



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

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| RFP Amendment No. 3 | RFP Amendment Date: October 9, 2018 |
| Office of the Chief Electoral Officer File No. ECGZ-RFP-17-0692 | |
| Title: Social Media Analytics Tool and Services | |
| Request for Proposal Closing Date: October 30, 2018 @ 2:00 pm (ET) | |
| ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6 proposition-proposal@elections.ca | |
| Attention: Galina Zhukov Senior Advisor, Procurement and Contracting Services | Tel No. 819-939-1486 |

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Social Media Analytics Tool and Services bearing number ECGZ-RFP-17-0692 and dated September 18, 2018 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

2.17 Question No. 17

Question:

It appears the request is centered around a strong social listening and analytics platform along with a social media Analyst & Trainer. My question is what is the likelihood of expansion of the project (would more analysts or agents from the chosen vendor be needed) or is there an opportunity to provide more customer care/service needs for other parts of Elections Canada in addition to the social media related needs?

Answer:

Elections Canada would most likely not need the assistance of more analysts or agents from the vendor. The goal is to have a platform (social media listening and analytic tool) and some support with a social media analyst and trainer on how to use the platform and on how to implement our listening strategy. However, the listening and analysis capabilities will be built in house. Elections Canada would most likely not need additional services from the vendor, other than the social media related needs.