



## **Request for Proposal: AIDS 2018 Host Broadcaster Services**

Proposals will be received until 1 October 2017

### **1. About the 22<sup>nd</sup> International AIDS Conference (AIDS 2018)**

The International AIDS Conference is the largest conference on any global health or development issue in the world. First convened during the peak of the AIDS epidemic in 1985, it continues to provide a unique forum for the intersection of science, advocacy, and human rights. Each conference is an opportunity to strengthen policies and programmes that ensure an evidence-based response to the epidemic. The 22<sup>nd</sup> International AIDS Conference (AIDS 2018) will be hosted in Amsterdam, Netherlands 23-27 July 2018.

The theme of AIDS 2018 is “Breaking Barriers Building Bridges”, drawing attention to the need of rights-based approaches to more effectively reach key populations, including in Eastern Europe and Central Asia and the North-African/Middle Eastern regions where epidemics are growing. When HIV/AIDS first appeared as a public health threat in the 1980s, the Netherlands faced the challenge head on, embracing scientific evidence and working with populations that other countries marginalized and stigmatized. Today, Amsterdam is a “Fast Track City” that has committed to accelerating action to ensure that the world can reach the ambitious target of ending AIDS by 2030. AIDS 2018 aims to promote human rights based and evidence-informed HIV responses that are tailored to the needs of particularly vulnerable communities -- including people living with HIV, displaced populations, men who have sex with men, people in closed settings, people who use drugs, sex workers, transgender people, women and girls and young people-- and collaborate in fighting the disease beyond country borders.

This year there is an expected attendance of over 15,000 delegates, 800 journalists and over 1,000 scholarships recipients. The International AIDS Society (IAS) serves as the AIDS 2018 Secretariat.

More information on AIDS 2018 can be found at [www.aids2018.org](http://www.aids2018.org).

### **2. Purpose of the Consultancy:**

The IAS is seeking proposals for a consultant to secure a host broadcaster for AIDS 2018 and manage the relationship and contract between the IAS. The consultant will also serve as the main liaison for all broadcaster needs at AIDS 2018 and support local media relations and outreach in Amsterdam leading up to and onsite at AIDS 2018. The consultant will collaborate closely with the Senior Manager, Communications at the IAS.

### **3. Deliverables:**

- Identify the best broadcaster in Amsterdam to serve the host broadcaster for AIDS 2018;
- Manage negotiations of a memorandum of understanding to stipulate the partnering host broadcaster agreement with the identified host broadcaster;
- Manage the technical set-up, coverage and overall relationship with the host broadcaster, as well as electronic media relationships prior to and during the conference week;
- Provide high-level guidance on important media relationships in Amsterdam,
- Manage all relationship with news broadcasters, including technical needs both leading up to and onsite at AIDS 2018;
- Manage the agreement on the scope of work and memorandum of understanding to secure the commitment in terms of programming, news, technical production, special events coverage, marketing and outreach, as well as budget implications for both the host

broadcaster and AIDS 2018, in order to have a binding 'host broadcasting' agreement before the start of the conference. This is to involve discussions with the various host broadcaster departments: corporate, marketing and communications, news, programming, production, education, as well as radio and Internet, concerning the following;

- Facilitate AIDS 2018 and host broadcaster logistical and technical roll-out and productions. The consultant will act as a logistical point-person, in liaison between concerned host broadcaster departments, and both the IAS and AIDS 2018, including:
  - Accompany the various SABC departments (marketing, corporate, production, news, international relations, programming, etc.) to make sure binding agreements are met;
  - Work together with the IAS Communications and Logistics departments, the AIDS2018 local partners, and keep them informed about progress in SABC conference preparations and roll-out;
  - Convene a technical meeting a few months before the conference week, with host broadcaster and the RIA, interested news organizations, technical stakeholders, etc. to make sure that all audio-visual engineering, coverage and distribution aspects are ready;
  - Work with global satellite providers a global distribution agreement of the key conference events.
  - During the conference week, be the point-person for the host broadcaster, visiting broadcasters, and AIDS 2018, regarding all matters broadcasting services, facilities and coverage.

**4. Period:** 15 November 2017 to 31 August 2018 (approximately 35-40 days for the whole consultancy)

**5. Location:** Remote work with on-site support the week of AIDS 2018

**6. Proposal Requirements:** The proposal should include the following:

- A cover letter summarizing motivation and intent for this role;
- A CV providing an overview of previous experience, including the estimated costs for services;
- At least three writing samples from relevant work;
- Three professional references.

**7. The following skills and qualifications are essential:**

- High-level experience managing event communications;
- Strong experience working in HIV/AIDS;
- Background working broadcasting news in both technical and contract capacities;
- Firm understanding of the Netherlands media landscape with strong existing relationships.

**8. Submission Details:**

Proposals should be emailed to [mona.dolan@iasociety.org](mailto:mona.dolan@iasociety.org) by 17:00 (CET)/11:00 a.m. (EST) on Sunday 1 October 2017. Late proposals will not be considered.