

# Hybrid Event Media Support

## General Information

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<b>Project</b>	: Better Work Haiti
<b>Post Title</b>	: Hybrid Events Media Support
<b>Consultant Level</b>	: National Consultant
<b>Duty Station</b>	: Port-au-Prince, Haïti
<b>Expected Places of Travel</b>	: Caracol, Haiti
<b>Duration</b>	: 7 months
<b>Expected Start Date</b>	: May 2022
<b>Services Description</b>	: Full-service of interactive and engaging hybrid event experience to place-based/in-person and virtual audience.

## Background

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### About Better Work

We mobilize global brands, governments, factory owners and workers to improve working conditions, drive competitiveness and create a more equitable, more prosperous world.

### The Power of Convening

As a partnership between the UN's International Labour Organization and the World Bank Group's International Finance Corporation, we know how to bring diverse groups together to create positive action that improves working conditions while stimulating productivity and competitiveness.

### A Proven Approach

We create lasting, measurable change by empowering factories to improve the working conditions in their facilities. Our assessments are the global gold standard for rigour and integrity. Our training programs and advisory services change attitudes as well as behaviors.



## National Action/ Global Influence

Through our comprehensive, university-led research, and by sharing best practices from our on-the-ground experience, we are able to shape the agenda well beyond the countries in which we work, influencing governments, brands and policy makers to make improving working conditions a top priority

### Purpose

Our work and our research have demonstrated – to employers, unions, global brands and governments – that improving working conditions and defending the rights of workers benefits all of us. We have improved the lives of more than 3 million workers and millions more family members, while enhancing the profitability of their employers. There is no trade-off between better work and better business.

For more information about Better Work, please see [www.betterwork.org](http://www.betterwork.org).

## Haiti Country Program

### About Better Work Haiti

The Better Work country program in Haiti was launched in June 2009 in the framework of a trade agreement between the United States and Haiti (HOPE II law), making the programme mandatory for all apparel producers exporting their products to the US market under this HOPE II legislation. Total export revenues from the textile and garment industry in Haiti account for approximately 90% of national export earnings and 10% of national GDP. The apparel industry is also among the largest employers within Haiti, creating jobs for approximately 55, 000 people. The industry is a powerful magnet for unskilled and semi-skilled workers from the informal sectors. Most workers (70% female) support on average 3-5 family members.

Considering the restrictions linked to the COVID-19 pandemic and the climate of insecurity in the country, the program faces certain challenges in implementing its activities in the field. Through the changing evolution of the world of work, virtual events became the new normal and certainly have great benefits. Live/in-person events is an important asset for effective communication and strengthening partnerships. To overcome certain obstacles, BWH will adopt an hybrid approach of combining the best features of both virtual and on-site meetings with the use of real-time communication technology channels in the organizing of activities, bringing together constituents in one in a hybrid space to ensure you maximizing the experience for everyone.

Better Work Haiti strives for a thriving garment industry that supports national growth, empowers women, and lifts tens of thousands of Haitians and their families out of poverty. In coming years,



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the Better Work Haiti programme will build on its proven approach in improving working conditions and boosting business competitiveness. Furthermore, scalability and sustainability will be top priorities, emphasizing strengthening national actors' capacity, shaping policies, and forging strategic partnerships.

## Tasks

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The External Collaborator will assist the Better Work Haiti Programme Operations Support with specific tasks in ensuring quality a series of major on-the field hybrid events contributing to the project's overall activities.

1. Offer professional digital and interactive hybrid event hub for all participants that will lead to an organized, engaging event experience.
2. Discuss the planning and technical aspect of hybrid event to understand the goal and outputs with the staff leading each session
3. Bring the appropriate modern equipment and devices/hardware (video and cameras, audio, staging, lighting, etc.. to deliver a fluid and satisfying hybrid event experience
4. Working with the BW Haiti communications focal point to review the events stream content and explore possibilities to improve future sessions
5. Plan time for practice sessions and rehearse your program with the event leader to the greatest extent possible.
6. Manage the on-site stage setup and conduct testing environment prior to the event beginning
7. Manage the streaming of content (pre-recorded, live, animations and transitions) and layouts to deliver a broadcast TV-like viewing experience
8. Assist event leader ensuring a strong engagement platform for virtual attendees (both via verbal or Live Q&A interactions)
9. Advise on best practices and techniques to ensure successful hybrid session of quality.
10. Working with the BW Haiti communications officer, help to increase the profile of the program in international media
11. Provide adequate and reliable internet capacities (devices and bandwidth) to stream the event to the virtual attendees.

## Deliverables

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12. A report of each hybrid-event session that give a technical summary of the event, the personnel and gear setup, the success and constraints as well as a participant satisfactory summary
13. Provide multiple high resolution professional and good quality short video clips of the on-site view of key moments during events
14. 50 high definition professional photos of each event
15. Ensure storing event content so all attendees can watch on-demand, either during the event or after.
16. Assess participant/attendees satisfactory to each event.
17. .

## Requirements:

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1. First-level university degree in Multimedia and AV production, communication, or other relevant fields.
2. Knowledge of international standards in terms of video production, photography, social media management;
3. Great Knowledge, Experience of live, and hybrid event streaming.
4. Excellent command of French. Knowledge of English or Haitian Creole is an asset.
5. Ability to interpret project information and to identify and analyze problems with implementation.
6. Good technical skills in live event management
7. Ability to communicate effectively both orally and in writing and ability to clarify information.
8. Good computer AV multimedia applications skills.
9. Organizational skills.
10. Ability to work on own initiative as well as a member of a team.
11. Ability to deal with people with tact and diplomacy.
12. Experience working with UN or other international organizations highly desirable;

## Reporting

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Programme Director –ILO-Better Work Haiti

Better Work Team will evaluate and rate the event reports and consultant's performance internally after each session and express some recommendations for future occurrences.

## Duration

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The consultancy is expected to last months.

## Documents for application

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Interested candidates are requested to submit an application with the following documents:

- ◆ Cover letter
- ◆ A proposal for agency/company CV for individual
- ◆ 3 Top clients references
- ◆ Cost proposal including daily/session rate in US\$

Applicant should send documents to "[haiti@betterwork.org](mailto:haiti@betterwork.org)" no later than **April 15th, 2022**.

