

20 June 2018

## Consultancy for production of a high definition video web-cast for the launch of Innocenti Report Card 15 (on 30 October 2018)

### Communications and Advocacy

#### Background

The UNICEF Office of Research – Innocenti (Innocenti) based in Florence, Italy, occupies a unique position within UNICEF as the dedicated centre for research on children. Innocenti issues a flagship report on a semi-annual basis called the “[Innocenti Report Card](#),” designed to monitor and compare the performance of OECD countries in securing the rights of their children. In 2018, the Innocenti Report Card will reach its 15th edition. This publication is very useful amongst different audiences, including the media and the 36 National Committees for UNICEF, the latter for advocacy purposes.

Innocenti Report Card, now almost 20 years old, is always among the most widely reported UNICEF global publications, rivaling The State of the World Children and other well-known flagships because it is perhaps the only regular UNICEF report specifically addressing the situation of vulnerable children in high income countries.

The Innocenti Report Card #15 (RC15) will focus on inequality of child education in rich countries. Previous Report Cards have been launched in high profile media events organized in various capitals (Rome, Paris, London) of high income countries. This year the report will be launched from the premises of the UNICEF Office of Research – Innocenti in Florence, Italy. For the first time in many years we are not launching the report in a major capital city with a large international news media presence. For this reason, it has been decided to invest in a very high quality web-cast of the launch event so that various collaborating offices and UNICEF committees will be able to have their key partners and media contacts navigate to the live web cast of the proceedings, both while it is streaming live on the UNICEF Innocenti website, and later on when it is archived on the same site as a previous event.

#### Description of the event to be web-cast

The following is a rough outline of the meeting agenda (TBC):

- 10:00 Moderator welcome
- 10:05 Short video
- 10:10 Overview by Innocenti Director
- 10:20 Presentation of the report
- 11:00 Panel 1: *Overcoming Unfair School Chances: Voices of student and educators*  
(4 panellists give 5 minute statements followed by questions from the moderator)
- 11:25 Audience Q & A
- 11:35 Panel 2: *Evidence and policy for education equality*  
(4 panellists give 5 minute statements followed by questions from the moderator)
- 12:00 Audience Q & A
- 12:15 Wrap-up

The event will take place in the main meeting room on the ground floor of the UNICEF Office of Research – Innocenti new premises with entry from Via Degli Alfani, 58 (not yet recognized in Google Maps) in Florence. We expect a live audience of about 60-80 persons.

The main services to be supplied:

- 2 hour live HD quality webcast, 10:00 – 12:00 noon 30 October 2018, Florence, Italy
- Screening of short video
- 2 x podium Keynote speeches.
- 2 x panel discussions w 4 experts each
- 3 x camera positions, one handheld
- 2 x Wireless handheld microphones for audience participation (Q&A)
- Event broadcast lighting
- Event broadcast sound
- Installation of stage risers to elevate the podium and panelist seating area.
- On-site live multi-camera switching and audio/visual feed controls
- All necessary crew
- Provide on-site technical support in case of equipment failure
- Portable power generation (consider for bid but may be unnecessary, pending site evaluation)
- Provide provision for redundancy in case of internet connection failure
- Conduct full quality test transmission one week prior on 23 October 10:00
- Provide feed for Italian to English translation (simultaneous translator station)
- Support UNICEF Innocenti office staff to create YouTube livestream link and pre-test on 23 October.

The web-cast will be embedded in [www.unicef-irc.org](http://www.unicef-irc.org) special events page (under design) and uploaded to the UNICEF Innocenti YouTube channel making use of the livestream capacity.

Purpose – a) To provide a live English language international HD television feed to allow for global participation in the RC15 launch; b) help key audiences better understand the significance of the key data points in RC15 through; c) fuel dissemination and social media engagement around the report.

Main audience – Journalists, policy makers and advocates who are not necessarily expert in development issues and international cooperation toward development goals.

Language – The language of the web-cast will be English. Some speakers may speak in Italian or one other language with simultaneous translation onsite.

### **Qualification Requirements**

- Technical expertise in delivering customized live webcasting, including onsite technical support during live meetings.
- Minimum 5 years of experience of creating a live stream webcast to include hi/lo bandwidth and an electronic “submit a question” functionality in their in-house player which can be delivered as an embedded link compatible with UNICEF Intranet which is on MS SharePoint platform.
- Minimum 5 years of experience in video productions, including recording livestreamed events and meetings.
- Experience working with UNICEF is an advantage.
- Should have business presence and operations in NYC.

### **Structure of the Proposal (Mandatory document requirements)**

The proposal shall include the following components:

1. Company profile, detailing the experience, expertise in providing similar services, profile of key personnel.

2. List of at least 3 previous clients for whom the vendor has completed similar work, including date and period of implementation and references.
3. Detailed description of equipment, services, risk mitigation approach and technical support that the vendor will provide to UNICEF under this contract.
4. Detailed financial proposal indicating cost breakdown for the event.

**Specific actions to be completed to achieve the objectives:**

- Become familiar with the physical and technical specification of the web-cast location including acoustics, power supply, available internet capacity.
- Consult with the communication, operations, IT and admin staff of UNICEF Innocenti to ensure quality result.
- Conduct full scale test transmission one week prior to actual event.
- Select appropriate music with license and hold-space graphics for use before web-cast and during potential breaks;
- Provide all equipment and crew necessary for HD quality multi-camera production
- Ensure the HD webcast is transmitted and redundancy measure in case of technical problems.

**Final outputs:**

- a) Set up and installation of all equipment, cameras, lights, control room van (or onsite), power generation;
- b) Simulation of live event test feed one week prior to actual webcast, with coordinated test feed viewer in UK;
- c) 120 minute live HD webcast, without onsite technical interruptions or degradation of feed;
- d) Provide minimal editing title cards if necessary for curated version of the web-cast.

The contractor should be prepared to interact with UNICEF Innocenti frequently in the production planning process. The UNICEF Innocenti Communication Unit will sign-off on all ideas, concepts and data before production commences.

**Specific outputs/products/results with specific delivery dates:**

| <u>Date</u>                   | <u>Product/Deliverable</u>                                  |
|-------------------------------|-------------------------------------------------------------|
| 23 <sup>th</sup> October 2018 | General installation and simulation of live event test feed |
| 30 <sup>th</sup> October 2018 | Live HD Web-cast                                            |

**Duration of the consultancy:** 1 September 2018 – 5 November 2018

**Supervision and work arrangements:** The supervisor of the assignment is Dale Rutstein, Chief, Communication, UNICEF Office of Research – Innocenti.