

REQUEST FOR PROPOSAL FOR AUDIO/VISUAL SERVICES INCLUDING RECORDING AND EDITING CONTENT

REQUEST

The Animal Agriculture Alliance (Alliance), an industry-united nonprofit organization working to safeguard the future of animal agriculture and its value to society by bridging the communication gap between farm and food communities, seeks proposals from audio/visual professionals to film, review, and edit footage from the Alliance's annual conference to be shared digitally on their conference app platform as well as online.

GOAL

To create videos of all the sessions during our 2024 annual Stakeholders Summit. These videos will incorporate both speakers' slide show presentations as well as live footage of the event. These videos will be shared in the conference app and on the Alliance YouTube channel at the conclusion of the event. The conference will take place in-person May 8-9 in Kansas City, MO with the intention of being able to share the footage after the conference ends.

BACKGROUND

The Alliance was launched in 1987 to serve as a unified voice on behalf of animal agriculture. We **connect** key food industry stakeholders to arm them with responses to emerging issues. We **engage** food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We **protect** by exposing those who threaten our nation's food security with damaging misinformation. To learn more about the Alliance, visit www.animalagalliance.org.

CHALLENGE

The Alliance has previously worked with an outside vendor that provided recording and editing support for the Summit. This vendor was onsite for the event and responsible for recording live footage of the speakers' presentations and then creating videos of each session, these finished videos combined both the live content from Summit and the speakers' slide decks. They were also responsible for editing and packaging all content into individual files for each session that would be compatible and uploaded to the Whova conference app and shared publicly on YouTube. This vendor has since retired, and the Alliance is searching for a new contact in this space. Examples of previous work can be found [here](#).

DELIVERABLES

The media deliverables will be between 8 and 12 videos in MP4 format that will be used by the Alliance on their YouTube channel and other shared spaces with constituents. There will also be 2 to 6 presentations that will be recorded but will never be made public, based on the presenter's and Alliances' needs.

There is no need to have a cameraperson follow people while they are on stage. Static cameras recording the stage will work just fine.

EVENT AND VENUE

The conference venue AV team will supply access to the event's audio sound board, video switching systems, and internet. The conference/hotel event management team will also arrange for space, electricity, and facilities access as needed.

The Alliance team will provide all slides and presentation media before the event starts.

Tasks on site:

- While the Alliance will get the slides organized and ready, the vendor will help ensure the slides can be presented and help with presenter transitions on / off stage at the direction of Alliance staff.
- Work with the venue AV team to make sure presentation slides and audio are recorded on the vendor's equipment.

Example setup from 2023 Stakeholders Summit that may be helpful:

- Two vendor laptops were used to present slides, one for title slides and transitions between speakers, one for presenter slides. Both laptops used Camtasia to record slides on the computer locally as a recording backup.
- The vendor worked with the venue AV team to handle presentation fades from one of three sources: the title slide / transition computer, the slide presentation computer, and a captured Alliance logo stored in the venue AV video switching equipment.
- The vendor recorded the video that was projected on the screen using an HDMI recorder, using an HDMI video feed from the venue AV team. This was the main recording source for later media file assembly and publishing.
- The vendor recorded the audio that was shared with the audience recorder, incorporating two audio feeds (one main and one as backup) from the venue AV team soundboard.
- Three portable cameras were set up: one camera to record the whole stage from stage left, one camera to record the whole stage from stage right, and another camera to record the whole stage from the back of the venue. These cameras were stationary, with no staff used to follow people on/off stage.

Example media delivered:

- Panel with four presenters, several slide decks, and a Q&A
<https://www.youtube.com/watch?v=neC2SjPIZYQ&t=5s>
- One person presentation with slides and a Q&A at end
<https://www.youtube.com/watch?v=WkMLwXlZjQk>

PROJECT TIMELINE (TENTATIVE)

Request for proposal issued	2/12/24
Responses due to the Alliance	3/8/24

Phone screenings of vendors	ongoing as submissions are received
Selection/notification of vendors	3/29/24
Recording of footage at live event in Kansas City, MO	5/8 – 5/9/24
Completion of project and deliverables	5/24/24

SUBMISSION GUIDELINES

Your submission should include the following:

1. A description of your company, including any prior experience with conference A/V, video editing and similar projects.
2. Name and title of project leader and individuals who will work on this project, including credentials and relevant academic or practical expertise.
3. General explanation of how you will bring this project to fruition, including a planned timeline.
4. Examples of similar projects completed.
5. Costs, with best estimates as far as time spent, etc.

Submissions will be evaluated based on:

- Understanding of project goals and how to accomplish them.
- Prior experience with similar projects.
- Cost, being mindful of the Alliance's nonprofit status and desire to maximize resources.

QUESTIONS AND SUBMISSIONS SHOULD BE DIRECTED TO:

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