

# Invitation to Tender for the event management of WeProtect Global Alliance's 2022 Summit

3 – 4 March 2022, Brussels and online

## Introduction and selection process

WeProtect Global Alliance is seeking an agency to partner with to help plan and deliver a Global Summit with high-level stakeholders across governments, the private sector and civil society. The successful agency will work closely with the Alliance's Secretariat on the planning, logistics, delegate communications, marketing and impact gathering for the event.

We are inviting agencies to submit a written proposal which should be no longer than eight A4 pages and must include:

- Project management plan for addressing all requirements covered in this document
- A timeline for design, developing and implementation plan
- Proven relevant experiences including examples of two similar projects undertaken within the last five years
- Details of fixed costs for the standard work described. All costs and expenses are to be quoted in either euros or US dollars inclusive of VAT.

Please email written proposals to [info@weprotect.org](mailto:info@weprotect.org) no later than **27 August 2021**.

Shortlisted agencies will be invited to pitch at interviews to be held on week of 6 September 2021.

## About WeProtect Global Alliance

**WeProtect Global Alliance** is a global movement of people and organisations. Our members work together to transform the global response to child sexual exploitation and abuse online.

We bring together people and organisations with the knowledge, experience and influence to make the digital world safer for children. The Alliance consists of over 200 governments, private sector companies and civil society organisations. We are dedicated to putting online-facilitated child sexual exploitation and abuse on the global agenda and mobilising a worldwide campaign to end it.

Government and law enforcement cannot tackle this crime without widespread support and engagement. It is only through working as a broad coalition with the private sector and civil society that we can ensure all children are safe from sexual exploitation and abuse online.

## Objectives of the Global Summit

WeProtect Global Alliance hosts a biannual Global Summit for our diverse membership to come together to share learning, agree collaborative solutions and reaffirm commitments to take action. The target audience includes government officials, civil society, international institutions and industry/private sector organisations. The objectives of this Summit is as follows:

1. Raise awareness and understanding of the threat from child sexual exploitation and abuse online amongst high level decision makers and promoting an evidence-based response (taking forward the recommendations of the *Global Threat Assessment 2021*).
2. Provide a platform for survivors of child sexual exploitation and abuse online to contribute to the global dialogue on the issue and call decision makers to account, through speakers and dedicated sessions at the conference and building on the recommendations of the Alliance's project *Amplifying the Voices of Survivors*.
3. Strengthen solidarity within the Alliance and agree new commitments from all members to intensify their actions towards bringing an end to child sexual abuse online.
4. Exchange knowledge and good practice between members and provide opportunities for collaboration. This will be informed by the *Model National Response (MNR) Review* report, which will highlight examples of MNR implementation, good practice case studies and common gaps and challenges from across our membership.
5. Encourage the growth of the Alliance in under-represented areas and sectors.

## Summit project and specifications

### Timing and location

The Global Summit will take place from **3 - 4 March 2022**. The European Commission and French Presidency of the Council of the EU will co-host the Summit in **Brussels** alongside the Global Alliance.

### Participants

The Summit will bring together high-level representatives of all members of the Alliance including government, private sector, civil society organisations and international organisations. Participants from governments will be at the level of Ministers; private sector and civil society will be at the equivalent seniority. The total number of participants will be approximately 500 (with approx. 200 attending in person and 300 virtually).

### Summit design

The two day Summit will include plenary sessions and concurrent thematic breakout sessions. Due to likely ongoing COVID19-related limitations on travel, the Summit will be a hybrid virtual and in-person event, designed to maximise participation and engagement.

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## Services required

### Event logistics and planning

- **Pre-summit**
  - Coordination with co-host and venue around logistics and spaces
  - Invitation sending and RSVP management and monitoring
  - Management of travel and accommodation for participants, keeping in mind different Covid-19 restrictions
  - Liaising with hosts on translation services for during the summit
  - Liaising with hosts on reception logistics including catering, participant management, etc.
- **During summit**
  - On the ground event management, including logistics and front desk management
  - Ensuring the event follows proper Covid-19 protocol/requirements
  - Keeping agenda to schedule and managing the flow of the event
  - Coordination with venue, travel and accommodation providers
  - VIP management including protocol management
  - Liaising with security (including Covid-19 related requirements)
  - Securing and managing transportation for participants from one venue to second venue. Transport for VIPs to and from event.
- **Virtual/hybrid digital events management**
  - Digital platform management
  - Managing the intersection and cross over between digital and in-person Summits (such as through Q&A participation and moderating and sharing comments coming through from digital attendees)
  - Ensuring proper livestream (and liaising with hosts to ensure proper AV/tech).

### Communications and marketing

- **Pre-summit**
  - Development of a Summit sub-brand
  - Summit communications plan
  - Producing virtual and physical attendee packs with information and promotional materials as well as branded stationary
  - Translation of some materials and comms items to French, Portuguese, Spanish, Arabic
- **During summit**
  - Live-tweeting and comms channel coverage
  - Press release and media relations management
  - Videography and photography (including editing for a Summit video and clips for future Alliance use)
- **Post-summit**
  - Attendee survey and feedback gathering

- Impact report covering communications analytics, reach, media coverage, qualitative and quantitative outcomes and feedback (reporting in line with Summit objectives and communications plan)
- Supporting the creation of a Summit communique and strategy for its communication and integration with Alliance membership engagement.

## Interactions and progress monitoring

- The Alliance will convene and manage a Steering group for the Summit but will work closely with the agency on providing updates, facilitating specific workshops and ensuring the members' views and directions are fed into the design and deliver of the event.
- The agency should continuously update the Alliance of any developments and items for decision-making. The Alliance reserves the right to request an update/state-of-play on any Global Summit item.

## Budget

We have a budget of **circa €85,000 (\$100,000)** to cover the planning, logistics, communications, delivery and impact reporting of the Summit.

If your costs are higher than this to deliver all requirements, please do submit your full cost breakdown and rationale. However, please be aware that value for money will be one of the key criteria we will be using to appoint an agency.

## Clarifications from WeProtect Global Alliance

The Alliance will, where possible, provide clarification reasonably requested in relation to the contents of the ITT.

Please submit written proposals to [info@weprotect.org](mailto:info@weprotect.org) no later than **27 August 2021**.