CWT Partner Forum Event Organizer RFP Clarifications

May 12, 2021

1. When in July is the event scheduled?

The event is currently scheduled for July 27-29, 2021 although it's possible this might shift a little.

2. Will the event require breakout rooms? Or will there be any parallel sessions?

At this stage, we are not planning to have breakout rooms or parallel events, but are open to discussing this more with the event organizers to consider the best options for making the event as engaging and interesting as possible.

3. How many languages of interpretation will there be?

Most of the event will be run in English, but there might be a need for some simultaneous translation of some welcome remarks and keynote presentations by Thai Gov reps.

3. In what capacity do you see the contractor supporting the pre and post-event marketing strategies development?

This is likely to include helping to develop and deploy the strategy to maximize reach and impact. It will help involve helping to design and create event materials, identify and reach out to key audiences, preparing press packs etc.

4. Does that entail the creation of videos and artwork? Or just identifying video clipping and quotes for social media usage?

Regarding artwork see message above which highlights the need to help create event materials. For videos, we would only anticipate these be created post-event and they would be aimed at capturing highlights for use in follow-up campaigns, upload onto the USAID Wildlife Asia website, social media and for submission to the donor.

5. Is there an expected number of videos and artwork?

This has not yet been defined and would need to be negotiated in terms of what's required/feasible.

6. Who are your target audience for marketing and communications? Are you seeking to reach a new target audience and grow your social media presence? Or is the expectation for the contractor to identify/create content for your existing platforms and audiences?

Our existing audience is the broader counter-wildlife trafficking community which includes U.S. government agencies, national government counterpart agencies, NGO/INGO partners, private sector partners, selected academic institutions, and the media. We are open to discussing and including new target audiences as they relate to CWT efforts and to growing our social media presence.

7. Will the handling of social media accounts and posting be done by your communications team?

The USAID Wildlife Asia team would handle its own social media accounts with support from the event organizer in terms of creating the content. The event organizer would help expand reach with the use of their own social media accounts.

8. What is the estimated timeline of when you hope for us to submit marketing and communications plans?

An initial draft one week after signing the contract.

9. Can you please expand on the deliverable "event outputs packaged for outward-facing communications needs such as for the press, social media, campaigns, sharing with partners and for submission to USAID"? Does that also include post-event report?

We envisage the package including a summary of quotes and soundbites, screen shots of the event, short video clips highlighting interesting proceedings or outcomes of the event~~,~~ an edited video of the whole event, a short summary of any lessons learned that can be used for future events, and event statistics (who attended, how many, from where, gender disaggregated, email addresses, etc.).