

REQUEST FOR PROPOSALS (RFP): YouTube Production Services

Reference: KIPH/YOUTUBE/2026/01

Client: Kenya Institute of Public Health (KIPH)

1. Project Overview

The Kenya Institute of Public Health (KIPH) is seeking a long-term production partner to launch and manage its official YouTube presence for 2026. Hosted by **Dr. Eliud Mwangi**, the channel will serve as the premier digital authority for African professionals seeking PMI-accredited project management and leadership coaching.

Kenya Institute of Public Health already has a YouTube Channel which currently has some content that includes Webinars and promotion videos ([Kenya Institute of Public Health \(KIPH\)@kiphealth](mailto:Kenya%20Institute%20of%20Public%20Health%20(KIPH)%40kiphealth))

The Challenge: KIPH does not have an internal media suite. We require a vendor who can provide a "Studio- in-a-Box" solution and maintain a consistent, high-end, executive "Masterclass" look and sound across 52 weekly (a year) episodes, regardless of the physical filming location.

2. Vendor Capability Statement (Response Required)

Vendors must address the following four pillars in their response:

Pillar 1: Technical Infrastructure & "The Look"

KIPH's brand voice is that of a "Wise Mentor." Its visual expression should embody this through a calm, assured, and authoritative tone, delivered with a cinematic, high-quality aesthetic that reinforces expertise and trust.

- **Requirement:** Describe your equipment package (Cameras, Lighting, Audio).
- **Consistency Plan:** Explain how you will ensure that an episode filmed in Month 12 looks and sounds identical to Month 1, given the lack of a permanent KIPH studio.

Pillar 2: Creative Direction & Post-Production

KIPH provides the technical content; the vendor provides the "Engagement Engine."

- **Requirement:** How will you structure 60-minute technical sessions to prevent "viewer fatigue"?
- **Graphics:** Provide examples of how you integrate technical diagrams, PMI frameworks, and lower-thirds into a seamless edit.

Pillar 3: YouTube Growth & Metadata

- **Requirement:** Detail your process for creating high-click-through-rate (CTR) thumbnails and SEO- optimized metadata (Titles, Descriptions, Chaptering).
- **Social Multipliers:** Confirm your process for extracting 3-5 high-impact "Shorts" or "Reels" from each long-form episode.

Pillar 4: Proven Track Record

- **Requirement:** Provide links to **three (3) specific projects** you have executed that match the "Executive/Educational" style. (Preference given to work with professional bodies, NGOs, or corporate leadership).

3. Scope of Work & Deliverables

The selected vendor will be responsible for:

- I. **Pre-Production:** Creative consultation and session structuring.
- II. **Production:** Weekly filming (approx. 4 sessions per month) with a multi-cam 4K setup.

- III. **Audio Branding:** Production of a custom KIPH intro/outro and signature theme music.
- IV. **Post-Production:** Full edit, colour grade, and audio mastering.
- V. **Assets:** 1x Long-form video (YouTube) and 3x Short-form clips per week.

4. Proposal Submission Format

To be considered, your proposal must include:

Section	Content Needed
I. Portfolio	Links to 3 relevant works + Client references.
II. Technical	Equipment list + Proposed weekly workflow.
III. Financial	Proposed Quarterly or Annual Retainer fee (inclusive of all equipment and travel within Nairobi).
IV. Revisions	Statement of agreement to the "2-round revision" policy and 72-hour turnaround for first drafts.

5. Intellectual Property & Terms

- **Ownership:** KIPH retains 100% ownership of all raw footage and final masters.
- **Confidentiality:** The vendor will sign a Non-Disclosure Agreement (NDA) regarding KIPH's strategic growth plans.
- **Consistency Guarantee:** Any episode falling below the agreed-upon audio/visual standard must be re-shot at the vendor's expense.

6. Timelines & Submission Deadlines

Milestone	Date
RFP Release	16 th February 2026
Vendor Q&A Period	16 th - 24 th February 2026
Deadline for Submission	25 th February 2026 (17:00 EAT) Submit to: Info@kiph.ac.ke
Evaluation & Shortlisting	25 th - 27 th February 2026
Vendor Presentations / Demos	2 nd - 4 th March 2026
Final Selection & Contract Award	5 th March 2026
Project Kick-off	9 th March 2026
Pilot Episodes Delivery	30 th March 2026
Quarterly Reviews	June, September, & December 2026

Note: Please be advised that only shortlisted vendors will be contacted and invited for Vendor Presentations / Demos.

7. Contact Information Section

All inquiries and submissions related to this RFP should be directed to:

- Contact Person: James Asonga
- Organization: Kenya Institute of Public Health (KIPH)
- Email: Info@kiph.ac.ke
- Phone: +254725047590