

**QUESTIONS AND ANSWERS
ADDENDUM #1**

RFP 0379-2019-003

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- 1. Title** Public Relations and Strategic Communications Services
Addendum #1
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- 2. Requests for Clarification** The following questions and answers are added as an addendum to CDIC RFP 0379-2019-003.
- Q1. *Whether companies from Outside Canada can apply for this? (like, from India or USA)***
- A1. Yes, CDIC will consider proposals from outside of Canada.
- Q2. *Whether we need to come over there for meetings?***
- A2. Bidders who are invited to deliver a presentation as per “Schedule B – Evaluation and Selection Process” may be required to do so, at CDIC’s discretion, at CDIC’s offices in either Toronto, Ontario or Ottawa, Ontario. Any costs incurred by the bidder for preparation and attendance in respect of the presentation to CDIC shall be at the bidder’s expense and not reimbursed by CDIC.
- There may be other requirements for the selected candidate to travel, for which Pre-Approved Expenses will be paid as described in “Schedule F – Professional Services Agreement”.
- Q3. *Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)***
- A3. The Services as set out in the RFP can be performed outside of Canada provided the selected candidate meets all requirements of the Agreement, specifically as they relate to protected information and security.
- Q4. *Can we submit the proposals via email?***
- A4. Details regarding proposal submission can be found in Section 7 “Proposal Delivery” of the RFP.
- Q5. *Do you currently work with a communications firm and if so, how long have you worked with that firm?***
- A5. CDIC has a contract for related services which has been in place since 2014.

The complete and official copy of this Addendum #1 to RFP # 0379-2019-003 can be found at no cost at Buyandsell.gc.ca

Q6. Why are you issuing this RFP now? What has changed in the CDIC communications landscape that requires additional, external support?

A6. This RFP was posted since CDIC's previous contract for related services is coming to an end.

Q7. Do you have a crisis communications plan/protocol and if so, when was it last updated?

A7. CDIC is in the process of developing a new Crisis Communications program. Elements of the program will be developed with the assistance of the selected candidate in accordance with Schedule "A" – Statement of Work.

Q8. Can a consultant supporting the CDIC team also work as a consultant for a CDIC member institution?

A8. Consultants are expected to conduct their affairs in a manner that would avoid any conflict of interest (see section 16 of Appendix B to the Professional Services Agreement.) Consultants may work for CDIC member institutions where appropriate measures are taken to ensure the segregation of CDIC's work (e.g. the team that works on CDIC's file does not also work on the member institution's file).

Q9. Do both of our experience qualification cases have to be in the last 5 years?

A9. Yes.

Q10. What split are you looking for between Senior VP/Partner, Account Director, Communications Advisor?

Clarification: The RFP asks for a team consisting of VP/Partner level, Account director level, and communications advisor level. We're wondering if there is a specific breakdown of level of expertise that you're looking for. For example – 1 VP, 3 AD, 6 CA.

A10. There is no specific breakdown for the level of expertise expected since the level of expertise required for each task will be dependent on the nature of work being performed. Schedule "A" – Statement of Work specifies that "the lowest level billing resource competent to complete a required task will be assigned by the successful candidate unless otherwise approved by CDIC."

Q11. Would you like bio's for all 15 members of the team?

A11. CDIC will only consider the qualifications of one lead contact in each of the categories listed in R3 of Schedule "C" – Technical Offer Requirements and Evaluation.

All other terms and conditions of the RFP remain unchanged.