

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
**Bid Receiving - PWGSC / Réception des soumissions**  
**- TPSGC**  
**11 Laurier St. / 11, rue Laurier**  
**Place du Portage, Phase III**  
**Core 0A1 / Noyau 0A1**  
**Gatineau**  
**Québec**  
**K1A 0S5**  
**Bid Fax: (819) 997-9776**

## **SOLICITATION AMENDMENT MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

### **Comments - Commentaires**

**Vendor/Firm Name and Address**  
**Raison sociale et adresse du**  
**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St./ 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> Media Monitoring	
<b>Solicitation No. - N° de l'invitation</b> 08324-130491/A	<b>Amendment No. - N° modif.</b> 002
<b>Client Reference No. - N° de référence du client</b> 08324-13-0491	<b>Date</b> 2014-04-09
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CY-007-64913	
<b>File No. - N° de dossier</b> cy007.08324-130491	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2014-04-17</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Westall, Susan	<b>Buyer Id - Id de l'acheteur</b> cy007
<b>Telephone No. - N° de téléphone</b> (613) 949-8350 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

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**This amendment is raised to answer questions from Industry:****Question 1:**

What are you looking to measure on a daily basis? (Perhaps you can supply us with a sample report?) Is there a list of key metrics you can provide us with? Can you please supply us with a brief description of the metrics?

**Answer 1:**

The Department of Foreign Affairs, Trade and Development (DFATD) requires the services of a company to provide daily information and market intelligence briefings on Foreign Direct Investment (FDI) and Innovation to support its promotional activities. For more details, please see "Tasks" and "Key Themes" under SCOPE OF WORK. This market intelligence is currently delivered through: 1) a daily emailed html newsletter; 2) multiple live RSS feeds for the Invest in Canada website; and 3) a custom market intelligence portal. Please see screen captures and visit [investincanada.com](http://investincanada.com) for samples

**Question 2:**

How many social channels and social sites would the vendor be responsible for publishing to? Could you please provide us with further details?

**Answer 2:**

The service providers will not be responsible for publishing on social media channels. Content for social channels consists of a few potential tweets for two Twitter accounts. The service provider will provide suggestions to DFATD only via direct emails.

**Question 3:**

How do you intend on publishing promotional content to your sites? What would the process be for reviewing, editing and publishing said content?

**Answer 3:**

Positive investment news will be published on [investincanada.com](http://investincanada.com) through multiple live feeds supplied by the service provider. Live feeds service provider will clearly be identified next to each feed as the source of information and the service provider is responsible for the content. DFATD reserves the right for immediate removal of any content from live feeds. Please see the attachment to amendment 001 for samples and visit [investincanada.com](http://investincanada.com).

**Question 4:**

Would the vendor be granted access to your sites and social media platforms? How many sites / social platforms would we be expected to publish to?

**Answer 4:**

No, the service provider will not be granted direct access to the Invest in Canada website and social media platforms. Positive investment news will be published on [investincanada.com](http://investincanada.com) through multiple live feeds supplied by the service provider. Content for social channels consists of a few potential tweets for two Twitter accounts and will be provided to DFATD via direct emails as suggestions only.

**Question 5:**

Can you tell us more about the content management systems that run your sites?

**Answer 5:**

Interwoven is the content management system used on investincanada.com

**Question 6:**

How frequently would the vendor be asked to publish to your sites?

**Answer 6:**

Positive investment news published on investincanada.com through multiple live feeds supplied by the service provider should be updated on a daily basis.

**Question 7:**

Do you require the vendor to engage directly with readers/users after publication of content to your sites or social channels? If so, can you please tell us about the process (approvals, etc.) in greater detail?

**Answer 7:**

No. The service provider is not expected to directly engage with the readers/users after publication of content to Invest in Canada website or social channels.

**Question 8:**

Will the winner of this rfp have access to the news sources and services that DFAIT currently uses, for the purpose of fulfilling its requirements on behalf of DFAIT? Will DFAIT arrange access to these sources and services for the rfp winner? Are there additional sources that need to be monitored? If so, is there a list of priority sources?

**Answer 8:**

No. The service provider will not have access to the news sources and services currently used by DFATD. The supplier is expected to source the media materials. DFATD relies on the expertise of the current service provider to sift through all important news sources and identify relevant information and intelligence on FDI and innovation. The service provider is expected to use both automated technologies to monitor multiple media sources and trained professionals to review, validate, summarize and report on results.

**All other terms and conditions remain the same**