

DEMANDE DE PROPOSITIONS - 10183358 - REQUEST FOR PROPOSALS

Services de relations publiques, de marketing et de communications pour la présence du Canada à titre d'invité d'honneur à la Foire du livre de Francfort en 2020

Public Relations/Marketing/Communication Services for Canada's Guest of Honour presence at the Frankfurt Book Fair in 2020

QUESTIONS ET RÉPONSES / 1-17 / QUESTIONS & ANSWERS

Note : Les questions sont fournies dans la langue utilisée par l'entrepreneur. Les réponses sont fournies dans les deux langues officielles.

Note: Questions are provided in the language used by the contractor. Answers are provided in both official languages.

1. On page 1 of the RFP document, there are two different closing dates, one on June 4 and one on June 3, 2019. Can you clarify whether the closing date is the 3rd or the 4th of June?

Answer: There was an error and an amendment has been posted for this reason. The closing date is June 4th, 2019.

Réponse : Il y avait effectivement une erreur et une modification a été affichée à cet effet. La date de fermeture est bien le 4 juin 2019.

2. On page 12 under R3, are biographies of the proposed resources sufficient or do you require full CVs?

Answer: R3 specifically states that a current CV be submitted.

Réponse : Le C3 requiert qu'un CV actuel soit inclus.

3. Also under R3 on page 12, and with regards to the examples of national or international public relations/marketing/communications, can the examples be the same? Often we work on integrated accounts that have PR, marketing and strategic communications elements.

Answer: The examples of projects can be the same, as long as the proposal explicitly demonstrates that three separate elements were delivered, namely public relations, marketing and communications.

Réponse : Les exemples de projets offertes peuvent être les mêmes. Cependant, la proposition doit expressément démontrer que les trois éléments, soit les relations publiques, le marketing et les communications ont été livrés.

4. Page 23 describes the visual identity and Canada's slogan for the book fair. Has the visual identity and slogan (singular plurality) already been adapted to French and German? Was there any opinion research that went into the development of these assets and will the contractor have access to that research if applicable?

Answer: the visual identity and slogan have been adapted to French and are in the process of being adapted to German. Focus groups were not held to test the brand. However, as part of the development of the brand statement and vision, some research on brand positioning was conducted. All of these materials will be shared with the successful bidder.

Réponse : L'identité visuelle de la marque a été adaptée pour le français et elle le sera aussi pour l'Allemand. Des groupes de discussions pour mesurer l'impact de la marque n'ont pas eu lieu. Cependant, durant le développement de l'énoncé pour l'image de marque de la recherche a été effectué sur le positionnement de l'image. Ces documents seront disponibles au soumissionnaire gagnant.

5. Can you please confirm that all translation/adaptation from English to French and German is the responsibility of the contractor to manage? i.e. the project will not use internal Government of Canada translation services.

Answer: Depending on the circumstances, deadlines and on the costs associated with translation, Government of Canada translation services may be used. The project authority will make those decisions on a case by case basis.

Réponse : Dépendamment des circonstances, des échéanciers et des coûts reliés à la traduction, le service de traduction du Gouvernement du Canada sera peut-être utilisé. Le chargé de projet rendra ses décisions au cas par cas.

6. Can you please clarify whether the \$400,000 CAD budget applies to only the contractor responsibilities listed under section 2.2 on page 24, or does the \$400,000 CAD budget also need to cover the task-based activities listed under section 2.3 on page 26? Our current understanding is that the tasks and deliverables under 2.3 would be proposed and budgeted separately by way of the Task Authorization process, but please clarify.

Answer: The project budget of \$400,000 applies to the contractor responsibilities listed under section 2.2. Tasks under section 2.3 will be assigned and paid for through a task authorization process.

Réponse : Le budget du projet, soit 400 000 \$, s'applique aux responsabilités énumérées à la section 2.2. Les responsabilités sous la section 2.3 seront délégués et payées par l'entremise d'un processus d'autorisations de tâches.

7. Should the activities under section 2.3 on page 26 be reflected in the critical path under section R4 and discussed under R2 as well?

Answer: All activities listed in the Request for Proposals should be reflected under R2 and R4.

Réponse : Toutes les activités énumérées dans la Demande de propositions doivent être reflétées sous le C2 et le C4.

8. Can you provide clarification on the media monitoring and analysis requirement under section 2.2.4? We understand daily reports will be required from October 13-18, 2020, but what are the monitoring expectations leading up to October 13?

Answer: Monthly media analysis and reports are required for the duration of the contracting period.

Réponse : Des analyses et des rapports média mensuels sont requis pour la durée du contrat.

9. Can you give an approximate timeline as to when you anticipate the contract to be awarded? Should we assume June 2019 as stated under R4 on page 13 when asked to produce a critical path?

Answer: We anticipate that the contract will be awarded by the end of June 2019.

Réponse : Nous prévoyons que le contrat sera octroyé d'ici la fin du mois de juin 2019.

10. Under Annex B on page 29, again, is the budget of \$400,000 CAD just for “A-professional services per activity” or does it include A and B (Task-based activities)?

Answer: Annex B requires that bidders provide their all-inclusive costs for each service and activity including overhead, equipment, material and supplies required to perform the said activity/service. The total budget envelope for Section A is capped at \$400,000 whereas Section B tasks will be allocated a separate budget if need be. Please keep in mind that the total sum of A and B will be used to evaluate the bids). See also page 14 of the document for the evaluation methodology (Highest Combined Rating Technical Merit (70%) and Price (30%)).

Réponse : Les soumissionnaires doivent offrir les prix « tout compris » sous l'annexe B, incluant les frais généraux, l'équipement, le matériel et les fournitures. L'enveloppe total pour la Section A est plafonnée à 400 000 \$, tandis qu'un budget séparé sera alloué aux activités énumérés sous la section B au besoin. Veuillez noter que la somme totale des sections A et B sera utilisé pour fin d'évaluation des soumissions. Voir également la page 15 du document pour la méthodologie de l'évaluation (Note combiné la plus haute sur le plan du mérite technique (70%) et prix (30%)).

11. On page 30 there is a note that says the contractor will assume costs of travel for onsite team within Germany. Can you clarify what this means? For example, if we have team members in Frankfurt, and they must travel to Leipzig or Berlin or other German cities outlined in the RFP, will their travel costs be reimbursed? Also on the same page, the RFP states that travel and living expenses will be reimbursed up to \$25,000 CAD (including taxes). Is this reimbursement in addition to the \$400,000 CAD budget?

Answer: Travel of up to a maximum of \$25,000 will be paid within the \$400,000 project budget. The successful bidder will assume travel costs for travel within Germany (as part of the all-inclusive costs). Other, pre-approved travel will be reimbursed per the travel directive.

Réponse : Les déplacements, à un maximum de 25 000 \$, seront payés par l'entremise de l'enveloppe budgétaire du projet, soit 400 000\$. Le soumissionnaire gagnant devra assumer les coûts de déplacement en Allemagne (dans le cadre des coûts « tout compris »). D'autres déplacements approuvés au préalable seront remboursés selon la directive sur les voyages.

12. Page 30 also notes that the contractor will be reimbursed for expenses related to printing. Can you clarify whether the printing costs are included under the \$400,000 CAD budget or in addition to?

Answer: Printing costs are not included in the \$400,000 budget.

Réponse : Les coûts d'impression ne sont pas inclus dans l'enveloppe budgétaire de 400 000 \$.

13. We notice that sections 2.4 and 2.5 on page 27 are not reflected in the Basis of Payment chart on page 29. Where should we account for the costs of these services, and are they to be included under the \$400,000 CAD budget or in addition to?

Answer: The costs for activities under sections 2.4 and 2.5 must be included as part of your professional services per activity based costs as those are “all-inclusive” and must include administrative tasks such as reporting and project management control.

Réponse : Les coûts pour les activités sous les sections 2.4 et 2.5 doivent être inclus à même vos services professionnels par activités car ceux-ci sont des coûts « tout compris » par activité ce qui comprends les frais généraux tels les exigences en matière de rapport et les procédures de contrôle en matière de gestion du projet.

14. Section 2.3.1 on page 26 outlines press trips and tours and that the contractor is responsible for coordinating travel for journalists. Is the Government of Canada responsible for covering the travel and living costs for these journalists participating in the press trips? And is the contractor responsible for booking and paying for the travel? If so, will these costs be reimbursed or are they part of the \$400,000 CAD budget.

Answer: The Government of Canada will cover the costs of the press trips. If the contractor incurs any costs associated with booking and/or paying for any of the travel, the contractor will be reimbursed as part of a separate project budget.

Réponse : Le Gouvernement du Canada défrayera les coûts associés avec les voyages pour les médias. Si l'entrepreneur se doit de réserver et/ou payer les déplacements, il sera remboursé par l'entremise d'une autre enveloppe budgétaire.

15. Should the chart in Annex B on page 29 include all professional service fees AND hard costs such as printing of program books and photography/videography services as well as travel costs?

Answer: The costs the bidder includes at Annex B must be all-inclusive, per the description of the service or activity.

Réponse : Les prix offerts par le soumissionnaire à l'annexe B doivent être des prix tout compris basés sur la description du service ou de l'activité.

16. In section 2.2.2, ii. on page 25, the RFP states: "The Contractor will plan the media event, develop a scenario, coordinate logistics (including securing the venue, renting the audio-visual equipment, hospitality, invitations), execute the media event, manage media relations, and complete follow-up calls." Will the costs associated with booking a venue, renting A/V equipment, etc. be reimbursed in addition to the overall \$400,000 budget? Or will these costs need to be absorbed within that budget?

Answer: Costs associated with securing the venue, renting AV equipment, etc. should be captured under "other direct expenses" on page 30, Section C (ii). These costs will be reimbursed as part of the project envelope of \$400,000.

Réponse : Les coûts associés avec la coordination des événements médiatiques, tel le repérage des lieux, location d'équipement, etc. doivent être captés sous la section C, Frais remboursables, autres couts directes (ii) à la page 33. Les frais encourus seront remboursés par l'entremise de l'enveloppe budgétaire de 400 000\$.

17. Many of the costs associated with this event and campaign will be incurred in Euro currency. Please confirm that we should convert all costs into CAD for the purposes of this proposal.

Answer: All prices must be quoted in Canadian Dollars, excluding taxes.

Réponse : Tous les coûts doivent être fournis en dollars canadiens, taxes applicable en sus.