



Re-advertisement

Request for Proposal: Recording, editing and visual design for the PANCAP Video Report 2016

Friday 3 March, 2017

To All Recipients:

You are invited to submit a proposal to provide video recording, editing and visual design/effects for the Pan Caribbean Partnership Against HIV and AIDS (PANCAP) Video Report 2016. PANCAP currently distributes a printed version of the PANCAP Annual Report but desires a more visually appealing format to report on milestones, current achievements and a review of past initiatives, projects, programmes and successes.

The video report requires a visually appealing design with each segment contained within separate DVD chapters/uploads to YouTube. These will consist of discussions with PANCAP officials with relevant insertions of images, graphics, music/sound design and corresponding video material to propel the discussion. The design and format must be in keeping with PANCAP's branding and marking guidelines and must offer viewers an interactive and entertaining experience.

Deliverables and specifications are provided in greater detail below. Our preference is that work on this functionality is completed by **31 May 2017**. We request that proposals cost out obtaining recorded interviews in multiple countries while maintaining high production value and staying within the budget indicated, **high definition (HD) video recording, video editing and graphic design, visual and sound design, music, narration, make-up and lighting, DVD chapter formatting and design. Please note that you will be required to upload the video report in separate chapters to the PANCAP YouTube page.** A suggested timeline for all completed work is proposed on page 7. An adjusted timeline will be negotiated following a signed contract.

The budgeted cost of the PANCAP Video Report 2016 is Five Thousand United States Dollars (US\$5000.).

Proposals must include:

- Suggested technical and project management approaches;
- Production plan to record interviews in multiple Caribbean countries while maintaining quality and production budget
- An anticipated timeline;
- Budget, itemized by deliverable for high definition (HD) video recording; editing and graphic design; visual and sound design; make-up and lighting, DVD formatting and YouTube uploads
- Identification of key project staff with details of qualifications and experience;
- Past performance examples of at least two consulting projects that are similar in scope to the proposed project;
- A list of references (preferably the clients of the past performance examples), including names, email addresses, and telephone numbers.

Upon review of the attached RFP, please send all questions no later than **12:00 Noon on Friday 17 March 2017** via email to Dr. Shanti Singh-Anthony at santhony.consultant@caricom.org Consolidated RFP questions from all vendors and responses to those questions will be sent electronically to an email address you provide **no later than 5:00 PM on Wednesday 22 March, 2017**.

An electronic version of your proposal must be received **no later than 12:00 Noon on Friday March 31, 2017**. Proposals received after that time will be disqualified. If PANCAP has any questions, we will send them via email to the appropriate vendor.

We anticipate that the provider whose proposal is the best solution for our project will be selected by the end of the day on **Wednesday 12 April, 2017**. PANCAP will notify all vendors who respond to this RFP. If PANCAP does not receive a proposal that meets our needs adequately and cost effectively, we reserve the right to make no award at this time.

Dr. Shanti Singh-Anthony
Knowledge Coordinator, PANCAP – Knowledge for Health Project
Phone: (592) 222-0001-75 extension 3414
Email: santhony.consultant@caricom.org

Request for Proposal: Recording, editing and visual design for the PANCAP Video Report 2016

Background & Purpose

The Pan Caribbean Partnership Against HIV and AIDS (PANCAP) is a partnership of governmental and non-governmental bodies established in 2001 to facilitate a coordinated regional response to HIV/AIDS. It has a membership of 65 countries and organizations and is guided by a Caribbean Regional Strategic Framework (CRSF) on HIV and AIDS, which sets the parameters for collaboration between the PANCAP partners who work at all levels of the HIV/AIDS response. PANCAP serves as a knowledge hub to support its members to improve the HIV response at the regional and national levels. In an environment of reduced international funding for HIV and a call for transition to country ownership, it is critical for PANCAP to continue to provide strong coordination and collaboration to maintain the gains it has achieved across all partners and around common priorities and goals.

The Knowledge for Health (K4Health) Project is a health knowledge management project of the United States Agency for International Development (USAID) Bureau for Global Health, Office of Population and Reproductive Health.

The PANCAP Knowledge for Health project, based at the PANCAP Coordinating Unit (PCU) in Georgetown Guyana, is a PEPFAR-USAID funded initiative to support the Pan Caribbean Partnership Against HIV and AIDS (PANCAP) in its role as a regional coordinator and knowledge facilitator. The Project aims to support the PCU to fulfill its mandate of supporting PANCAP members and coordinating efforts to maximize the Partnership's productivity and elevate PANCAP's relevance within the regional and global HIV context through the use of knowledge management strategies intended to maximize the Partnership, harmonize PEPFAR and Global Fund to Fight AIDS, Tuberculosis and Malaria projects, enhance the scale up of best practices, and increase implementation of WHO Test and Start guidelines.

Please note that the production of the PANCAP Video Report 2016 is being managed by the PANCAP Knowledge for Health Project.

PANCAP's Annual Reports are currently distributed as printed documents and sent electronically via e-mail to all stakeholders, partners and relevant associations and institutions. However, PANCAP is seeking a more engaging format in the form of a video report to highlight milestones, achievements, and updates on PANCAP initiatives, projects and interventions throughout the region.

PANCAP's target audiences:

- PANCAP members
- Government Ministries

- International Funding Organizations (USAID, PEPFAR, UN Partners, The Global Fund)
- Health care institutions
- CARICOM institutions
- National AIDS Programme Managers
- Civil Society Organizations
- People living with and affected by HIV and AIDS and key population groups such men who have sex with men, sex workers, transgender, youth, migrants
- Regional media
- Staff of the PANCAP Coordinating Unit

This proposal seeks a local vendor to identify and implement a video report format for PANCAP that:

- Can be easily accessed and utilized by PANCAP partners, stakeholders, regional media, etc;
- Improves on the past report formats with a visually appealing design; and
- Can be accessed via PANCAP's YouTube Channel (<https://www.youtube.com/user/PANCAPuTube>), website (www.pancap.org) as well as DVDs distributed to key stakeholders and partners across the region.

Given the focus on quality, PANCAP seeks to engage a local videographer or video production firm that can implement and support a professionally produced video report; provide guidance to PANCAP on the most effective options for recording, editing and visual design as well as options for distribution via DVD and YouTube. We encourage applicants to use the most effective professional video equipment and video editing programmes—but any platform with a modern, high definition video, visually appealing and creative design will be considered.

The purpose of this request is to gather proposals and estimates for this development process.

Scope

This section describes with greater detail the team's expectations of the scope of work to be completed.

Required features of the video report

- Five (5) interviews, each with a duration of two (2) minutes, recorded in HD (high definition) quality video and sound. The duration of the entire video report will be 25 minutes (including opening sequence/introduction, narrator links and outro.)
- **Please note that the vendor will be required to coordinate with other firms or individuals to record interviews in the countries stated below while maintaining high quality video production (particularly image and sound) and the overall tone of the video report. The narrator will be utilized to seamlessly transition from each interview as well as create a consistent tone throughout the production. THIS MUST BE FACILITATED WITHIN THE BUDGET STIPULATED.**
- Featured interviews with locations are highlighted below:

Featured Interviews	Designations
Ms. Gardenia Gestang-Richardson	National AIDS Programme Coordinator <i>ST. Kitts and Nevis</i>
Dr. Jennifer Carolyn Gomes	CARIBBEAN VULNERABLE COMMUNITIES COALITION (CVC) <i>Jamaica</i>
Mr. Dereck Springer	Director PANCAP Coordinating Unit <i>CARICOM Secretariat, Guyana</i>
Dr. Donald Trevor Simeon	PANCAP Executive Board <i>Trinidad and Tobago</i>
Mr. Winfield Tannis-Abbott	CARIBBEAN NETWORKS OF PERSONS LIVING WITH HIV (CRN+) <i>St. Vincent and the Grenadines</i>

- Dynamic and visually appealing visual design including music, graphics, transitions and titles
- Eye-catching opening sequence with visual effects and music
- Each segment of the report contained in separate DVD chapters and YouTube uploads appropriately titled and labelled
- DVD format to include user-friendly menu for easy access to all chapters (menu must include clear titles and visually appealing animation (animated PANCAP Logo, animated titles, etc.)
- Professional lighting effects, make-up and appropriate back-drop for discussions/presentations
- Design and Insertion of appropriate graphics, animation, charts, diagrams, and info-graphics
- Narration/voice over during opening sequence and as transition to each chapter
- Professionally edited to duration specified in contract
- Uploaded to YouTube in HD quality and can be easily accessed via mobile devices

Videography and editing requirements

Below are the **recording and editing** requirements for the PANCAP video report, which applicants may want to consider as a starting point for their proposal. Other proposals are welcomed; we just ask that you provide specifics as to the **Videography** requirements as part of your proposal.

Quality and production design	The videography must reflect PANCAP’s standard of high definition production with appropriate lighting, back drops, makeup and other elements that ensure that presenters are depicted in the best possible manner.
-------------------------------	---

Scripting and programme outline	PANCAP will provide a programme outline and narrator’s script. However, the selected supplier can include suggested changes to the script or outline to improve the overall production.
Equipment	Proposals must indicate the type of video and recording equipment which will be utilized to create the production including graphic suites, HD cameras, etc.
Music and sound design	Proposals must indicate what sources of music, soundtrack components that may be utilized. PANCAP is guided by International copyright laws and will not permit the use of original material without authorization from the relevant parties.
Final Product presentation	Proposal must indicate the manner in which the DVD production will be formatted including animated menus depicting the various chapters as well as the manner in which the production will be uploaded to the PANCAP YouTube Channel.
Visual Design and editing	Proposals must highlight concepts for the overall visual design of the PANCAP video report including design of titles, transition elements, sound and lighting effects, opening and closing sequence concept, logo placement, etc.

Technical support and advice

- Advise PANCAP on programme format that will achieve best production quality
- Provide HD cameras, lighting, make-up, prompters, back drop and other production elements
 - Create animated titles with designations and logos
 - Design and Insert digital effects where necessary
 - Design soundtrack or music bed including theme for opening and closing sequences
 - Design and Insert HD images, reference footage, charts, diagrams, etc.

General Response Requirements

Applicants must be located in Guyana. This project will require coordination between PANCAP Knowledge for Health team based in Georgetown, Guyana, and the selected vendor. A clear project management approach is critical. The proposal should adequately describe the vendor’s methods for visual production and communication, including a clear definition of roles and responsibilities, work sharing mechanisms, and plans for coordination and project management between all parties involved.

Proposed plan. Proposals should include a general description of the vendor’s proposed approach to the project, as well as any other relevant descriptions of vendor’s processes and ideas that it believes may be relevant to PANCAP to determine the vendor’s suitability to complete the work. The plan should include the vendor’s project management approach.

Proposed schedule. A proposed schedule for completing the scope of work should be included in the proposal. Any assumptions related to schedule including the respondent's commitments to other clients and contingencies on PANCAP staff participation should be clearly stated.

Pricing. A price proposal should be included for the scope of work, preferably providing costs associated with HD recording and video production, editing and visual effects, lighting and make up, music/soundtrack, DVD production, uploading to YouTube and technical support separately. The costs should be presented in \$USD for this scope of work.

As a project with a fixed annual budget, PANCAP's strong preference is for **firm fixed-price proposals**, with payment through invoices submitted upon deliverable completion. Where possible, price estimates should be itemized and associated with specific deliverables. In the case that additional work (beyond the proposed scope of work) may be required, respondents should clearly outline how they would expect to charge for additional work.

Description of company and references. Proposals should also include a description of the vendor and a minimum of three (3) relevant descriptions of past performance and samples of previous work with similar projects on DVD or video links. Profiles and biographies of at least two staff committed to working on the project must also be included. Reference and contact information is required.

The proposals are due **Friday March 31, 2017** and should be submitted via email to Dr. Shanti Singh-Anthony at santhony.consultant@caricom.org by **12:00 noon**.

Proposal Dates

- Friday 3 March 2017: RFP Release
- Friday 17 March 2017 Questions from vendors received by 12 Noon.
- Wednesday 22 March 2017 Responses to questions sent out by 5PM.
- **Friday March 31 2017: Proposals received by 12 noon**
- Wednesday 5 April 2017: Clarifying questions sent out to vendors by 5PM.
- Friday 7 April 2017: Answers received from vendors by 5PM.
- Wednesday 12 April 2017: Vendor selection completed, vendors satisfied.

The video report should be completed by Wednesday 31 May, 2017.

Appendix A: Content Specifications

The following is a brief summary of the content specifications for the PANCAP video report.

Section	Components	Talent	Visual design	Notes
Opening sequence	1	Video/Graphic editor , Narrator	Animated PANCAP logo, archival footage, photography (provided by PANCAP), titles	Opening sequence to set the tone for the overall production with relevant footage, photography, music and voice over.
Main title	1.1	Video/Graphic editor	Refer to PANCAP branding guide on fonts, logo, etc.	Title of the video report presented in visual appealing font and appropriately animated or visual effects added.
Chapters	2	CARICOM and PANCAP officials	Lighting and visual design, including back drop must reflect PANCAP's corporate image.	Each chapter to contain a separate discussion/presentation. All chapters to open with titles, music and a clear indication of the chapter's contents. Narrator and on-screen transitions to be used to move from one chapter to another.
Transitions	3	Video/Graphic editor	Transitions to utilize visual appealing animation, music and voice overs to close previous chapter and introduce new segment.	Narrator and script are key to indicating to the viewer that a segment has ended and a new chapter will commence. Visual transition effects must reflect PANCAP corporate colours.

Visual effects	3.1	Video/Graphic editor	Visual design must reflect CARICOM – PANCAP branding and image core values.	Editor may be required to re-create or build diagrams, charts, tables, infographics, etc. needed to propel the discussion or punctuate the presenter’s points.
Soundtrack Music score	3.2	Production manager	Music must be appropriately licensed or permission provided by property rights owners.	Soundtrack must be consistent particularly during opening, closing sequences and transitions. Instrumental music is preferred. Any use of songs (lyrics) must be obtained legally.
Closing sequence	4	Voice talent/narrator	Voice over to summarize overall report.	Narrator to be utilized to summarize main message of video report and appropriately close with reminders of PANCAP vision and mission statements.
Contact	5	Video/Graphic editor	Essential to advise viewers requiring more information about PANCAP.	Closing sequence to incorporate on-screen titles with all essential PANCAP information including website, e-mail contact, addresses, social media, etc.
Formatting and packaging	6	Production manager	Chapters must include titles for each sequence.	Each chapter to open with a title sequence indicating contents. DVD packaging must be branded with PANCAP logo, titles, artwork reflecting contents, etc.
Digital uploading	6.1	Production manager	Production manager must ensure that HD quality of the production is maintained when	Each chapter to be uploaded as separate videos so that viewers can select segments according to their preferences.

			uploading to PANCAP Youtube page.	
Twitter and Facebook platforms	6.2	Video/Graphic editor	Quality of production must be maintained for upload to PANCAP social media platforms.	Editor may be required to edit/adjust production for sharing on Facebook and Twitter so that abbreviated versions are available.
Lighting and make-up	6.3	Make-up artist	Presenters must be depicted in a professional manner with appropriate make-up and business attire.	Make-up artist to work closely with PANCAP presenters for the most appropriate approach to make-up and overall presentation.

Contact:

Dr. Shanti Singh-Anthony MD, MPH.
 Knowledge Management Coordinator, PANCAP Coordinating Unit
 Knowledge for Health (K4Health) project
www.pancap.org | www.k4health.org
CARICOM Secretariat
 Turkeyen, Greater Georgetown, Guyana
 Office: (011) 592-222-0001 ext. 3414
 Mobile (011) 592-646-3573
 Skype: shanti-singh68