



TERMS OF REFERENCE

PRODUCTION OF HIGH-LEVEL VIDEO TESTIMONIALS

1. BACKGROUND

The African Tax Administration Forum (ATAF) is an international organisation established to provide a common platform for African tax administrations to strengthen their capacity, improve tax systems and contribute to enhanced domestic resource mobilisation across the continent.

As part of the implementation of its Communications Strategy, ATAF is strengthening its institutional visibility and impact storytelling by increasingly communicating its work through the voices and experiences of its members, partners, beneficiaries and influential African leaders.

In this context, ATAF is developing a series of high-level video testimonials featuring influential personalities from across the continent, including Ministers of Finance, Heads of Tax Administrations and other senior leaders. The testimonials will provide authoritative perspectives on ATAF's work, relevance and contribution to strengthening tax systems, domestic resource mobilisation and Africa's broader development agenda.

This Series of testimonials is expected to feature:

- The Minister of Finance of The Gambia;
- The Director General of the Tax Administration of Benin;
- The Director General of the Tax Administration of Côte d'Ivoire;
- The Deputy Commissioner General of the Tax Administration of Burundi

ATAF will provide the recorded footage of the identified external personalities. However, the selected service provider may be required to professionally film selected ATAF leadership at the ATAF Secretariat in Pretoria, South Africa.

ATAF therefore seeks to engage an experienced audiovisual production service provider to undertake the professional editing and production of these testimonials and, where required, filming and voice-over services.

2. OBJECTIVE OF THE ASSIGNMENT



The objective of the assignment is to produce a series of high-quality, compelling and professionally produced video testimonials that use the voices of influential African leaders to communicate ATAF's relevance, contribution and impact across the continent.

The videos should combine high-level testimonials with strong visual storytelling, including relevant B-roll, infographics, motion graphics, key statistics and other supporting visual elements.

The final products should be suitable for dissemination through ATAF's digital platforms, as well as for use at conferences, high-level meetings, presentations, stakeholder engagements, exhibitions and other institutional communication activities.

3. SCOPE OF WORK

The selected service provider will be responsible for the production and post-production of the high-level video testimonials.

ATAF will provide the raw footage for most of the external personalities. The service provider will be expected to transform the footage into professionally produced and visually engaging institutional video testimonials.

The assignment will include the following:

3.1. Review and Creative Treatment of Footage

The service provider will:

- Review all raw footage, scripts, key messages and supporting materials provided by ATAF;
- Propose an appropriate creative treatment and visual approach for the testimonial series;
- Ensure visual and editorial consistency across the different testimonials;
- Identify opportunities for the effective use of B-roll, graphics, statistics and other visual elements; and
- Work with ATAF's Communications team to agree on the overall look and feel before final production.

Although the individual testimonials may feature different personalities and subject matter, the videos should form part of a recognisable and coherent series.

3.2. Video Editing and Post-Production



ATAF may provide existing footage of high-level personalities for editing and post-production where available.

The service provider will be responsible for transforming the footage into polished, professionally edited video testimonials.

Post-production should include, where applicable:

- Selection and sequencing of the strongest footage;
- Professional video editing;
- Audio cleaning and enhancement;
- Audio mixing and mastering;
- Colour correction and colour grading;
- Removal of unnecessary pauses, repetitions and unusable footage;
- Professional pacing and sequencing;
- Integration of ATAF branding;
- Introductory and closing sequences;
- Titles, name straps and lower thirds;
- Animated text and key messages;
- Motion graphics;
- Infographics and data visualisation;
- Integration of relevant B-roll;
- Appropriate transitions;
- Background music, where appropriate; and
- Final mastering and export in the required formats.

The final products should not simply consist of talking-head interviews. The service provider is expected to creatively combine the testimonials with B-roll, graphics, statistics, text and other relevant visual elements to produce engaging and authoritative institutional stories.

3.3. Filming of ATAF Leadership – Where Required

The service provider may be required to undertake professional filming of selected ATAF leadership at the ATAF Secretariat in Pretoria, South Africa.

Where requested, the service provider will be responsible for:

- Setting up and conducting professional video interviews;
- Providing professional cameras, lighting, microphones and other required production equipment;
- Ensuring high-quality image and sound capture;



- Identifying suitable interview settings and backgrounds;
- Providing professional direction to interviewees;
- Ensuring appropriate framing and composition; and
- Capturing relevant B-roll at the ATAF Secretariat that can be incorporated into the testimonial videos.

ATAF will coordinate the availability of officials and provide access to the Secretariat for the filming.

The cost of filming must be included as a clearly identified component of the overall financial quotation. However, ATAF will only be invoiced for filming where the service has been specifically requested and undertaken.

3.4. Infographics and Motion Graphics

The service provider will develop and integrate professional infographics and motion graphics, where appropriate, to reinforce the messages communicated through the testimonials.

These may include:

- Key statistics and impact figures;
- Animated figures and data;
- Maps;
- Country names and locations;
- Key achievements;
- Programme or initiative names;
- Key messages and quotations; and
- Other information that supports the narrative of the video.

ATAF will validate all substantive information, statistics and messages before their inclusion in the videos.

All graphics must comply with ATAF's corporate identity and branding guidelines and should be designed in a manner that complements rather than distracts from the testimonial.

3.5. B-roll and Supporting Visual Material

The service provider will integrate relevant B-roll and supporting visual material to enhance the storytelling and visual quality of each testimonial.



Where suitable material is not available from ATAF, the service provider may be required to source appropriate high-quality stock footage.

Any stock footage must:

- Be properly licensed for ATAF's institutional and digital use;
- Be relevant to the subject being discussed;
- Appropriately reflect the African context; and
- Avoid generic, stereotypical or inappropriate representations of Africa.

3.6. Subtitling and Multilingual Versions

The original testimonials may be recorded in either English or French.

ATAF will provide all approved translations required for the production of the different language versions. Translation services are therefore not part of the service provider's scope of work.

Using the translated text supplied by ATAF, the service provider will be responsible for professionally formatting, synchronising and integrating subtitles into the final videos.

For each testimonial, the service provider will generally be required to produce:

a) English/French version

- Where the original testimonial is in English, a version with French subtitles; or
- Where the original testimonial is in French, a version with English subtitles.

b) Portuguese version

- The same final testimonial with Portuguese subtitles.

c) Clean master

- A version in the original language without subtitles, where requested by ATAF.

Subtitles should:

- Be accurately synchronised with the speaker;
- Be easy to read across different screen sizes;
- Follow a consistent format throughout the testimonial series;
- Be positioned appropriately without obscuring important visual information; and



- Comply with ATAF's visual identity.

3.7. Professional Voice-over – Where Required

ATAF may require professional voice-over for selected videos, particularly where a voice-over version may provide a better audience experience than subtitles alone.

The service provider should therefore have the capacity to provide professional voice-over IN English and French. Where voice-over is requested, ATAF will provide the approved translated script.

The service provider will be responsible for:

- Proposing suitable professional voice talent;
- Recording the approved script;
- Synchronising the voice-over with the video;
- Professionally mixing the voice-over with the original audio, music and other sound elements; and
- Incorporating the voice-over into the final video.

ATAF should have the opportunity to approve the proposed voice talent before recording.

Voice-over must be included as a priced component of the overall quotation. However, ATAF will only be invoiced for voice-over where the service has been specifically requested and delivered.

4. DELIVERABLES

The selected service provider will be expected to deliver the following:

1. A proposed creative treatment/look and feel for the testimonial series.
2. Professionally edited individual video testimonials featuring the identified high-level personalities.
3. Professional filming of selected ATAF leadership at the ATAF Secretariat in Pretoria, where requested.
4. Professionally designed and integrated titles, lower thirds, infographics, motion graphics and other visual elements.
5. Integration of relevant ATAF-provided B-roll and other supporting visual material.
6. Sourcing and integration of additional licensed B-roll, where requested and necessary.



7. An English- or French-subtitled version of each testimonial, depending on the original language.
8. A Portuguese-subtitled version of each testimonial.
9. Clean master versions in the original language without subtitles, where requested.
10. Professional voice-over versions in English and/or French, where requested.
11. Final approved master files in the agreed formats and resolution.
12. Any shorter digital/social media versions commissioned by ATAF.
13. All final graphics and audiovisual elements developed specifically for the assignment.

The exact number and duration of videos will be confirmed by ATAF based on the footage available and the final production requirements.

5. DURATION AND TIMELINE

The assignment will be undertaken over a period to be agreed between ATAF and the selected service provider.

Bidders should indicate in their proposal:

- Estimated turnaround time from receipt of footage to submission of the first edit;
- Estimated turnaround time for revisions;
- Estimated turnaround time for subtitling;
- Estimated turnaround time for voice-over, where requested;
- Availability for filming at the ATAF Secretariat; and
- Capacity to accommodate urgent production requests where necessary.

The selected service provider will be expected to work within timelines agreed with ATAF for each video.

6. SERVICE PROVIDER REQUIREMENTS

The service provider should demonstrate:

- Proven professional experience in video production and post-production;
- Demonstrated experience producing executive interviews, testimonials, institutional videos, documentaries or similar audiovisual content;



- Experience working with high-level personalities and senior executives;
- Strong visual storytelling and video editing capabilities;
- Demonstrated expertise in motion graphics, animation and infographic development;
- Professional filming capacity, including access to appropriate camera, lighting and sound equipment;
- Ability to produce and synchronise professional subtitles;
- Capacity to provide professional voice-over in English and French,
- Ability to work with multilingual and institutional content;
- Strong quality-control processes;
- Ability to deliver high-quality products within agreed timelines; and
- Experience working with international organisations, government institutions, development organisations or similar institutions will be an advantage.

The proposed team should include the appropriate combination of video production, editing, motion graphics, sound and other technical expertise required to deliver the assignment.

7. PROPOSAL SUBMISSION REQUIREMENTS

Interested service providers should submit a technical and financial proposal containing the following:

9.1 Technical Proposal

The technical proposal should include:

- A brief understanding of the assignment;
- Proposed creative and technical approach;
- Proposed methodology and production process;
- Proposed timeline and turnaround times;
- Company profile and relevant experience;
- Details and experience of the proposed production team;
- Portfolio and/or links to at least three examples of comparable audiovisual productions;
- Demonstrated experience in institutional and/or high-level video production;
- Confirmation of capacity to provide professional voice-over in English, French and Portuguese; and
- Any assumptions relevant to the successful delivery of the assignment.

9.2 Financial Proposal



The bidder should provide a **comprehensive, itemised quotation covering the services described in these Terms of Reference.**

The quotation should provide clear unit costs to enable ATAF to determine the amount payable based on the actual services commissioned.

Translation should not be quoted, as all translations will be provided by ATAF.

The quotation must include the prices for filming and voice-over as part of the overall financial proposal. However, these services will be commissioned according to ATAF's requirements and will only be invoiced if specifically requested and delivered.

ATAF reserves the right to commission all or only selected components included in the quotation.

10. INTELLECTUAL PROPERTY AND USAGE RIGHTS

All final audiovisual products, graphics, animations and other materials specifically developed and paid for under this assignment will become the property of ATAF.

ATAF shall have the right to use, reproduce, publish, distribute, broadcast, adapt and repurpose the final products across its communication platforms without additional payment to the service provider.

The service provider must ensure that all third-party materials used in the production, including stock footage, music, graphics and other audiovisual assets, are appropriately licensed for ATAF's intended use.

The service provider may not publish, distribute, reproduce or use footage or final products featuring ATAF or participating high-level personalities for its own promotional, commercial or other purposes without prior written authorisation from ATAF.

11. CONFIDENTIALITY

The service provider will be required to maintain strict confidentiality regarding all raw footage, scripts, documents, interviews, translations and other materials shared by ATAF.

In particular, raw or unpublished footage featuring Ministers, Heads of Tax Administrations, ATAF leadership or other high-level personalities must be treated as confidential.

Such material may not be:



- Shared with third parties;
- Uploaded to public or private online platforms other than those expressly approved for the production workflow;
- Used for promotional purposes;
- Reproduced for purposes unrelated to this assignment; or
- Retained beyond the period agreed with ATAF.

The service provider will be expected to implement appropriate measures to safeguard all audiovisual material received from ATAF.

12. Submission process

Potential service providers will send their applications to procurement@ataftax.org with subject line **High level video testimonials**, by close of business **09 September 2026**.