



NEGOTIATED REQUEST FOR PROPOSAL (“NRFP”) ADDENDUM #1

NRFP# DC-2019-PO-06 China Media Monitoring and Measurement Services

Close Date/Time:

November 28, 2019
14:00 hours
Pacific Time

<u>Issue Date:</u>	November 22, 2019	<u>From:</u>	DC Procurement
<u>To:</u>	All Proponents	<u>E-mail:</u>	procurement@destinationcanada.com

Below are the answers to the questions submitted in regards to the above noted NRFP as of November 12, 2019.

Q1. Would you please confirm if all the reports (daily/weekly/monthly/quarterly/annual) should be bilingual (English and Chinese)? Besides the title and abstract, whether the whole content of the article should be translated in English?

Answer: all reports are expected in English and Chinese for titles and abstract, it's not necessary to translate articles into English.

Q2. Regarding the reporting period, can proponents offer other suggestions based on the specified period?

Answer: yes, but proponents should ensure that basic reports like daily, monthly and annually are included. In addition, please be aware of the possibility of ad-hoc reports due to sudden events/risks.

Q.3 As to this point “The Contractor will monitor for travel trade, travel and lifestyle-related editorial coverage of identified destinations, including key words in China publications, outlets, and social media.”

a) Does it mean that in addition to monitor DC and competitors, proponents should do the analysis report regarding tourism industry? (Using tourism, overseas tourism, or other keywords to capture the relevant data.)

Answer: monitoring industry news and collect industrial clippings (such as tourism reports, trends and consumer insights) as well as destination partners of DC is expected. DC can share the list of 13 provinces and territories for vendor's reference, but there will not be massive clippings about every partner based on experience.

b) Regarding the industry report, which part does DC pay more attention to? The tourism news release of print media and online media or the consumer's insight research of social media?

Answer: there are no restrictions. According to current clippings, most of them are from online media.

Q.4 Who is your current vendor for Media Monitoring and Measurement Services in China?

Answer: as described in section H.15 of the NRFP, except as required by law, DC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal.

Q.5 What is the budget allocated to this NRFP?

Answer: DC is not able to disclose this information at this time.

Q.6 Can companies from outside Canada apply for this NRFP?

Answer: yes, they can.

Q.7 Is there a need for the proponents applying to this NRFP to be physically present for face to face meetings at the DC China office?

Answer: face to face meetings is not a mandatory requirement. If any proponents are located overseas and a meeting is required, video conference calls can be arranged.

Q.8 Can the scope of work of this NRFP be performed outside of Canada?

Answer: yes, it can be.

Q.9 Can the proposals to this NRFP be submitted through e-mail?

Answer: yes, they can. As per section "B.3.4 Instructions" of the NRFP, all submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com Please refer to such section for further details.

Q.10 Which language should be used in the presentation for the NRFP proposal?

Answer: as per section "C.4 Language Requirements" of this NRFP, the Contractor personnel must be able to communicate in English and Chinese including both verbal and written communication.

Furthermore, as per section "H.9 Language" of the NRFP, proposals may be submitted in either French or English. The working language for the NRFP process will be the preferred language of the proponent (French or English).

Q.11 Could you please share the process after submitting the proposal and how long is the decision-making time?

Answer: please refer to sections "B – NRFP Evaluation Criteria and Instructions" and "H.1 - NRFP Process Schedule", for details.