# Questions & Answers

Questions are organized by RFP section.

## Part 1 — Video Services

### Annual Meeting 2027: Promotional Video / Sizzle Reel

| No. | Question | GHSA Answer |
|---|---|---|
| 1 | Will GHSA provide the previous conference footage and still images at the start of the contract? | Yes. |
| 2 | In what formats and volume will the footage and images be provided? | Footage is MP4 shot from a cell phone. Images are high-res JPGs. |
| 3 | Are the music and on-camera releases cleared for reuse, or should music licensing be included in the contractor's scope? | Music licensing should be included in the contractor's scope. |
| 4 | Can a proposer bid on selected Part 1 deliverables only (for example, the sizzle reel and award winner films using GHSA-provided footage, remote interviews and original motion graphics), leaving out the December 14 filming? | No. Any Part 1 response should cover the full scope, including the December 14 filming in Washington, DC. |

### Annual Meeting 2027: Marketing Reels (December 14 Board/Sponsor Reception)

| No. | Question | GHSA Answer |
|---|---|---|
| 5 | What is the venue for the reception? | 660 North Capitol Street NW, Suite 220, Washington, DC 20001. |
| 6 | What are the access and filming windows? | Access any time after 3 p.m.; filming from 5:30 p.m. until interviews are concluded (approx. 7:00 p.m.). |
| 7 | May the crew arrive early to set up lights and audio? | Access is available any time after 3 p.m. |

| No. | Question | GHSA Answer |
|---|---|---|
| 8 | Approximately how many interview participants will be recorded? | 12–16. |
| 9 | What is the intended length of each video? | 50–75 seconds each. |
| 10 | What aspect ratios are required for the reels? | 1080 × 1920 (9:16) with appropriate padding around text/graphics for various social media networks. |
| 11 | Will a dedicated, quiet interview space be available? | Yes. |
| 12 | Is the branded backdrop used in prior years GHSA-provided? | Yes. |
| 13 | Who supplies talent, scripts and branding for the reels? | GHSA will supply the talent. The vendor supplies the script with GHSA input and final approval. |
| 14 | How many crew members should we plan for? | Vendor decides. |
| 15 | The RFP says “up to twelve marketing reels” and also that “the fully produced video is due January 30, 2027.” Is the deliverable up to 12 separate short reels, one compilation, or both? | This deliverable is up to twelve compilation reels, with the first fully produced video due January 30, 2027. See the examples provided. |

## Annual Meeting 2027: Award Winner Videos

| No. | Question | GHSA Answer |
|---|---|---|
| 16 | When are winners announced? | Winners are normally announced in early June. |
| 17 | When are the six videos due? | Final videos are due in the first week of August. |
| 18 | Approximately how many people should be interviewed for each award video? | One. |
| 19 | Who will provide the supporting B-roll and images? | The awardee and/or the company they represent. |

| No. | Question | GHSA Answer |
|---|---|---|
| 20 | Does “remote interviews” mean video calls (e.g., Zoom), or in-person filming at the winner’s location? | Video calls on a platform chosen by the vendor. |
| 21 | Will GHSA schedule the interviews? | No. Scheduling will be completed by the vendor. |
| 22 | If any winners are near New York or Washington, DC, should we budget for in-person filming? | No. |

## Annual Meeting 2027: Onsite Video Services

| No. | Question | GHSA Answer |
|---|---|---|
| 23 | Where and when will the 2027 Annual Meeting take place? | August 28 – September 1, 2027, in Anaheim, California. |
| 24 | What is the expected attendance? | 800–1,000. |
| 25 | How many days of onsite video coverage does GHSA expect, and on which days? | 2.5 days: Evening of Sunday, August 29, and full days on Monday and Tuesday, August 30-31. |
| 26 | For how many hours per day should onsite video be planned? | Approximately 8am-6pm |
| 27 | Does coverage include pre-conference activities? | No. |
| 28 | Beyond attendee interviews and B-roll, does GHSA expect edited deliverables from the meeting (for example, same-day social cuts or a recap video)? | Each provider should determine this as part of its proposal. |
| 29 | Will the Annual Meeting video capture be used mostly for social media or for other marketing purposes? | See the RFP: capture B-roll footage for marketing and social media use. |
| 30 | Is anyone separately covering session recordings? | GHSA does not record its sessions. |
| 31 | The RFP uses the terms “filming” and “video.”<br><br>Please confirm all recording will be digital video, with no film processing or film-to-video transfer required. | All recording will be digital video. |

## GHSA Marketing: "GHSA 101" Video

| No. | Question | GHSA Answer |
|---|---|---|
| 32 | Can you provide examples of videos to emulate in style and format (fully animated, live action, or a mix)? | This is a new item so no examples are available. Vendor should provide ideas or suggestions. |
| 33 | Do you have existing stock or past-event footage to include, or should the vendor source it? | Past-event footage is available. |
| 34 | Where will filming take place (e.g., the GHSA office in Washington, DC, or around the December 14 reception)? | The date of this filming will depend on content. It will be separate from the December 14 event. |
| 35 | Who appears on camera? | TBD. |
| 36 | What is the target completion date? | April 1, 2027 |
| 37 | Since the video will be somewhat evergreen, what distribution do you envision, including for the general public? | Social media, GHSA YouTube channel and website. |

## GHSA Marketing: Associate Member Spotlight Videos

| No. | Question | GHSA Answer |
|---|---|---|
| 38 | Will the Associate Member Spotlight interviews be recorded remotely, in person, or either? | Remotely. |
| 39 | Are there opportunities to group interviews, and is there a timeline? | Once a vendor is selected, a timeline for these videos will be determined and the vendor may schedule appropriately. |
| 40 | Who schedules the members? | The vendor will schedule. |

## Ad Hoc Video Editing and Filming

| No. | Question | GHSA Answer |
|---|---|---|
| 41 | What volume of ad hoc requests should be assumed? | GHSA does not anticipate more than 3 ad hoc requests. |
| 42 | How should ad hoc work be priced (a not-to-exceed allowance, hourly or day rates, or both)? | This is up to the vendor. |
| 43 | Should travel be included in a fixed fee? | Travel should be included in the proposal. |

| No. | Question | GHSA Answer |
|---|---|---|
| 44 | What response time is expected for a typical ad hoc request? | TBD-will depend on issue/event. |

## Part 1 — Revisions and Approvals

| No. | Question | GHSA Answer |
|---|---|---|
| 45 | How many revision rounds should we plan for each video? | The number of revision rounds will be determined by the quality of the product and the vendor meeting pre-determined expectations. |
| 46 | Who gives final approval? | CCO and CEO. |
| 47 | What approval turnaround should we expect? | No more than 10 working days. |

## Part 2 — Podcast: The Intersection

| No. | Question | GHSA Answer |
|---|---|---|
| 48 | Will episodes be recorded remotely, in person, or a combination? | GHSA currently records remotely but is open to in-person or a combination. |
| 49 | If in person, which locations should we budget for? | Washington, DC. |
| 50 | What is the anticipated length of each episode? | 20–30 minutes. |
| 51 | Should the scope include both full-length video and audio-only versions? | Yes. |
| 52 | What platform, workflow, hosting and distribution setup are currently used? | GHSA currently posts episodes to YouTube and the GHSA website and shares them with contacts via email. We require support distributing the podcast to other networks and streamlining the distribution process. |
| 53 | Should the contractor keep the current setup or recommend one? | That is up to each vendor. |
| 54 | Does GHSA have a preferred studio or equipment? | No. |

| No. | Question | GHSA Answer |
|---|---|---|
| 55 | Can GHSA share existing audience metrics (average listens, platform mix, demographics)? | We currently have limited metrics, which we envision the selected vendor improving. Recent episodes have 500-900 views each. Over the past months, there have been 696 views with an average view duration of 4:13. Audience is 67% computer/30% mobile. GHSA can share additional metrics from YouTube with the selected vendor. |
| 56 | What are GHSA's growth priorities? | Increased viewership and increased subscribers. |
| 57 | How does GHSA define success for viewership growth (downloads, views, subscribers, key guests, engagement)? | Open for negotiation. See above for priorities. |
| 58 | How is the podcast currently promoted? | GHSA social media accounts, website, and membership notifications via email. |
| 59 | Is there an additional or paid-promotion budget? | Not at this time but we are willing to consider. |
| 60 | What marketing responsibilities does the contractor have beyond the growth strategy and social content? | Vendor is welcome to provide other opportunities for growth. |
| 61 | How will guest outreach and booking be divided between GHSA and the contractor? | Vendor will be responsible with support from GHSA when most appropriate. |
| 62 | What approval does GHSA want over guests and scripts? | GHSA will have full approval over both. |
| 63 | Would the contractor have access to the GHSA member/contact list? | No. |
| 64 | Should Part 2 budgets assume six episodes, eight, or both? | Provide a budget for a minimum of six episodes with clear pricing for additional episodes. |
| 65 | When would the contract start? | Decisions will be made as soon as possible, prior to December 14. |
| 66 | Is there a firm deadline for the first episode? | Nothing firm-February/March 2027 |

| No. | Question | GHSA Answer |
|---|---|---|
| 67 | Would GHSA be interested in a live podcast recording during the 2027 Annual Meeting? | Yes, certainly of interest. |
| 68 | Is a refresh of the podcast branding/graphics desired? | GHSA is open to that possibility. |
| 69 | How many GHSA staff will work directly on the podcast day to day? | GHSA is looking to reduce staff time on the podcast. The goal is discussion and approval of elements, with some time devoted to social media. |

## Part 3 — Photography: GHSA 2027 Annual Meeting

| No. | Question | GHSA Answer |
|---|---|---|
| 70 | Where will the Annual Meeting take place? | Anaheim, California. |
| 71 | Which four days and what daily hours should photography cover? | 8 a.m.–4 p.m. Monday and Tuesday, 8 a.m.–12 p.m. Wednesday, with evening events Sunday and Tuesday, 6–8 p.m. |
| 72 | Are there minimum staffing or concurrent-room coverage requirements? | No. |
| 73 | How many photographers are needed, and how many were used in the past? | A single person has handled photography in the past. |
| 74 | Will GHSA provide a shot list or priority sessions in advance? | Yes. |
| 75 | Should the budget include travel and accommodations? | The contractor pays travel expenses. GHSA will provide a hotel room Sunday through Wednesday a.m. |
| 76 | Roughly how many attendees will use instant mobile galleries? | There were 311 users in 2026, but we would like to increase that number in 2027. |
| 77 | Approximately how many finished images are expected across the event? | Around 1,600 to 1,800 total images (including duplicates). |
| 78 | Should instant images be edited before release? | No. |
| 79 | How long should galleries remain available? | 30 days. |

| No. | Question | GHSA Answer |
|---|---|---|
| 80 | What does the instant delivery system look like: an automatic system that identifies attendees (e.g., facial recognition), or a mobile-accessible gallery where attendees find and download their photos? | Facial recognition with notification to the attendee via email or text message. |
| 81 | Does GHSA have a preferred app or restrictions? | No preferred app; it must use facial recognition to automatically send photos. |
| 82 | Does GHSA or the vendor supply the gallery platform? | Vendor to supply. |
| 83 | Who manages attendee opt-in and photo-consent? | GHSA. |
| 84 | Does registration include a photo/video release? | Yes. |
| 85 | Should opt-in go through GHSA's event app or registration? | Opt-in will be managed through registration. |
| 86 | What does "full licensing rights" cover (uses, term, exclusivity, sponsor/member sharing)? | GHSA can use, reproduce and modify the photos for educational and marketing purposes related to our Annual Meetings, and members can receive and share them. |
| 87 | May the photographer retain portfolio use? | Yes. |

## Budget, Proposal Process and General

| No. | Question | GHSA Answer |
|---|---|---|
| 88 | Is the $75,000–$100,000 budget for all three parts combined? | Per the RFP, the overall budget for all parts combined should be in the range of $75,000–$100,000. |
| 89 | Is there a target allocation for each part? | No. |
| 90 | Should travel, lodging and meals for the Annual Meeting be included in proposed pricing or billed separately? | The contractor pays travel expenses. GHSA will provide a hotel room Sunday through Wednesday a.m. |
| 91 | Should travel and lodging for the December 14 shoot be included in proposed pricing or billed separately? | Included in the proposed pricing. |

| No. | Question | GHSA Answer |
|---|---|---|
| 92 | Should other costs (licensing, gallery platform, podcast hosting) be included in proposed pricing or billed separately? | Included in the proposed pricing. |
| 93 | May a proposer submit for one part or a combination of parts? | Yes. Per the RFP, you may submit for one part or a combination of parts. |
| 94 | Should each part be priced separately, with a multi-part discount? | Yes. Per the RFP, please provide a separate budget for each part and the discount GHSA would receive for awarding multiple parts or the entire package. |
| 95 | How will proposals for one part be compared with proposals for all three parts? | GHSA prefers to use one vendor for all three parts. However, outstanding proposals for separate parts will be fully considered. |
| 96 | What are the evaluation criteria and weighting (lowest price, best value, other)? | See evaluation criteria below. |
| 97 | What information should proposals include (background, work examples, line-item budget)? | See evaluation criteria below. |
| 98 | Are there format requirements or page limits for proposals? | There is no format requirement. GHSA is seeking brief proposals – no more than 6 pages with links to examples. Finalists will be invited to make a more in-depth presentation. |
| 99 | When will GHSA select a contractor and issue a start date, given the December 14 filming date? | ASAP. |
| 100 | Will finalists be invited to present? | Yes. |
| 101 | What is the contract period? | A single annual contract starting ASAP, with options for multi-year to follow if first year is successful. |
| 102 | What are the payment terms and schedule (including any mobilization payment before December 14)? | Payment terms are net 30 days and vendor may invoice monthly or quarterly. |
| 103 | Can GHSA share the standard agreement and insurance requirements? | Standard clauses and insurance requirements will be shared with finalists. |

| No. | Question | GHSA Answer |
|---|---|---|
| 104 | Are firms based outside the US eligible if all onsite filming is done by a US-based crew? | Yes. |
| 105 | May a proposer team with subcontractors and cite their work and references? | Yes. |
| 106 | Does GHSA want raw footage and project files? | Yes. As raw footage file sizes can often be large, GHSA might request only certain footage. |
| 107 | Who owns the finished videos? The RFP addresses photo rights but not video rights. | GHSA will own the rights to all finished videos. |
| 108 | Is GHSA looking for fresh ideas for this effort? | Yes, we welcome fresh ideas. |

## Proposal Scoring Metric

Score each proposal out of 100 points. Rate each criterion from 0 to 5, then calculate the weighted score as (rating ÷ 5) × weight. Score each part (1, 2, 3) separately if bidders submit for a single part or a combination.

| # | Criterion | Weight | What to look for |
|---|---|---|---|
| 1 | **Relevant experience** | 15 | Comparable work in association, nonprofit, government, or conference settings. |
| 2 | **Understanding of GHSA and creative content** | 20 | Grasp of GHSA's mission and audiences (members, sponsors, public). Ideas for fast-paced, engaging content. Fit with the examples GHSA shared. |
| 3 | **Technical capability and production quality in examples provided** | 20 | Can produce vertical and horizontal formats, motion graphics, B-roll, remote interviews, and onsite capture. Quality of sample reels, award videos, podcasts, and event photography. |
| 4 | **Team, capacity, and schedule** | 15 | Named staff and roles. Ability to meet the Dec. 14, 2026 filming date, the Jan. 30 and Mar. 1, 2027 deadlines, 4-day photo coverage, and the 2-business-day gallery turnaround. |

| # | Criterion | Weight | What to look for |
|---|---|---|---|
| 5 | **Completeness of proposal: addresses all RFP elements** | 20 | Proposal responds to every requirement in each part being bid on, with no gaps (see checklist below). |
| 6 | **Budget and value** | 10 | Fit within the $75,000–$100,000 range. Separate budget per part. Clear, itemized pricing and the discount offered for multiple parts or the full package. |
| | **Total** | **100** | |

## General Rating Scale and Thresholds

- **5:** Exceeds requirements, with clear evidence.
- **4:** Fully meets requirements.
- **3:** Meets most requirements, with minor gaps.
- **2:** Partially meets requirements, with notable gaps.
- **1:** Weak or unclear.
- **0:** Not addressed.