6. Connect2Canada is a tech platform, a brand and a list of stakeholders comprised of ex-patriots and friends of Canada. The RFP currently does not include work beyond supporting the tech platform. As a result, are you limiting responses to just the tech platform or may we include in our response our ideas to support and promote the Connect2Canada brand, and to engage and grow the Connect2Canada stakeholder network? Yes, you may include in your response your ideas to support and promote the Connect2Canada brand, and to engage and grow the Connect2Canada stakeholder network.

7. Can you identify the current web and email marketing management platform? Has a new platform already been identified or is a selection process part of this engagement? No. The current platform is a custom product. A new platform has not yet been identified.

8. What factors informed the decision to re-platform? The current contract is reaching its expiry.

9. Will you need multiple Connect2Canada administrative users? If so then how many, across what regions and localities, and will you need distinct access levels? Yes. This was noted in the RFP. We will need 2 Washington, DC-based admin user accounts with FULL access to the platform (generating emails, managing distribution lists, posting/updating content on the websites), and 12-15 additional user accounts based throughout the United States who only require the ability to generate emails (not send them). They will not/not have access to any web publishing/editing.

10. Will Connect2Canada program users (e.g., embassy / consulate staff, officials) require training to use the platform? Yes. Training is noted in the RFP.

11. Can you provide any additional information about the current hosting architecture? No.

12. Will content development for social channels be part of the fix requirement contract? No.

13. Are there Common Look and Feel guidelines that respondents need to follow? For their RFP submission? No. For our website? Yes. http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp

14. What web analytics solution is currently in place? Is the intent to use the same analytics solution with the re-platform? Custom (again, can't disclose), and Google Analytics. We will require a web analytics solution – it need not be the same.

15. Are media buys for promoting connect2canada.com included in this contract? No.

16. The start date is listed as July 1 but the RFP due date is July 16 – can you confirm the start date? The contract will be awarded the last week of July. See soft and hard launch dates below.

17. Can you confirm the go-live date? Soft launch- August 24th. Hard Launch – August 31st