



Humane World for Animals™

Consultant, Events (Education): Request for Proposals

Global Research & Testing Centre of Expertise

Publication of RFP: 1 September 2026

Deadline for bids: 15 September 2026 (midnight PST)

Review period: 16 September-23 September

Selection notification: 25 September

Project start date: 14 October

Contract term: 3 months with option to renew

Summary

Humane World for Animals is seeking a qualified Events consultant to provide ongoing event management, educational webinar support, and associated communications coordination for education-focused events management services for the Global Research & Testing Center of Expertise (COE), with primary responsibility for afsa.org and [Biomed21.org](https://biomed21.org) brands.

The selected consultant will manage event planning and production workflows, coordinate event technologies and registration processes, support outreach and communications with the Global Research & Testing COE campaigns team, maintain event documentation and SharePoint materials, manage attendance, support data pulls and reporting, and lead post-event wrap-up activities. The ideal respondent will bring strong project management skills, experience with virtual and hybrid event production, familiarity with Microsoft Teams, SharePoint, CRM systems, event registration tools, and the ability to coordinate effectively across internal teams including program, accounting, and other related departments.

The Animal-Free Safety Assessment (AFSA) and the Biomedical Research for the 21st Century (BioMed21) Collaborations are unique multi-sector partnerships between non-profit, corporate, and philanthropic leaders working to advance acceptance and use of animal-free science as a gold standard

across regulatory testing and biomedical research frameworks worldwide. This RFP is directly related to both the AFSA and Biomed21 Collaborations.

1. Introduction

AFSA and Biomed21 Collaborations are seeking proposals from qualified consultants or firms to provide event management, educational webinar support, and associated communications coordination for education-focused events. The selected consultant will support the planning, production, execution, data management, reporting, and wrap-up of virtual, hybrid, and/or in-person events.

This Request for Proposals outlines the anticipated scope of services, deliverables, proposal requirements, eligibility criteria, evaluation criteria, and submission process. Respondents should demonstrate relevant experience in event project management, virtual event production, registration systems, data and CRM management, cross-functional communications, and post-event reporting.

The consultant will work with the Global Research & Testing COE campaigns/communications as well as project managers on outreach and communications related to events and will help ensure effective and streamlined processes across planning, production, execution, and follow-up activities.

2. Scope of Work

The selected consultant will provide project management and operational support for education-focused events, including but not limited to webinars, special events, workshops, and other virtual, hybrid, or in-person convenings.

1. Managing event planning timelines, project coordination, and cross-functional workflows.
2. Liaising with event project lead, internal staff, and other external vendors as needed.
3. Arranging and managing special event technologies, including registration systems, event websites, virtual event platforms, and related tools.
4. Coordinating booth arrangements, webinar logistics, production needs, and technical support requirements.
5. Supporting outreach and communications in collaboration with the Research & Testing campaigns team.
6. Maintaining event documentation, SharePoint folders, checklists, reports, and other project materials.
7. Coordinating event registration, attendance tracking, check-in processes, and related participant communications.
8. Supporting data pulls, audience lists, surveys, email communications, and metrics tracking.
9. Gathering and analyzing event statistics to support performance reporting and return-on-investment analysis.
10. Supporting virtual and on-site production, including recording coordination, equipment testing, production kit assembly, and storage of event media and files.
11. Researching event technology trends and recommending improvements to strengthen event delivery and team efficiency.
12. Managing post-event wrap-up, including acknowledgement letters, reporting, file archiving, and administrative follow-up.

3. Project and Service Requirements

- 3.1 Event Technology and Documentation
- 3.2 Attendance and Accounting Coordination
- 3.3 Registration and Check-In
- 3.4 Event Data, CRM, Metrics, and Reporting
- 3.5 Data Pulls, Surveys, and Communications Support
- 3.6 Production and Back-End Event Support
- 3.7 Event Technology Research and Recommendations
- 3.8 Event Wrap-Up and Administrative Support

4. Deliverables

Ongoing Event Stage	Interim Deliverables	Timeframe
Event planning and setup	Event-specific workplans, timelines, registration setup, event page or platform updates, audience list/data pull documentation, communications tracking, production checklists, and stakeholder coordination materials.	Per event; begins in advance of each event based on scale and format
Registration, outreach, and participant management	Registration lists, tracking, attendee communications support, check-in materials, attendance tracking tools, survey coordination materials, and participant issue-resolution documentation.	Per event; updated regularly through event delivery
Production and event delivery	Virtual or in person production coordination; recording preparation; equipment testing records; production kit checklists; live event support materials; attendance and check-in records; and event-day issue logs.	Per event; event preparation through event day

Ongoing Event Support Deliverables

For multiple ongoing events, the consultant will be expected to manage event-related web support as a rolling workstream. Each event may require pre-event, active promotion, event-week, post-event, and archive-phase support, depending on the event's scale, format, timeline, and internal needs.

5. Anticipated Timeline

Respondents should propose a timeline and operating model that demonstrates how they would manage multiple education-focused events that may be in planning, production, delivery, and close-out at the same time. The final schedule will be determined in consultation with AFSA/Biomed21 and may vary by event based on format, scale, audience, technology requirements, and available lead time.

Cadence	Anticipated Activities	Timing
Initial kickoff	Confirm scope, roles, event portfolio priorities, tools, reporting expectations, communication channels, SharePoint structure, and standard workflows.	At contract start
Per event: planning and setup	Create or update event workplans, timelines, registration systems, event pages, audience lists, data pulls, communications tracking, production needs, and documentation.	Before each event; timing based on event scale and format
Per event: delivery	Support registration, check-in, virtual or on-site production, technical coordination, attendance tracking, participant communications, and issue resolution.	During event week and on event day
Monthly portfolio management	Maintain active event tracker, update priorities and deadlines, flag risks or dependencies, document outstanding decisions, and coordinate upcoming event needs.	Monthly, or more frequently as needed

6. Proposal Submission Guidelines

Proposals and questions should be submitted by email to Aviva Vetter, Managing Director, Campaigns (avetter@humaneworld.org)

Proposals may be submitted electronically in Microsoft Word or PDF format. Late proposals may not be considered. Respondents should include “Consultant, Events (Education) RFP” in the email subject line.

7. Proposal Structure and Content

Executive Summary

Provide a brief overview of the respondent’s qualifications, understanding of the project, and proposed approach.

Technical Proposal

Provide a detailed response addressing the scope of work and service requirements, including proposed approach and methodology, event management process, relevant experience, technology experience, project management approach, data and reporting approach, production support approach, post-event wrap-up approach, assumptions, dependencies, or limitations.

Staffing and Qualifications

Provide information about the individual consultant who would perform the work, including relevant professional experience, roles and responsibilities, availability, relevant certifications, technical skills or platform experience, examples of similar work, and references or testimonials if available.

Financial Proposal

Provide a detailed budget and pricing structure, including hourly rates, daily rates, monthly retainer, or deliverable-based fees; estimated level of effort; anticipated reimbursable expenses; assumptions related to travel, on-site support, software access, or event volume; and total estimated cost.

Work Samples

Provide examples of relevant work, which may include event plans or timelines, webinar or event checklists, registration or attendance reports, post-event reports, survey summaries, technology recommendation summaries, and communications or project management materials.

8. Eligibility Criteria

1. Experience managing events, webinars, workshops, or similar educational convenings.
2. Demonstrated ability to manage event technology, registration platforms, virtual event software, and digital event documentation.
3. Experience coordinating across multiple internal teams or departments.
4. Strong project management and administrative skills.
5. Strong written and verbal communication skills.
6. Experience with data tracking, CRM updates, reporting, surveys, or metrics analysis.
7. Ability to maintain confidential information and handle participant or supporter data responsibly.
8. Ability to work independently, meet deadlines, and manage multiple priorities.
9. Familiarity with Microsoft Office, Microsoft Teams, SharePoint, and related collaboration tools.
10. Ability to support virtual, hybrid, and/or in-person event production needs.

9. Supplier Qualifications and Experience

Respondents should provide evidence supporting the qualifications and competencies described in Section 5, including examples of comparable work, relevant platform or technology experience, staff or consultant qualifications, references, testimonials, and work samples that demonstrate their ability to deliver the services outlined in this RFP.

10. Confidentiality and Non-Disclosure

All information provided in connection with this RFP should be treated as confidential unless otherwise indicated. The selected consultant may be required to sign a confidentiality or non-disclosure agreement before beginning work.

11. Rights Reserved

Humane World for Animals reserves the right to accept or reject any proposal, request clarification or additional information from any respondent, negotiate with one or more respondents, modify the scope of work, or cancel this RFP at any time. Issuance of this RFP does not obligate Humane World for Animals to award a contract or pay any costs incurred in preparing a proposal.

12. Contact Information

Primary contact: Aviva Vetter

Title: Managing Director, Campaigns, Global Research & Testing COE

Email: avetter@humaneworld.org

Phone: 1-438-873-5813

Availability: 8-6pm EST

13. Glossary of Terms

CRM: Customer relationship management system used to track constituent, supporter, or participant information.

RFP: Request for Proposals.

ROI: Return on investment.

R&T: Research & Testing.

SharePoint: Microsoft document management and collaboration platform.

Virtual event software: Approved online meeting, webinar, or event delivery platform, such as Microsoft Teams.

14. Acknowledgment of Receipt

Please sign below to acknowledge receipt of this RFP and indicate your intent to submit a proposal.

Company or consultant name: _____

Representative name: _____

Title: _____

Signature: _____

Date: _____

Intent to submit proposal: Yes / No