeovers in the past and if so, could we see examples?**

Yes, we will share examples.

**40. Would the IUCN Communications Team(s) welcome in-person workshops with our agency, especially at the early scoping out phases of the project? Would travel and accommodation expenses be covered?**

Yes. We propose to potentially host up to 3 workshops involving different stakeholders. Please include budget for your team's travel, accommodation, DSA for workshops in both your location and in Gland, Switzerland.

**41. Will the successful agency be required to be on the ground in Dubai in 2025, before, during or after the conference? If so, will costs be covered for this separately?**

No onsite work will be required.

**42. How many other communications agencies (external to IUCN) will we be required to liaise with and who might they be?**

At least one other agency will be involved and will require some coordination, potentially more, including Congress host communications teams.

**43. If the incumbent will have several managed partnerships as part of their project team, is there any protocol or formal procedures required by IUCN in relation to managed partnerships?**

As long as changes to team members are approved by the incumbent, and liability for those team members is on the incumbent, then you can form the team as you please.

**44. As part of our submission, we would like to share projects that include video, can we share direct URL links to these videos (hosted on Vimeo) in our submission?**

Yes.

**45. Do you have any learnings from the Marseille Congress? What worked and what didn't from a marketing and communications perspective?**

Lessons are available and can be shared with incumbent.

**46. Can you provide a more detailed breakdown of the budget, including how it is allocated across different phases and deliverables? Does this include expenses and additional costs?**

Not before discovery phase.

**47. Do you have KPIs in place for some of the key deliverables (e.g. no. of participants, reach, impact)?**

There will be different KPIs for different activities (e.g. reach, registrations). We are in the process of defining them.

**48. The brief mentions that IUCN will provide the visual identity, branding guidelines, and that a website is being created. Has the overarching theme and supporting sub-themes for the Congress already been agreed, or should the proposal include this?**

These will be provided by IUCN.

**49. Are there any initiatives already in place - such as Reverse the Red - that you want to promote before and during the Congress?**

Yes, information will be shared during the discovery process.

**50. What will be the approval process for content and strategy? How many rounds of revisions are anticipated?**

We anticipate up to 3 rounds of revisions for most assets. Please include prices for additional hours in budget.

**51. Will there be any opportunities to film spokespeople / content before the Congress? E.g. any events that we should be aware of.**

Yes, there will be opportunities. Content will likely be captured by IUCN/other teams but can be used by the incumbent.

**52. The influencer strategy and implementation are TBD in the brief - should we include this in our budget, or will a decision be made separately before our proposal is submitted?**

No need to include it in the budget but the costs as a potential additional item is welcome.

**53. Does IUCN have any partnerships already in place with influencers and digital platforms?**

No.

**54. What online options for participation are already planned? I.e. streaming of all talks and events?**

Yes, a virtual platform will allow for online participation options (streaming, Q&A, chat functions).

**55. Onsite Signage Design is also TBD, to budget this appropriately, could you share a rough brief and number of signs required to help with costs?**

Please provide an hourly rate to potentially design signage based on visual identity.

**56. Would it be possible to have a call with the team working on the project ahead of sharing the proposal to talk through some of the questions we had, or any others that come up through the process of developing the proposal?**

No.

**57. Are we required to submit a creative approach in our proposal, as inferred from item 2 of the evaluation criteria, or will our portfolio of submitted projects be evaluated for innovative and creative ideas?**

Three concepts from your portfolio that are relevant to the requirements will suffice.

**58. Can you provide any specific target outreach metrics that should be met or considered in our proposal?**

At least 5 million impressions across all IUCN social media platforms, minimum 20% increase in IUCN social media followers. 150 million impressions for #IUCNcongress.

**59. Is there a minimum turnover required to apply?**

No, there is no specific minimum. We just want to get a sense of the size of your organisation.

**60. Could you please specify the legal information required for our submission? For example, do we need to include our Incorporation Certificate, Financial Statements, or any other documents?**

At this stage, we only need you to confirm that you have all the required legal registrations and permissions to carry out the work. It is up to the bidders to determine what these are.