



Canadian Tourism
Commission

Commission canadienne
du tourisme

Request for Proposal

Name of Competition:	Media Monitoring and Measurement Services
Competition Number:	CTC-2013-KH-02
Closing Date and Time:	October 18, 2013, 14:00 Pacific Time (PT)
Contracting Authority:	Kathleen Hayden 604-638-6152 procurement@ctc-cct.ca

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SECTION A – INTRODUCTION

The Canadian Tourism Commission (CTC) is Canada’s national tourism marketing organization. A federal Crown corporation, CTC leads the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. CTC supports the Canadian economy by generating tourism export revenues.

Through collaboration and partnerships with the private sector, the Government of Canada, plus the provinces and territories, the CTC works with the tourism sector to maintain our competitiveness and reposition Canada as a destination where travellers can create extraordinary personal experiences.

The CTC’s approach focuses on those global markets where Canada’s tourism brand leads and yields the highest return on investment. The CTC is active in 11 key international markets: the new and emerging markets of Brazil, China, India, Japan, Mexico and South Korea, as well as the core markets of Australia, France, Germany, United Kingdom and United States. The CTC leads marketing and research activities from its headquarters in Vancouver, BC and executes through its offices/representatives in all international markets listed above.

For further information, please visit: <http://corporate.canada.travel/>.

A1. Purpose and Intent

The purpose of this Request for Proposal (the “**RFP**”) is to solicit proposals from proponents capable of performing media monitoring and measurement services.

The services are required for up to 24 separate locations/entities that include the CTC (CTC headquarters and 10 international CTC offices), as well as 13 provincial and territorial tourism marketing organizations (PMO), hereinafter referred to as “partners”. At this time, some of CTC’s international offices have contracts in place for these services. It is anticipated that as current contracts expire, CTC’s international offices may elect to receive these services from the successful proponent resulting from this RFP. It is CTC’s intent to select a proponent who can best serve the interests of all partners. See Statement of Work (Section C) for detailed requirements.

This RFP is issued solely for the purpose of obtaining proposals. Neither the issuance of this RFP nor the submission of a proposal implies any obligation by CTC to enter into any agreement. The intent of this RFP is to identify those vendors capable of meeting CTC’s requirements and with whom a final agreement may be negotiated.

A2. Contract Term

The term of the contract will be for a two (2) year period, with an option to extend on an annual basis by CTC for a total period not to exceed another two (2) years, at CTC’s sole discretion.

At CTC’s discretion, individual contracts and invoicing agreements with each partner or a master contract for all partners may be prepared and executed with the successful proponent (“Contractor”). Regardless of the contract type, the Contractor will be required to invoice each partner separately and directly. Any issues will be handled directly between the Contractor and the specific partner.

CTC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – RFP EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proponents must first meet the mandatory criteria that are expressed by using the imperative verb “must” as set out in Section D and in this RFP. Proposals that do not meet the mandatory criteria will not be given any further consideration.

B.2 Desirable Criteria Evaluation

Proposals meeting the mandatory criteria will be further evaluated and scored on the desirable criteria set out below. CTC’s evaluation committee may be comprised of CTC employees and consultants to CTC who are bound by an agreement of confidentiality with respect to the RFP process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to CTC Senior Executive.

All decisions on the degree to which proposals and presentations/demonstrations (if applicable) meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of CTC.

B.2.1 Desirable Criteria Questionnaire (Section E) 50%

Proponents will be evaluated based on meeting the above desirable criteria. Proponents who achieve a score of 30% (60% of 50%) or higher (the “Threshold”) will be evaluated further based upon, but not limited to Proposed Pricing, and Presentations/ Demonstrations.

B.2.2 Proposed Pricing (Section F) 40%

Following evaluation of Proposed Pricing, CTC may limit further evaluation to a limited number of the highest scored proponents up to a maximum of the three highest scored proponents (the “Shortlist”). Only those proponents on the Shortlist will be further evaluated based upon Presentations/Demonstrations.

B.2.3 Presentations/Demonstrations (Section G) 10%

TOTAL 100%

B.2.4 Negotiations

CTC intends to conduct negotiations with the top ranked proponent(s) as defined in Section H.10 Contract Award.

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents must submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, October 18, 2013**.

Any proposal received after the Closing Time will be deemed non-compliant and will not be reviewed by the CTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted to the Contracting Authority as per the process set out in Appendix 1 – Process to Submit Proposals. All proposals received as a result of this RFP shall become the property of the CTC. The time stamp of CTC’s email system shall be the official time for tracking all submissions received in order to determine whether a submission is received on or before the Closing Time.

B.3.2 Intentions

Proponents should indicate if they intend to submit a proposal (“Intent to Submit”) via e-mail to the Contracting Authority by 14:00 hours PT, October 11, 2013.

B.3.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 14:00 hours PT, October 11, 2013. Questions submitted after this date and time may not be responded to.

If the CTC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory explaining why it should not be included with the posted anonymous questions and answers. If CTC concurs with the request, the question will be answered in confidence and will not be posted. If CTC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, an option to withdraw the question.

All submissions, intentions, and questions should reference “**RFP CTC-2013-KH-02 Media Monitoring and Measurement Services - CONFIDENTIAL**” in the e-mail subject line, and should also include:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFP section(s) if applicable

B.4 RFP Form of Response, Format and Depth

B.4.1 RFP Form of Response

Proponents should respond to and include in their proposal:

- Section D – Mandatory Criteria
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.4.2 RFP Format and Depth

This RFP sets out CTC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this RFP. Emphasis in each proposal should be on completeness and clarity of content, and should correspond

to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by CTC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this RFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to CTC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that CTC has any previous knowledge of the Proponents' qualifications other than that supplied pursuant to this RFP.

SECTION C – STATEMENT OF WORK

C.1 Overview

The services required encompass two areas as follows:

1) Media Monitoring

Provide media monitoring services to up to 24 partners, which consist of CTC's headquarters (Corporate Communications and Travel Trade and Media Relations departments), 10 CTC international offices, and 13 provincial and territorial tourism marketing organizations (PMOs). See Appendix 6 for a list of all partner locations.

The Contractor will be expected to monitor for travel trade, travel and lifestyle-related editorial coverage of identified destinations, and key words in Canadian, U.S. publications/outlets and in targeted international markets identified in Section A - Introduction. The Contractor will also be expected to monitor CTC corporate business content and insights in national and regional print, online travel trade media outlets, broadcast, and other online news outlets.

2) Measurement

The CTC and its partners will require the Contractor to collaborate with the CTC to provide counsel/input on establishing new performance measures that are consistent with the CTC's measurement framework (15 hours).

The Contractor will have the ability to produce measurement and benchmark reports of earned media. Earned media includes coverage derived from: media relations, travel trade media, public relations, and social media activities by online media. Measurement criteria will evolve over the duration of the contract and the Contractor must be able to adapt to changes in measurement requirements.

Based on individual requirements, each partner may require a different combination of measurement services, which may evolve throughout the duration of the contract. These include traditional ad value equivalency (AVE) reports or other performance benchmarks.

C.2 Scope of Work

The scope of work is broken into three main categories, and each category outlines the project deliverables as follows:

1) Canada and US Media Monitoring for CTC Headquarters and PMOs (consumer travel & corporate news):

The Contractor must successfully develop and execute media monitoring and measurement services as per the following deliverables:

Media Monitoring Services:

- a) Provide daily media monitoring (with links to complete news item) of French and English national and regional newspapers, business-oriented magazines, online news outlets, broadcast (TV & radio), online travel trade media, online marketing magazines, and travel and leisure publications based in Canada and the United States. These media sources will be the same for all partners. Reports should be readable on all user channels (Android, Blackberry, Desktop, etc.).
- b) Daily media monitoring must also include the flexibility to add a small number (up to 150) of additional media sources as defined in C.2.1.a) above, that will be defined by and unique to each partner.
- c) Provide additional monitoring requests for special events/one-time projects/specific timeframes as required.

- d) Include daily domestic media monitoring of CTC corporate news and issues, Canadian travel destinations, travel trade media, and travel and leisure news on 200 social channels based in both Canada and the United States. The 200 outlets are to be collectively agreed upon by partners and apply to all partners.
- e) Include daily domestic media monitoring of CTC corporate news and issues, Canadian travel destinations, travel trade media, and travel and leisure news on 100 social channels based in both Canada and the United States. The 100 outlets are unique to each partner, and each partner will select their individual list.
- f) Provide monitoring based on a pre-defined list of keywords to be determined by each partner;
 - Keyword lists will range in number from approximately 50 up to approximately 200 or more depending on the individual needs of the partners;
 - Only results related to travel and tourism should be provided to the partner; and
 - Keywords will be added from time to time to respond to the need for coverage of issues as they arise, new campaigns, special projects etc. Other keywords may be deleted.
- g) Allow partners to share editorial coverage with key tourism stakeholders mentioned within the article or broadcast content.
- h) Immediate electronic delivery of ordered full text articles and broadcast segments.
- i) Ability to request either transcript or entire radio/TV clips at additional cost.
- j) Regular operational discussions to re-adjust monitoring where necessary

Measurement Services:

- k) Provide unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process).
- l) Provide detailed reports based on AVE. These can be automated reports (unlimited access of reports through dashboard) or manually compiled reports based on the needs of the partner.
- m) Provide detailed reports to evaluate media relations, travel trade media, public relations and social media efforts based on measurement and/or benchmark requirements that will evolve over the course of the contract. See Appendix 7 for measurement reporting details. Up to 30 reports per partner to be compiled annually including:
 - Up to 12 reports based on monthly activity;
 - Up to 10 reports on project or campaign-specific activities per year;
 - Up to 4 quarterly reports;
 - Up to 1 semi-annual report;
 - Up to 1 annual report; and
 - Option for additional reports (e.g. competitive analysis).

2) CTC Headquarters and PMO: Global monitoring

CTC headquarters and the PMO require global monitoring and evaluation services. The Contractor should successfully develop and execute media monitoring and measurement services as per the following deliverables:

Media Monitoring Services:

- a) Provide daily media monitoring of Canadian travel destinations, travel trade media, and corporate business news and insights (e.g. Business Events Canada news, travel trade media reporting on CTC market research or programs, etc.) on 200-400 pre-defined online versions of publications in 10-15 countries (outside of Canada and the United States) to be identified by each partner.
- b) Provide monitoring based on a pre-defined list of keywords to be determined by each partner:
 - Keyword lists will range between 50-75 words; 100-150 words, or 150-200 words, depending on the individual needs of the partners; and
 - Only results related to travel and tourism should be provided to the partners.

- c) Allow entities to share editorial coverage with key tourism stakeholders mentioned within the article or broadcast content.
- d) Option: Translation services for non-English speaking media coverage.
- e) Immediate electronic delivery of ordered full text articles and broadcast segments.
- f) Ability to request either transcript or entire radio/TV clips at additional cost.
- g) Regular operational discussions to re-adjust monitoring where necessary (e.g. monitoring a social media issue, following a particular project launch, a crisis, etc.).

Measurement Services:

- h) Provide unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process).
- i) Provide detailed reports based on AVE. These can be automated reports (unlimited access of reports through dashboard) or manually compiled reports based on the needs of the partner.
- j) Provide detailed reports to evaluate media relations, travel trade, public relations and social media efforts based on measurement and/or benchmark requirements that will evolve over the course of the contract. See Appendix 7 for measurement reporting details. Up to up to 30 reports by partner to be compiled including:
 - Up to 12 reports based on monthly activity;
 - Up to 10 reports on project or campaign-specific activities per year;
 - Up to 4 quarterly reports;
 - Up to 1 semi-annual report;
 - Up to 1 annual report; and
 - Option for additional reports (e.g. competitive analysis).
- k) Ability to pull global snapshot dashboard.

3) CTC International Markets: Global monitoring

The CTC has offices in the United Kingdom, Germany, France, Australia, China, Japan, South Korea, India, Mexico and Brazil. Currently, CTC headquarters and the offices in international markets manage media monitoring and measurement independently. As part of long-term planning, the international markets may choose to receive these services from the successful proponent resulting from this RFP at any time throughout the contract term.

The Contractor should successfully develop and execute media monitoring and measurement services as per the following deliverables:

Media Monitoring Services:

- a) Monitor up to 1,000 publications (print and online), broadcast outlets (TV and radio) and online news outlets including travel trade media, based in both Canada and the United States. The publications will be defined by each partner.
- b) Provide additional “on-off” monitoring requests for special events/projects/timeframes, when required.
- c) Include daily media monitoring of CTC corporate business news and issues, Canadian travel destinations, travel trade media and travel and leisure news on up to 50, 50-100, 100-150 social channels for target international markets. The outlets will be customized to each partner.
- d) Include daily media monitoring of CTC corporate business news and issues, travel trade media, Canadian travel destinations and travel and leisure news on 100 social channels based in target international markets. The 100 outlets are unique to each partner, and each partner will select their individual list.
- e) Provide monitoring based on a pre-defined list of keywords to be determined by each partner:

- Keyword lists will range between 50-75 words, 100-150 words, or 150-200 words, depending on the individual needs of the partners; and
 - Only results related to travel and tourism should be provided to the partner.
- f) Allow partners to share editorial coverage with key tourism stakeholders mentioned within the article or broadcast content.
- g) Immediate electronic delivery of ordered full text articles and broadcast segments.
- h) Ability to request either transcript or entire radio/TV clips at additional cost.
- i) Regular operational discussions to re-adjust monitoring where necessary.

Measurement Services:

- j) Provide unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process).
- k) Provide detailed reports based on ad value equivalency (AVE). These can be automated reports (unlimited access of reports through dashboard) or manually compiled reports based on the needs of the partner.
- l) Provides detailed reports to evaluate media relations, travel trade media, public relations and social media efforts based on measurement and/or benchmark requirements that will evolve over the course of the contract. See Appendix 7 for measurement reporting details. Up to up to 30 reports by partner to be compiled including:
- Up to 12 reports based on monthly activity;
 - Up to 10 reports on project or campaign-specific activities per year;
 - Up to 4 quarterly reports;
 - Up to 1 semi-annual report;
 - Up to 1 annual report; and
 - Option for additional reports (e.g. competitive analysis).
- m) Demonstrated ability on how they may be able to support the deliverables listed above (a through l) in languages other than English and French. Specifically, German, Portuguese, Spanish, Japanese, Korean and Chinese.

C.3 Deliverables and Schedule

The services are expected to commence on January 1st, 2014.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

D.1 Mandatory Requirements

Q1. Proponent Acknowledgement – Submit completed Acknowledgement (see Appendix 2).
Submitted:
<input type="checkbox"/> Yes <input type="checkbox"/> No

Q2. Material Circumstances – Submit completed Material Circumstances Disclosure Form (see Appendix 3)
Submitted:
<input type="checkbox"/> Yes <input type="checkbox"/> No

Q3. The proponent must be able to meet the deliverables listed under Section C.2.1 “Canada and US Media Monitoring for CTC Headquarters and PMOs”. Are you able to comply with these requirements?
Response:
<input type="checkbox"/> Yes <input type="checkbox"/> No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

E.1 Administrative Requirements (Information Only)

Q4. For identification and information purposes only, provide the following information about your company:

- Complete legal company name and address
- Primary business and length of time business established
- Number of direct employees
- Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture)
- Corporate head office and branch locations
- Primary contact for this RFP (name, title, phone number and e-mail)

Response:

Q5. List three customers with similar requirements to those described in this RFP who we may contact as references. For each reference include name of organization, key contact information (name, title, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references.

Note: It is requested that proponents refrain from using CTC as a reference in their proposal.

Response:

E.2 Business / Technical Requirements

Q6. Provide a summary of the structure of your company or organization, including key staff members who would be responsible to co-ordinate all activities described in this RFP for each partner.

Response:

Q7. Provide a summary of your experience with similar services as described in this RFP (size, scope, monitoring topics), and include a list of your current clients for whom you provide the services including any experience working with government/tourism agencies or corporations with multiple partners. Experience can include both national and international work (e.g. Travel Britain).

Q8. Describe any past experience you have had with “global media monitoring and measurement”. What were your limitations? How have your products/services overcome these?

Response:

Q9. Describe any past experience you have had with “travel trade media monitoring and measurement” both domestically and internationally? What were your limitations? How have your products/services overcome these?

Response:

Q10. Explain your understanding of the difference between corporate, travel trade, and travel/leisure media coverage.

Response:

Q11. Describe how you have improved/evolved your services over the past five years? This applies to consulting services, analysis, reporting, measurement capabilities, technology, etc.

Response:

Q12. Describe the benefits/qualities of your dashboard and reports. What makes these reports stand out from your competition? What reports are partners able to pull automatically? What services/features does your dashboard offer (e.g. word clouds, competitor analysis, etc.)? Provide some samples of different kinds of reports that may be of value to the CTC and partners.

Response:

Q13. Describe any benchmark tools or services you can provide that we can use for research.

Response:

Q14. Provide information on any sub-contractors that you may utilize to provide the services described in this RFP.

Response:

Q15. Describe the scope of monitoring services you can provide for media described in Section C.2.1a, including the number of media outlets monitored in Canada, in the US, and in international markets. Describe any issues regarding access to full texts of news items (e.g. paywalls).

Response:

SECTION F – PRICING

Proponents should submit their pricing proposal in a separate file from their RFP response. In your pricing submission, reference the RFP # and name along with your company information.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFP.

When evaluating proposed pricing, CTC may consider the total cost of ownership (TCO) associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs and disposal costs.

CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

F.1 Proposed Pricing Detail

Using Appendix 8 – Pricing Table, provide a cost for the services listed. All prices should be quoted in the **Canadian** dollars, excluding taxes.

F.2 Payment Discounts

CTC prefers a Net 30 payment term and may consider accelerating payment based on early payment discounts.

F.2.1 Indicate your payment terms, and explain any early payment discounts available to CTC.

F.3 Pricing Strategies

CTC may be open to other pricing strategies, incentives, volume discounts or other offerings that would benefit CTC. CTC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

F.3.2 Please indicate any other pricing strategies that your company may be willing to discuss with CTC.

SECTION G – PRESENTATION / DEMONSTRATION REQUIREMENTS

G.1 Presentations / Demonstrations Requirements

CTC will require proponents, who have made the Shortlist, to give a presentation/demonstration of their capabilities in providing media monitoring and measurement services.

Proponents may be expected to highlight the following:

- Introduce account representative(s);
- Capabilities with providing media monitoring and measurement services;
- Dashboard functionality; and
- Interface capabilities.

Virtual presentations/demonstrations are preferred (i.e. WebEx). All costs associated with the presentation/demonstration will be the responsibility of the proponent.

SECTION H – RFP PROCESS AND TERMS

H.1 RFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit	October 11, 2013, 14:00 hours PT
Deadline for Questions	October 11, 2013, 14:00 hours PT
Closing Date and Time	October 18, 2013, 14:00 hours PT
Presentations of Shortlisted proponents (if required)	Week of November 12, 2013
Notification: CTC will endeavour to notify all successful and unsuccessful proponents of its selection by approximately:	November 30, 2013
Contract Negotiations & Award	30 days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

H.2 Interpretation of the RFP

If a proponent is in doubt as to the intended meaning of any part of this RFP or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the RFP may be issued.

It is the proponent's responsibility to understand all aspects of the RFP requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the RFP cover is authorized by CTC to comment on any portion of this RFP or the requirements described in this RFP. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

H.4 Accuracy of Information

While the information set out, or referred to, in this RFP has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the RFP. If this RFP was posted on the Government of Canada BuyandSell.com website ("BuyandSell"), CTC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review BuyandSell for amendments to the RFP that CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this RFP. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent's response (see Appendix 4).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted RFP will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

H.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

H.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this RFP, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC. All such costs are taken at the sole risk of the proponent. By participating in this RFP, the proponent agrees to absolve the CTC of any responsibility for the same.

H.9 Language

Proposals may be submitted in either French or English. The working language for the RFP process and subsequent contract will be in English.

H.10 Contract Award

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter the "Preferred Proponent". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Such discussions and negotiations will be based on the proposal submitted by the Preferred Proponent or agreed to on the basis of that proposal.

If, for any reason, CTC and the Preferred Proponent fail to reach complete agreement within a reasonable period of time, as determined by the CTC acting reasonably, the CTC will be at liberty to terminate the discussions with the Preferred Proponent and invite another suitably qualified proponent to enter into negotiations to reach agreement for the services. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract

If a contract is subsequently negotiated and awarded to a proponent as a result of this RFP process;

- i. any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- ii. will include, but will not be limited to, the general contract terms contained in Appendix 5.

H.12 Debriefing

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

H.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the RFP process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the RFP process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the RFP process, or would otherwise prejudice the integrity of the RFP process.

H.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

H.15 Confidentiality

The CTC recognizes the proprietary nature of information that may be contained in response to this RFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this RFP or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this RFP.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

H.16 Publicity

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

H.17 No Collusion

By submitting a proposal, the proponent represents and confirms, with the knowledge and intention, that CTC may rely on such representation and confirmation, that its proposal has been prepared without collusion or fraud, and in fair competition with proposals from other proponents.

H.18 Law

This RFP process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this RFP process and all costs associated with those claims, loss and damages.

H.20 Rights of the Canadian Tourism Commission

In addition, CTC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the RFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this RFP at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this RFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the RFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the RFP;
- H.20.10 not enter into any contract at all with any proponents responding to this RFP.

SECTION I: LIST OF APENDICES

APPENDIX	FILE NAME	PAGES
1	Process to Submit Proposals	2
2	Proponent Acknowledgement	1
3	Material Circumstances Disclosure	1
4	Amendments	1
5	General Contract Terms	1
6	Table of Partners	1
7	Measurement Reporting	3
8	Pricing Table	2

APPENDIX 1: PROCESS TO SUBMIT PROPOSALS

There are six (6) important steps to submitting your proposal. CTC encourages all proponents to review all six (6) steps before beginning their submission process.

Step 1. Open up a web browser, type in the URL below in your browser and click enter:

<https://dropbox.yousendit.com/ctcprocurement>

You will be directed to a page that looks like this:

The screenshot shows a web page with the Canadian Tourism Commission logo at the top left, which includes the text "explorez sans fin Canada keep exploring" and a red maple leaf icon. The main content area contains a welcome message in English and French: "Hello and welcome to a Canadian Tourism Commission Hightail drop box." followed by "Bonjour, bienvenue sur la page Hightail de la Commission canadienne du tourisme." Below the message are several input fields: "Full Name: (Optional)", "Email: Your email address", "Subject: (Optional)", and a larger "Message:" field. There is a "SELECT FILE" button below the message field and a red "SEND IT" button below that. At the bottom, a small note reads: "By clicking on the 'Send it' button, you agree to Hightail's Terms of Services."

Step 2. Enter your email address into the “Your Email” field.

Step 3. Enter the competition number in the “Subject” field.

Step 4. Enter name of your company, contact name, phone number in the “Enter Message” field.

Step 5. Select the file(s) which are to be sent to CTC in respond to this RFP.

Please Note: You can submit more than one file by clicking on the “Add another file” as per as per the item circled in red in the screenshot below)

The screenshot shows a file selection interface with the text "* Select a file: (Max Size 2 GB)" followed by a text input field and a "Browse..." button. Below the input field, the text "Add another file" is circled in red.

Step 6. When you have completed this step, click the “SEND IT” button as per the item circled in red in the screen shot above to submit your proposal. You have now submitted your proposal to the Contracting Authority.

APPENDIX 2: PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in the proposal is accurate and agrees to be bound by all conditions, statements and representations contained herein. Failure of proponent to provide signatures will result in immediate rejection of their proposal. The person signing this RFP declares that they are duly authorized signing authority with the capacity to commit their firm/company to the terms and conditions of this bid.

Executed this _____ day of _____, 2013

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

Fax Number:

E-mail Address:

APPENDIX 3: MATERIAL CIRCUMSTANCES DISCLOSURE

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose; OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 4: AMENDMENTS

Please confirm that any amendments to this RFP issued have been read and included in proponent response. List the Amendments included in the response (if applicable).

Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms will be required by the CTC in order to be awarded the Work under this RFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the RFP;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of CTC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.

APPENDIX 6: TABLE OF PARTNERS

Provincial and Territorial Tourism Marketing Organizations (PMO) for the following provinces:
Yukon
British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
Nova Scotia
Prince Edward Island
New Brunswick
Newfoundland
Northwest Territories
Nunavut

CTC's Headquarters and 10 International Offices
CTC Headquarters – British Columbia, Canada
CTC Global Offices:
United Kingdom
France
Germany
Mexico
Brazil
Japan
China
South Korea
India
Australia

APPENDIX 7: MEASUREMENT REPORTING

The following document outlines the up to 30 reports that the successful proponent will provide to the CTC and its partners throughout the year, as outlined in the deliverables.

Measurement Summary Document

The CTC requires a new measurement system that will be used by CTC employees to evaluate outcomes against strategy (as well as partners at the provincial/territorial level who chose to adopt the framework). The purpose of this appendix is to provide an overview of methodology for use by the Contractor, as well as any provincial/territorial partners that participate in this measurement system.

Population Definition

Consider each story, post, tweet or re-tweet as an individual “item”. Each item will be analyzed as a part of the CTC /partner study if it meets the criteria for this study.

1. Paid Media:

Paid media is not to be included in this analysis: includes advertorials, paid bloggers, advertisements, and public radio underwriting credits. If an item says “sponsored by CTC/partner” it is considered paid media as well.

2. Owned Media:

Owned media is not to be included in this analysis: If an item is determined to originate from a CTC/partner media source it is considered “Owned Media.” Owned media and the reactions to it (i.e. comments, retweets, etc.) are not to be included in this reporting.

Examples of owned media sources from the CTC are:

- Twitter: @ctccct or @cctinfos (en français)
- Facebook: <https://www.facebook.com/ExploreCanada> and <https://www.facebook.com/Explorezsansfin>
- YouTube: <http://www.youtube.com/user/CTCNewsNouvellesCCT/videos>

General Restrictions:

The following items will be removed:

- Obituaries of CTC/partner employees
- Wedding announcements of CTC/partner employees
- Birth announcements of CTC /partner employees
- Police Blotters
- Community Calendar: If item is a full write up outlining in detail what the event is about and who is sponsoring, it is qualified; if it a listing of an event with no further explanation then it is not qualified.
- Do not code items that are Classified Ads or Help-wanted Ads.
- Duplicates: If an item appears twice, then one would be qualified and the other a duplicate. Items will be marked as a duplicate if any of the following criteria are met:
 - a. URL is identical
 - b. Items with the same outlet on the same date with identical content.
 - c. Items posted in less than 7 days of each other that are identical in content and URL

- d. The same content shared with different audiences is to be counted separately e.g. CBC regional items carried across provincial CBC outlets; CP story picked up by 10 different newspapers.
- Spam Sites/Content Farms any item that comes from a known content farm or spam site should be immediately disqualified no matter the content posted to it. Vendor must provide details about its spam blocking methodology.

Quantitative (Auto-Coding) Parameters

In general, auto-coding is acceptable only for clearly defined search terms and easily identifiable campaigns.

1. Subjects

Any mention of a specific Canadian province can and should be tagged and automatically assigned as a “subject.” Any item that only mentions Canada, with no mention of specific city or province should be assigned to the subject “Canada.” A single item may contain more than one subject. Typical subjects might include:

Canadian provinces and territories
Yukon
British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
Nova Scotia
Prince Edward Island
New Brunswick
Newfoundland
Northwest Territories
Nunavut

2. Key Initiatives

Key initiatives include specific campaigns, events or hashtags that have designated names. A single item may have more than one initiative. Examples of initiatives for the CTC might be:

- TBEX Global Blogger Fam
- 35 Million Directors
- Carrefour GoMedia Canada Marketplace
- Rendez-Vous Canada
- CTC ANNUAL RESULTS
- NEW CHINA CAMPAIGN
- YOUTH TRAVEL PROGRAM
- BUSINESS EVENTS CANADA INITIATIVES
- TED Talks

Please note that each partner would have varied initiatives/campaigns.

3. Top Tier Media

Please note whether the item appears in one of the media outlets considered “Top Tier.” The Top Tier media will be defined by each partner including corporate.

Qualitative Analysis Criteria

4. Tonality/Sentiment

Each item should be read from the perspective of a prospective visitor to Canada. Read the entire item and determine if the item leaves the reader more or less likely to visit Canada.

Positive	If the item leaves the reader more likely to visit or recommend visiting Canada it is considered positive.
Negative	If an item leaves the reader less likely to visit or recommend visiting Canada, it is considered negative.
Balanced	If an item has a balance of sentiment (positive and negative), it is considered balanced.
Neutral	If an item leaves no sentiment at all, it is considered neutral.

5. Unique Selling Propositions

Each partner will identify USPs specific to them.

As an example, the CTC USP's are the key messages that all Canadian Tourism communicators are tasked with communicating in all vehicles. They are:

Connect with Canadians,
Personal Journeys by Land Sea & Air
Awe-inspiring Nature
Award Winning Local Cuisine
Vibrant Cities on the Edge of Nature

6. Canadian Experiences

Canadian Experiences are the specific types of visits that are essential to each partner's goals. For example, the CTC has identified over 150 Canadian Signature Experiences that appeal to a specific traveller type. In general a story that talks about a signature experience will reflect at least one USP. You can view a full list of the [CTC Canadian Signature Experience online](#).

APPENDIX 8: PRICING TABLE

Media Monitoring and Measurement pricing table. Quoted in CDN funds. Taxes Extra.

Description	Canada/US: CTS / PMO (consumer and corporate)	Global: CTC Headquarters / PMO	Global: International Offices
Monitoring:			
<ul style="list-style-type: none"> Daily media monitoring of CTC corporate business news and issues, travel trade media, Canadian travel destinations, and travel & leisure news in media sources as per Section C.2.1.a. Price should include online subscription charges providing full text content with unlimited downloads. 	\$ /partner per yr.	N/A	\$ /partner per yr.
<ul style="list-style-type: none"> Up to 150 additional news sources per partner. 	\$ /150	\$ /150	\$ /150
<ul style="list-style-type: none"> Daily media monitoring of Canadian travel destinations and/or corporate /issues on 200 pre-defined social channels. 	\$	N/A	\$
<ul style="list-style-type: none"> Daily media monitoring of Canadian travel destinations and/or corporate /issues on 100 partner-specific social channels. 	\$	N/A	\$
<ul style="list-style-type: none"> Electronic summaries of media coverage with links to complete news item of range of media sources (see C.2.1.a.). 	\$	\$	\$
<ul style="list-style-type: none"> Monitoring based on a pre-defined list of keywords to be determined by each partner (50 – 200 keywords). 	\$	\$	\$
<ul style="list-style-type: none"> Translation services for non-English speaking media coverage. 	N/A	\$	\$
Measurement			
<ul style="list-style-type: none"> Manual or automated: reach, Ad Value Equivalency or other reports (as needed). 	\$	\$	\$
<ul style="list-style-type: none"> Manual reports based on requirements/partner (See Appendix 7): <ul style="list-style-type: none"> Up to 12 reports based on monthly activity Up to 10 reports on project or campaign-specific activities per year Up to 4 quarterly reports Up to one semi-annual report Up to one annual report Option for additional reports (e.g.: competitive analysis) 	\$	\$	\$

Management fees			
Account support services			
<ul style="list-style-type: none"> Set-up of partner accounts and adjustments as required. 			
<ul style="list-style-type: none"> Partner direct billing of all content, software and services. (Partners listed in Appendix 6: Table of Partners). Please provide list of products and services included in base price. 			
<ul style="list-style-type: none"> Customer service requests, training and support. 			
<ul style="list-style-type: none"> Fee for CTC performance measurement consultation (15 hours). 			
Annual License Fee and Maintenance			
<ul style="list-style-type: none"> Account Web-Hosting for all 25 accounts. 			
<ul style="list-style-type: none"> Includes all software licenses and upgrades. 			
Professional Fees:			
<ul style="list-style-type: none"> Media analysts/consultation to manage special requests/manual reporting. 	\$	\$	\$
<ul style="list-style-type: none"> Project Management, Training Requests and partner Meetings. 			
Total Fees per year (depending on options chosen)	\$	\$	\$
Additional Services	Canada/US: CTS / PMO (consumer and corporate)	Global: CTC Headquarters / PMO	Global: International Offices
Broadcast Summaries (TV, radio) <ul style="list-style-type: none"> Unlimited text summaries 1,200 TV and 1,200 Radio Streams included 	\$	\$	\$
Video or Audio Download and electronic	\$	\$	\$
French Content Clip Fees <ul style="list-style-type: none"> Copyright fees of 18% for up to 3 users 	\$	\$	\$
Additional Support, outside of Scope of Work <ul style="list-style-type: none"> Upon written request and approval from the CTC or partners 	\$	\$	\$