



REQUEST FOR SUPPLIER QUALIFICATION DC-2017-JC-02-PUBLIC RELATIONS SERVICES - CHINA ADDENDUM #1

DC-2017-JC-02-Public Relations Services - China

Close Date/Time:

March 22, 2017
14:00 hours
Pacific Time

<u>Issue Date:</u>	March 15, 2017	<u>From:</u>	DC Procurement
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted DC-2017-JC-02-Public Relations Services – China as of March 09, 2017.

Q1. *Are Proponents required to submit items listed in B.4.1 plus a proposal to show our competency which indicates in C.3 at the same time (before deadline)?*

Answer:

Yes, Proponents should respond to and include in their proposal all items listed in B.4.1.

Q2. *Regarding the proposal, what percentage of these capabilities does Destination Canada expect to see? E.g. understanding of Destination Canada, media strategy for Destination Canada, relevant case studies to showcase media knowledge/relationship, etc.*

Answer:

Proponents are welcome to include any information which they think will help Destination Canada to evaluate their qualification. As per Section E, limit your response to no more than one page for each question.

Q3. *For Appendix 1-4, is a word version available for proponents to fill in? Or should proponents print it out for handwriting and scan it?*

Answer:

Please see attached word version of the NRFP documents.

Q4. *What is Destination Canada's annual budget for this contract?*

Answer:

Destination Canada's budget is between \$100,000 CAD to \$200,000 CAD a year.

Q5. *Does Destination Canada have an existing PR agency for both traditional and social media services? If yes, why is Destination Canada considering changing the agency? What does Destination Canada think they should improve? Is this pitch part of a regular agency review? Is it a procurement led agency review?*

Answer:

Destination Canada's current contract with the existing PR agency is soon to expire. As per Destination Canada procurement policy, there is a requirement to conduct a formal competitive bidding process.

Q6. *The RFP doesn't state the time range of the proposal. Therefore, the proponent has assumed it is one-year contract, from April 2017- April 2018. Is that true?*

Answer:

As per section A.2 Contract Term, Destination Canada anticipates entering into negotiations with the selected proponent(s) for up to a three (3) year period, with an option to extend on an annual basis by Destination Canada for a total period not to exceed another two (2) years, at Destination Canada's sole discretion.

Q7. *Which countries tourism board does Destination Canada see as their competitors? Would this be city or country specific?*

Answer:

Destination Canada considers the following national tourism boards as competitors: USA, Europe, UK, New Zealand and Australia.

Q8. *About media database maintenance, how many media outlets does Destination Canada expect the proponent to maintain per year? What's the ratio between traditional media and social media?*

Answer:

Over 700 on the national media database. Please also refer to scope of work C.3.7.

Q9. *Are Destination Canada project authorities based in Canada or in China? Who are the current project authorities for Destination Canada?*

Answer:

Destination Canada has a dedicated office team based in Beijing, China.

Q10. *About Destination Canada's social media relationship building, Destination Canada mention's "target to pitch 10 influential Weibo accounts per week", does Destination Canada expect every pitch will have results, e.g. the account will publish an article? The same question with Key Opinion Leaders (KOLs).*

Answer:

Yes, Destination Canada expects reasonable coverage.

Q11. *About media events, how many media outlets does Destination Canada expect to be included in each event?*

Answer:

From 5 to 50, depending on nature of event.

Q12. *About social media platform, will Destination Canada allocate part of budget to cooperate with some KOLs?*

Answer:

Destination Canada may take this into consideration.

Q13. *Does Destination Canada have any deals with Air Canada and some Canadian hotels so the journalists can also enjoy the best services from those related industries?*

Answer:

Destination Canada has partnerships in place with airlines and the accommodations sector but these relationships should have no bearing on the pricing included in a supplier's proposal.

Q14. *Does Destination Canada have any geographic priorities in China? For example, a focus on tier 1 cities or broader nationwide coverage?*

Answer:

Across China Tier 1 Cities plus Tier2/3 cities.

Q15. *Does Destination Canada have any specific major events or tourism milestones over the next year that it wishes to promote in China?*

Answer:

- 2017 Canada 150;
- plus 2018 China - Canada Tourism Year;
- RVC (Rendezvous Canada);
- Go Media; and
- Showcase plus up to 3 media fam tours a year (6 to 7 media each fam tour).

Q16. *Has Destination Canada confirmed attendance at any trade shows or forums in China over the next year?*

Answer:

Only our own event- Showcase Canada in October – up to 20 media invited in China plus small media events involving 5 to 50 media.

Q17. *Per the NRFP we understand that the following sections should be completed and responded to Appendix 1, 2, 3, 4 and Sections D, E, F, however, it does not indicate that Section C should be responded to with a point of view or selection of tactics to achieve the objectives. As such, does Destination Canada require tactics or points of view to be included in the response to the SOW?*

Answer:

Proponents are welcome to include any information which they think will help Destination Canada to evaluate their qualifications. As per Section E.1.1 please provide examples of previous work similar to that set out in Section C – Statement of Work.

Q18. *During the presentation stage – would the proponent be required to present Sections D, E, F or also add tactics and a perspective on how to achieve the objectives/SOW outlined?*

Answer:

Proponents are welcome to include any information in the presentation which they think will help Destination Canada to evaluate their qualification. Proponents will be provided with specifics closer to presentation date

Q19. *Within the budget, does Destination Canada require estimated 3rd party costs for media events and FAM trips, etc., or should this be based solely on fee?*

Answer:

Yes.

Q20. *What campaigns and press events have been planned for China market?*

Answer:

- Showcase Canada in October – up to 20 media invited in China plus small media events involving 5 to 50 media.
- Ongoing consumer video campaigns that require media coverage.

Q21. *Can Destination Canada share some of the successful cases for reference?*

Answer:

- Canada You can be a Star—TV program 2012-2013 50+ 30 minute programs;
- Zhou You Jianada – online video series 2014 ongoing- bi monthly videos- extensively distributed through online and off line channels;
- Annual Showcase event- 350 Canadian/Chinese delegates meet for week in business to business environment – including extensive interviews with participants.

Q22. *Are there any specific challenges that Destination Canada is facing in China that proponents should be aware of?*

Answer:

No specific challenges in China apart from normal business competitive issues to maintain our lead as a premier leisure destination.

Q23. *Does Destination Canada require an additional fee quote for specific issues management/crisis readiness?*

Answer:

No not required.