



Canadian Tourism
Commission

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Negotiated Request for Proposal

Name of Competition:	Marketing, Event Management, Media Clipping, MRPR and Translation Services - Japan
Competition Number:	DC-2021-AK-02
Closing Date and Time:	May 10, 2021, 16:00 Pacific Time (PT)
Contracting Authority:	Annie Kao Procurement Advisor 604-638-8336 procurement@destinationcanada.com

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SECTION A – INTRODUCTION

At Destination Canada we believe in the power of tourism.

Our vision is to enhance the quality of life of Canadians and enrich the lives of visitors.

Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada's approach focuses on markets where Canada's tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in nine key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

We believe that Canada's diversity, its greatest asset, is also what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

Destination Canada is a Crown corporation wholly owned by the Government of Canada and formed under the Canadian Tourism Commission Act.

For further information, visit <http://www.destinationcanada.com>.

A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the “**NRFP**”) is to solicit proposals for various marketing services for Destination Canada's (DC's) market in Japan, including:

- Social media services
- Productions services
- Media clipping services
- Media Relations and Public Relations (MRPR) support
- Translation services
- Event planning and management services

See Statement of Work (Section C) for detailed requirements.

It is DC's intent to enter into an agreement with the proponent who can best serve the interests of DC. At the final outcome of the NRFP process, the successful proponent (“Contractor”) may be required to collaborate with DC's other service providers and partners to ensure that public relations and communications services are consistent with DC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a “Contract A” with DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against DC with respect to the award of a contract, failure to award a contract or failure to honour a response to this NRFP.

In summary, this NRFP is issued solely for the purpose of obtaining proposals. Neither the issuance of this NRFP nor the submission of a proposal implies any obligation by DC to enter into any agreement. The intent of this NRFP is to identify those vendors capable of meeting DC's requirements and with whom a final agreement may be negotiated.

A.2 Contract Term

DC 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 DC for a total period not to exceed another two (2) years, at DC's sole discretion. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

SECTION B – NRFP EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the NRFP, and will end within a time period defined by DC in its sole discretion.

B.2 Desirable Criteria Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. DC’s evaluation committee may be comprised of DC employees and consultants to DC who are bound by an agreement of confidentiality with respect to the NRFP process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to DC Senior Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations (if applicable) meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Desirable Criteria Questionnaire (Section E) 50%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% of X or higher (the Threshold) will be evaluated further based upon, but not limited to Proposed Pricing, Presentations/Demonstrations.

B.2.2 Proposed Pricing (Section F) 30%

Following evaluation of Proposed Pricing, DC may limit further evaluation to a limited number of the top ranked proposals (the “Shortlist”). Only those proposals on the Shortlist will be further evaluated based upon Presentations/Demonstrations.

B.2.3 Presentations/Demonstrations (Section G) 20%

TOTAL 100%

B.2.4 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s).

B.3 Proposal Submission, Intentions, and Questions Instructions

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **16:00 hours PT, May 10, 2021**.

Any proposal received after the Closing Time may not be reviewed by DC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.3.4 below. All proposals received as a result of this NRFP shall become the property of DC. The time stamp of DC's email system shall be the official time for receipt of the proposal.

B.3.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 16:00 hours PT, April 14, 2021. Questions submitted after this date and time may not be responded to.

If DC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.3.3 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by 16:00 hours PT, April 26, 2021.

Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference "**NRFP DC-2021-AK-02 Marketing, Event Management, and Translation Services - Japan - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding NRFP section(s) if applicable

There is a maximum of eight megabyte ("MB") file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

B.4 NRFP Form of Response, Format and Depth

B.4.1 NRFP Form of Response

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor
- Section D – Mandatory Criteria Questionnaire (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

B.4.2 NRFP Format and Depth

This Negotiated Request for Proposals sets out DC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by DC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this NRFP.

B.5 Contractor Performance Management

DC is committed to fostering and supporting strong positive relationships with its Contractors to ensure critical services are maintained and the highest value and corporate wide economic benefits are realized. As such, the Contractor's performance during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with DC may be considered as an unqualified proponent and their proposal may be rejected. DC reserves the right to exercise this option as is deems proper and/or necessary.

SECTION C – STATEMENT OF WORK

C.1 Background

At Destination Canada (DC), we believe that tourism enhances the quality of life of Canadians and enriches the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad.

Knowing that diversity is our greatest asset, we promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

Destination Canada is a Crown corporation wholly owned by the Government of Canada.

DC's Japan office is responsible for promoting Canada as the preferred destination for Japanese travellers from sectors including corporate, leisure and educational groups and free independent travellers (FITs). Working closely with DC's in-market team in Canada, as well as with Canadian based partners, DC's Japan office marketing activities includes, but is not limited to:

- Consumer direct marketing activities.
- Social media marketing activities.
- Business to Business (B2B) events.
- Facilitation of online workshops and educational webinars.
- Familiarisation (FAM) trip supports.
- Facilitate translation of relevant materials.
- Content production and maintenance of DC's website for Japan.

C.2 Objectives

DC is seeking a Contractor to provide all of the following services and to work closely with DC's Japan office and its partners on executing marketing strategies and related activities.

- Social media services
- Production services
- Media clipping services and
- Media Relations and Public Relations (MRPR) support
- Translation services
- Event planning & management services

C.3 Scope of Work

C.3.1 Social Media Services

The Contractor will perform the following social media tasks at DC's sole discretion:

1. Social Media Platforms Management
 - Add, modify and delete content from DC's social media platforms including DC's YouTube channel, Facebook (FB) page, and Twitter account.
 - Assist with any social media platform related issues.
 - Assist with the development of social media strategies and tactics including an in-depth understanding of social insights.

2. Content Planning, Creation and Amplification
 - Coordinate and develop a content plan with feedback from DC, to support DC's marketing strategy and priorities.
 - Cultivate and create content relevant to DC's target audience in Japan including searching for assets to create content as necessary.
 - Plan and execute social media campaigns with influencers/bloggers as directed by DC.
 - Conduct content research and maintain a content system to facilitate efficient social production and delivery, and report findings to DC.
 - Review and translate document, localization of document content, and platform updates as required.
 - Participate in conference calls with DC's headquarters (HQ) located in Vancouver, British Columbia, Canada and coordinate with other DC contractors (e.g. DC's marketing agency) as required.
3. Canada Fan Community Management
 - Research and recommend third party communities (e.g. Facebook Group(s), Friends of Canada community, influencers and ambassadors) whom DC can potentially collaborate with for marketing or advocacy activities.
 - Maintain communications with these groups to cultivate and nurture good relationships and partnerships.
4. Reporting

The Contractor will provide a monthly report on DC's social media platform(s)' Key Performance indicators (KPIs). The Contractor will:

 - a. Review the results from DC's social media platforms' KPIs.
 - b. Provide recommendations on optimization and continuous improvement for DC's social media platforms.

C.3.2 Production Services

The Contractor will provide the following production services as directed by DC:

1. Online content development, repurposing, production, and uploading. The content could include, but is not limited to:
 - Canada Nice stories
 - For Glowing Hearts stories
 - Videos
2. Website content management including but not limited to: negotiating and managing usage rights and licenses.
3. Online campaign development, organization and post-campaign reporting.
4. Creation of any digital tools required for various marketing activities such as creative banners, etc.
5. Research, copywriting and editing services for DC's promotional materials, website content and other documents, as required.
6. Any other necessary production of promotional collateral to carry out the mandated marketing activities for DC.

C.3.3 Media Clipping Services

As a monthly-retained service, the Contractor will track and report on media coverage of reports and stories related to Canadian tourism as directed by DC. The Contractor will:

1. Monitor and compile daily coverage of media activities related to DC, DC's provincial partners and other designated travel destinations. The media to be monitored includes, but is not limited to:
 - Television: major networks and broadcast satellite channels.
 - Newspapers: nationwide daily, trade, sports and local papers.
 - Magazines: Travel, Women's, Men's, Lifestyle, Gourmet, Sports and Nature.
 - Web based: travel trade websites (domestic only) and blogs (influencers only).
 - Major portals: Yahoo!, excite, goo, MSN and infoseek.
 - Social media: Facebook, Twitter, Instagram, LINE and YouTube.
2. Provide monthly Media Clipping report that includes an itemized list of requested information as directed by DC, between five (5) to 50 clippings per month. For data compilation, the Contractor will make entries to an online entry form called DC Japan Media Monitoring. DC will collect information provided on this form onto an internal Google form. If revision of the entries are required the Contractor will be given access to the Google form.
3. When a coverage report is urgently required or report on any ad hoc projects and/or events other than the above-mentioned monthly report, the Contractor shall create a summary and provide the report as directed by DC.

C.3.4 Media Relations and Public Relations Support

1. Crisis Management- the Contractor will inform DC immediately if there are any exceptionally negative media exposure and recommend an appropriate course of action.
2. Assist DC with drafting, adapting and distributing press releases.
3. Assist DC with drafting, adapting and distributing media newsletters.
4. Follow up on any media inquiries and report to DC accordingly.
5. Any other MRPR related services as instructed by DC.

C.3.5 Translation Services

1. The Contractor will provide translation services on an as required basis including, but not limited to the following:
 - DC promotional materials, website content, and other documents.
 - Translate and write content in a distinctive and consistent style for all DC Japan communications, representing DC's brand voice.
2. Languages to be translated include but are not limited to:
 - English to Japanese
 - Japanese to English
 - French to Japanese (The Contractor may use Sub-Contractors for this service if required).
 - Japanese to French (The Contractor may use Sub-Contractors for this service if required).

C.3.6 Event Planning and Management

The Contractor shall plan and manage tradeshows, events and seminars on an as required basis. The Contractor will:

- Work with DC to determine event requirements.
- Work with DC to ensure all timelines are met.
- Develop all creative activities in accordance with DC's Brand Guidelines.
- Produce detailed proposals for each event, tradeshow or seminar.
- Manage the event budget.
- Coordinate with venue management, caterers, contractors, performers and equipment providers.
- Work with DC and designers to create a theme for events and to organize all productions.
- Plan and coordinate entertainment programs.
- Plan floor and/or room layouts.
- Coordinate with suppliers, handling registration and registrant requests and troubleshooting to ensure that the event runs smoothly.
- Manage event website and secretariat working with DC and other agencies as required.
- Decorate the venues and set-up tradeshow booths.
- Oversee the dismantling and removal of the event goods and clearing of the venue efficiently.
- Provide video editing services to create promotional videos, upon request as required.
- Conduct post-event activities including data entry and analysis and producing reports.
- Communicate with event officials and prepare any required documents for participation.
- Conduct all other related event planning and management as well as follow up activities.
- Digitalize part of or whole events and programs as required.

C.4 Approach and Methodology

The Contractor must have a good understanding of the tourism industry and international travel, particularly in relation to inbound travel to Canada and outbound travel from Japan and relevant competitors. The contractor should be very familiar with Canada, not only as a travel destination but also with its geography, history, culture and people in general.

Consistent and frequent communication between the Contractor and DC's Japan office will be mandatory to ensure an efficient working relationship. DC expects that should the Contractor have any issues while executing any of the tasks outlined herein, the Contractor must connect with DC's Japan office to resolve the matter as soon as possible.

C.5 Deliverables and Schedule

1. Social Media Services

- a) The Contractor will administer content on DC Japan's social media accounts including DC's Facebook, Twitter and YouTube to support DC's marketing strategy and priorities.
 - One (1) post or comment per day for both FB and Twitter on weekdays, during business hours 9am – 6pm JST (FB and Twitter entries cannot be duplicates on the same day unless specifically instructed by DC to do so).
 - Up to two (2) YouTube uploads per week.

- b) The Contractor will provide monthly report to DC that includes the following:
 - Summary of notable changes in social media platforms' growth/engagement.
 - Comparative metrics such as followers, engagement numbers and etc. in a chart format to show change in ratio (%) from the previous month including:
 - Include any content or engagement of note (e.g. Most-liked content of the month).
 - In-market trends and opportunities to note.
 - Key learnings and observations.
 - Opportunities for engagement.

2. Production Services

- a) The Contractor will develop or create requested products and items as specified by DC. Deadlines will be specified for each project and the Contractor must deliver by the deadline and to DC's specifications.

3. Media Clipping Service

- a) The Contractor must make between five (5) to 50 media clipping entries per month depending on the content strength, into the DC HQ's mandated online entry form. DC will collect these entries onto an internal Google form. If revision to the entries are required, the Contractor will be given access to the Google form.
- b) Occasionally, DC may receive requests from tourism partners to share Media Monitoring Reports. DC will work with the Contractor on the criteria required for this partner report.

4. Media Relations and Public Relations Support

- a) The Contractor will assist DC in creating and distributing Press Releases and Media Newsletters on an as and when basis. Deadlines will be specified for each project and the Contractor must deliver by the deadline and to DC's specifications.
- b) The Contractor will follow up and notify DC on media inquiries.

5. Translation Services

- a) The Contractor will translate, research, write, and edit content in English and/or Japanese for DC's promotional materials, websites, DC Japan's Online Media Centre, and other documents as and when required by DC. The Contractor will deliver the completed work to DC in a timely manner to DC's satisfaction.

6. Event Planning and Management

- a) The number of events may vary year to year. The Contractor should be prepared to execute as outlined in the Scope of Work under C.3.6 upon DC's request. Deadlines will be specified for each event and the Contractor must deliver by the deadline and to DC's specifications.

C.6 Performance Standards and Quality Measurement

The Contractor's performance shall be measured biannually using DC's Vendor Evaluation forms, completed by the Project Authority at DC. The results will be reviewed with the Contractor upon completion and any changes or improvements will be discussed.

The following criteria will be reviewed:

- Relationship quality.
- Operational Performance (e.g. the Contractor's goods/services meet acceptable quality standards, the Contractor provides timely and accurate progress reporting, etc.).

- Financial Value (e.g. the Contractor provides the best value).
- Strategic Value (e.g. the Contractor provide innovative/new ideas).

C.7 DC Responsibilities and Support

DC will identify a Project Authority, who will be responsible for the day-to-day coordination and facilitate communication with the Contractor.

1. Social Media Services:
 - To inform, explain and update any changes in DC's social media guidelines, DC's brand language and marketing objectives to which any social media messaging follow.
 - To provide a list of media libraries available for the Contractor to access any images and/or footages for content creation/preparation.
2. Production Services:
 - To inform, explain and update any changes in the DC's brand language and marketing objectives to which any online or web creative messaging must follow.
 - To provide a list of media libraries available for the Contractor to access any images and/or footage for content creation/preparation.
3. Media Clipping Services:
 - To provide the background and guidance for preparing the media clipping reports.
 - To provide access to the DC Online Entry Form for the Contractor to complete.
 - To provide access to the internal Google sheet when the media clipping entries require edits.
 - To clearly explain various reporting criteria to the Contractor.
4. Media Relations and Public Relations Support:
 - To provide required information or content to the Contractor for news releases andr media newsletters.
 - To provide background and guidance for each project, including the DC brand, for consistent quality of the deliverables.
5. Translation Services:
 - To provide the content to be translated.
 - To confirm/clarify the background and provide guidance for each project, including the DC brand, for consistent quality.
 - To provide guidance on the format of documents.
 - To provide the deadlines for the projects.
6. Event Planning and Management:
 - Assignment of the Contractor to an event including information about the event that is relevant for the Contractor to perform the required assignment.
 - To inform, explain and update any changes in the DC's brand language and marketing objectives to which any event must adhere.
 - Provide approval to budgets for planning and managing the events.

C.8 Contractor Responsibilities

The Contractor will assign a designated Account Manager who will work as the service lead at all times. Additionally, the Account Manager will:

- Be responsible for coordinating all activities as outlined under the Scope of Work.
- Attend meeting with DC's Japan office as required.
- Communicate fluently (both verbal and written) in English and Japanese.

- Collaborate with multiple third parties as required (i.e. DC contracted suppliers, tourism industry partners, DC headquarters in Canada, etc.).
- Contribute and recommend ideas during the planning stage of all project and strategy development.

C.9 Travel

Meetings, in person, by teleconference and virtually will take place on regular basis throughout the year. DC will not cover the travel expense for any in person meetings with DC.

Any travel by the Contractor will require prior approval by DC. DC will not cover the travel expenses for long distance travel from outside of Tokyo without prior approval.

C.10 Reporting and Communication

All reporting and communication outlined in the Scope of Work must be completed in English.

C.11 Personnel Replacement

The Contractor is required to advise DC's Project Authority two (2) weeks' in advance of any change to the Account Manager or Key Personnel. If replacement is required, the Contractor is responsible for providing a replacement with equivalent or greater experience in a timely manner.

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

D.1 Mandatory Criteria

D.1.1 The firm has at least five (5) years of experience in Japan, in providing all of the services indicated in Section C.

Are you able to comply with this requirement?

Yes

No

D.1.2 The proposed Account Manager assigned to DC has at least three (3) years of experience in providing all of the services in Section C in Japan.

Are you able to comply with this requirement?

Yes

No

D.1.3 The firm has office(s) in Japan from where the team delivering services to DC can be executed in a timely manner. Are you able to comply with this requirement?

Yes

No

D.1.4 The proponent must be fluent in both English and Japanese, specifically for writing and speaking.

Are you able to comply with this requirement?

Yes

No

D.1.5 The proponent must be able to attend project meetings remotely or in person with DC at its Japan office located in Tokyo on a regular basis.

Are you able to comply with this requirement?

Yes

No

D.1.6 The proponent must be able to collaborate with multiple third parties (i.e. DC contracted suppliers, industry tourism partners, DC headquarter in Canada, etc.)

Are you able to comply with this requirement?

Yes

No

SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

E.1 Business / Technical Requirements

E.1.1 Corporate Structure & Strengths:

Please describe your organization by providing the following:

- a) Provide an overview of your organization including, but not limited to, the following information:
 - Company history, ownership, structure and office location(s).
 - Number of employees.
 - Composition and competencies of the executive management team (i.e. org. chart).
 - Services and products offered including areas of specialization.
 - Experience in the travel / tourism industry.
 - Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
 - Copies of Financial Statements for the last three years, 2017, 2018, 2019.
 - Copies of applicable anti-fraud prevention policies or guidelines.
- b) Your organization's business vision and mission, and
- c) Your organization's business activities and services.

Weighting: 4%

E.1.2 Account Management

Please identify the specific Account Manager at your organization who will be handling DC's account and include the following information on this proposed person:

- a) A copy of the proposed person's resume, which includes relevant experience, education, credentials, areas of expertise, and any relevant awards / industry recognition received.
- b) Two (2) examples of how this proposed person manages their team and how they have effectively utilized each team members' expertise to carry out similar work as described in Section C of this NRFP for their clients in the past.

Please also provide details on relevant experience, education, credentials, areas of expertise and any relevant awards/industry recognition received of other team member(s) who will be involved with the DC account.

Weighting: 3%

E.1.3 Canada & Tourism Knowledge:

Please demonstrate your organization and the Account Manager's knowledge and understanding of the Canadian Tourism Industry, Canada Tourism destinations and Canadian historical background.

Weighting: 3%

Maximum response length for E.1: five (5) pages

E.2 Social Media Services

E.2.1 DC manages its own social media platforms such as Facebook, Twitter and YouTube to create a Canada fan community and to increase the number of visitors to Canada.

- a) Please provide one (1) example of how you have integrated tactics into similar social media activities for your clients. Please provide the following information:
- A general overview of the project.
 - A link to the social media platforms (if available).
 - Describe what tactic(s) were used to integrate the campaigns, public relations and social media activities and why you chose these tactic(s). Any creative solutions/recommendations you provided to your clients and what resulted from your recommendations.
 - What challenge(s) did you encounter and how did you overcome the challenges?
- b) Please describe your organization's experience with social media platforms, specifically Facebook, Twitter, YouTube, and blog, and provide one (1) link to each of these platforms that your organization currently manages.
- Describe all the tasks that you are currently doing for the social media platform.
 - If applicable, describe how you have integrated the social media platform into your client's website.

Weighting: 4%

E.2.2 Please describe your experience with any popular Japanese social media campaigns, ambassador (advocacy) programs or blogger programs. Please include the following information:

- Overview of the project
- Why did you choose these social media platforms?
- How did you using it to increase your client's social media activities in the web space?
- How did the social media activities support your client's marketing priorities?
- How did you measure the results?

Weighting: 4%

E.2.3 Provide one (1) example of how you have taken a social media marketing strategy and implemented it at the local and global level. Please include the following information:

- Provide an overview of the strategy, the outcome, and how the KPIs were impacted.
- Describe how you implemented the strategy. Were they implemented the same way at both levels? If not, please describe what you did differently.

Weighting; 3%

E.2.4 Provide one (1) example of a campaign strategy implementation. Please describe the result and list all key performance indicators that were impacted.

Weighting: 2%

E.2.5 Website analysis Tools

- a) Does your organization have experience using the following web analysis tools?

Web Analysis Tools	Used Before?
Wordpress	<input type="checkbox"/> Yes <input type="checkbox"/> No
Drupal	<input type="checkbox"/> Yes <input type="checkbox"/> No
Google analytics	<input type="checkbox"/> Yes <input type="checkbox"/> No
Google Search Console	<input type="checkbox"/> Yes <input type="checkbox"/> No

Facebook insights	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Mailchimp	<input type="checkbox"/> Yes	<input type="checkbox"/> No

- b) Please provide one (1) example of your organization using a web analysis tool to track and analyze website traffic of a marketing campaign against KPIs. Please include the following information:
- An overview of the campaign.
 - List all the KPIs that were used to measure against the website traffic.
 - How did you use the analysis to provide recommendations on other opportunities to your clients? What was the result of the recommendation?

Weighting: 5%

- E.2.6 Please describe your experience with pay per click and search engine optimization and provide one (1) example of how your organization has used search engine optimization method(s) and/or pay per click services to enhance your client's social media activities.

Weighting: 1%

- E.2.7 Please describe your approach and experience using social media platform(s) as a risk / crisis management tool.

Weighting 1%

Maximum response length for E.2: 10 pages

E.3 Production Services

- E.3.1 Describe your organization's reputation, core competencies and expertise in providing the Production Services as described in Section C.3.2.

Weighting 5%

- E.3.2 Please explain why your organization would be the suitable to provide Production Services for DC. The proponent may include additional information on their understanding of DC's needs.

Weighting 5%

- E.3.3 Provide three (3) examples relating to the scope in Section C.3.2 where your organization had developed and produced within the past two (2) years. Please include a tourism example if applicable:
- What were your client's requirements?
 - What creative solutions or recommendations your organization provided to your client? What were the results and/or benefits from such recommendations?

Weighting 10%

- E.3.4 At times, DC may require the successful proponent to collaborate with DC's partners or suppliers. Please describe your experience, approach and process in collaborating with your clients' partners. Please demonstrate your ability to collaborate by providing up to three (3) examples of similar activity with your clients.

Weighting 3%

- E.3.5 If applicable, indicate the quality control measures and contract resolution processes you have in place for sub-contractors involved in the work.

Weighting: 2%

Maximum response length to E.3: 10 pages

E.4 Media Clipping Service and Media Relations and Public Relations Support

- E.4.1 Please provide the following information that demonstrates your ability to carry out Media Clipping Service and MRPR Support services:

- A list of tourism clients and testimonials for media clipping services that you organized within the past four (4) years related to the services set out in Section C.3 Statement of Work.
- Examples of your media clipping reporting format that you submit to your clients.
- Past examples of press release and media newsletter you have produced.
- One (1) sample of media distribution list or service

Weighting: 15%

Maximum response length to E.4: 5 (five) pages

E.5 Translation Services

- E.5.1 Please provide a summary, no greater than one (1) page in length, a description of relevant qualifications, experience, and expertise that demonstrate your ability to carry out the Scope of Work specified in Section C.3.4.

Weighting: 1%

- E.5.2 Please translate or rewrite the following three (3) articles as instructed below

- a) Please summarize the following article in Japanese (Max 250 characters)

“Hungry? Canada has you covered, from roaming food trucks and lively markets to posh dining spaces.

Award-winning chefs and trail-blazing vintners. Visionary food artisans and medal-fetching craft breweries. Canada has them all – and the world is taking notice.

Indeed, gone are the days when popular Canadian food only meant bacon, beavertails and maple syrup. Sure, you’ll still find those goodies on many menus across the country, but they’re now joined by a plethora of other local, ethnic and globally inspired items as diverse as the landscape itself. And thanks to a rise in the variety of venues, feasting on Canada’s finest is now more accessible than ever. Read on for a coast-to-coast snapshot of what and where to eat across Canada.

Vancouver, British Columbia

With access to the Pacific Ocean and the bountiful Fraser Valley, the [port city of Vancouver](#) takes pride in serving up locally sourced, seasonal fare. Add in creative culinary experiences and chefs from culturally diverse backgrounds, and you have the perfect ingredients for a [Canadian food hot spot](#). Long appreciated by locavores, Vancouver’s thriving food scene is now making a splash globally with its celebrity-chef-driven restaurants (try [Vij’s](#) or [Hawksworth](#)), First Nations bistro ([Salmon n’ Bannock](#)), close to 100 [food trucks](#), the Dine Out Vancouver Festival (the country’s largest annual [dining](#)

[celebration](#)), and activities like the [Gastronomic Gastown Tour](#) (Currently unavailable. Please see their website for more details)– a [Canadian Signature Experience](#) (CSE).

Banff, Alberta

Known for its jaw-dropping Rocky Mountain vistas, proximity to teal-blue glacial lakes, and seductive mountain-town charm, [Banff](#) also tempts with plenty of culinary offerings. A 1.5-hour drive west of [Calgary](#), this boutique- and bistro-lined hub in the middle of [Banff National Park](#) is home to the casual [Chuck's Steakhouse](#) and its grass-fed Alberta beef menu, and the airy [Sky Bistro](#) with regionally sourced plates at the top of the [Banff Gondola](#). For a behind-the-brick-wall glimpse of a world-famous UNESCO World Heritage Site, the CSE-certified [Eat the Castle](#) tour at the [Fairmont Banff Springs Hotel](#) will delight both the mouth and mind.

Come for the scenery, but stay for Canada's palate-pleasing local and ethnic cuisine"

b) Please translate the following Website Notice to Japanese.

"All travellers arriving to Canada by air, as of February 22, 2021, with some exceptions, will be required to take a COVID-19 molecular test when they arrive in Canada before exiting the airport, and another toward the end of their 14-day quarantine period. With limited exceptions, air travellers, will also be required to reserve, prior to departure to Canada, a 3-night stay in a government-authorized hotel. Travellers will be able to book their government-authorized stay starting February 18, 2021. These new measures are in addition to existing mandatory pre-boarding and health requirements for air travellers.

For travellers arriving to Canada by land, as of February 15, 2021, all travellers, with some exceptions, will be required to provide proof of a negative COVID-19 molecular test result taken in the United States within 72 hours of pre-arrival, or a positive test taken 14 to 90 days prior to arrival. In addition, as of February 22, 2021, travellers entering Canada at the land border will be required to take a COVID-19 molecular test on arrival as well as toward the end of their 14-day quarantine.

Finally, at the same time on February 22, 2021, all travellers, whether arriving by land or air will be required to submit their travel and contact information, including a suitable quarantine plan, electronically via **ArriveCAN before crossing the border or boarding a flight.**

The Government of Canada continues to strongly advise Canadians to cancel or postpone any non-essential travel, including vacation plans, outside Canada. Foreign nationals should likewise postpone or cancel travel plans to Canada. Now is not the time to travel."

c) Please provide a Japanese version of the below paragraph in DC's Brand Voice. Proponent may reference DC's Brand Playbook Guideline in Appendix 7

"Somewhere outside of your ordinary, with people you've just met. In a place you thought you knew, it becomes more than you ever expected. You can just be you, and that's all you need to be, and no matter what, you always fit in. Where the sights are as beautiful as people, where the wildlife can get pretty wild, and even though you are not from around here, when you say 'good bye' it's like saying "bye" to family. That's when you know, it's more than travelling, more than a vacation. It's a journey. And it's just beginning, and it will continue long after you've returned home."

Weighting: 9%

Maximum response length to E.5: five (5) pages

E.6 Event Planning & Management

- E.6.1 Please provide the following information that demonstrates your ability to carry out the work:
- a) A list of clients and testimonials for events that you organized within the past four (4) years that demonstrates your ability to focus on specific themes, arrange performers, celebrities, guests, etc.
 - b) Up to two (2) successful project summaries that demonstrate your approach to complex issues related to event planning and management including:
 - What was the event and the budget?
 - What creative solutions/recommendations did you provide to meet the client's needs?
 - What were the results / benefits to the client from of your recommendations?
 - c) Up to three (3) examples that demonstrate your creativity in planning and delivering a successful event (in-person, online or hybrid).

Weighting: 10%

- E.6.2 For this section, DC would like to see how the Proponent utilizes an event budget. Please reference Appendix 5 - Focus Canada Japan for event description. For the purpose of this exercise, the budget for 2021 Focus Canada is 9,000,000 Japanese Yen. This includes all costs such as setting up registration program, handling registrants' inquiries, dinner entertainment(s), event planning and management fee, third party cost, and all applicable taxes. Please provide the following:
- Propose an event plan (hybrid, online, or in-person) based on the "new normal" circumstance to achieve the same objectives.
 - Propose a venue and decoration plan.
 - Propose an online application platform and tools for the event.
 - Outline and describe all key activities, tasks, and timeline for development and delivery of this event.
 - Propose a staffing plan for delivering the services.
 - Describe some typical challenges and critical success factors and crisis management; and
 - Provide all other suggestions your firm thinks would enhance the experience of this event.

Weighting: 10%

Maximum response length to E.6: 12 pages

E.7 Weighting Table for Reference

The following table is provided as a reference to illustrate how each question is scored and weighted.

Desirable Criteria Question	Weighting	Example Score	Example Weighted Score
E.1.1	4%	5/5	4%
E.1.2	3%	3/5	1.8%
E.1.3	3%	4/5	2.4%
E.2.1	4%	3/5	2.4%
E.2.2	4%	2/5	1.6%

E.2.3	3%	4/5	2.4%
E.2.4	2%	5/5	2%
E.2.5	5%	3/5	3%
E.2.6	1%	3/5	0.6%
E.2.7	1%	4/5	0.8%
E.3.1	5%	3/5	3%
E.3.2	5%	5/5	5%
E.3.3	10%	2/5	4%
E.3.4	3%	4/5	2.4%
E.3.5	2%	3/5	1.2%
E.4.1	15%	3/5	9%
E.5.1	1%	2/5	0.4%
E.5.2	9%	5/5	9%
E.6.1	10%	3/5	6%
E.6.2	10%	5/5	10%
Example Total	100%		71%
A score of 60% = % or higher is required to advance to next stage or evaluation			

SECTION F – PRICING

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the NRFP# and name along with company information.

DC is constrained by a limited budget; therefore proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership (TCO) associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which DC would be expected to pay. There should be no hidden costs which DC discovers at the end of the term.

DC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

F.1 Proposed Pricing Detail

The following scope of work pricing should be quoted in Japanese Yen

F1.1. Pricing for Social Media Service

Retainer Monthly Fee for perform the work set out in the Statement of Work C. 3.1

F1.2. Pricing for Production Service

All projects under this scope of work will have pricings set per project. Please provide pricing per project as per scope outlined in C.3.2

F.1.3 Pricing for Media Clipping & MRPR Support

Retainer Monthly Fee for perform the work set out in the Statement of Work C. 3.3

F.1.4 Pricing for Translation

Translation cost per word and per hour:

Description	Cost per word	Cost per hour
English to Japanese	yen	yen
Japanese to English	yen	yen
French to Japanese (The Contractor may use Sub-Contractors for this service if required).	yen	yen
Japanese to French (The Contractor may use Sub-Contractors for this service if required).	yen	yen

F.1.5 Pricing for Event Planning and Management:

Event planning and management pricing will have pricings set per event. Please provide your management fee against the total event costs, which include but not limited to production / equipment rental costs and on-site operation fee, etc.

F.2 Payment Discounts

DC prefers a Net 30 payment term and may consider accelerating payment based on early payment discounts.

F.2.1 Indicate your payment terms, and explain any early payment discounts available to DC.

F.3 Pricing Strategies

DC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g. rebates, single volume purchase, credit for returnable product, etc.) that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

F.3.1 Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION G – PRESENTATION / DEMONSTRATION REQUIREMENTS

G.1 Presentations / Demonstrations Requirements

DC will require proponents, who have made the Shortlist, to give a presentation/demonstration of their capabilities to deliver the services described in Section C – Statement of Work. Further details will be communicated to those proponents invited to participate in this section.

Proponents invited to the presentation will be provided with the detailed brief and will be expected to demonstrate the following:

1. Introduce account representatives.
2. Present their capabilities and expertise.
3. Demonstrate that the desirable criteria can be met as outlined in the submitted proposal.

Presentations/demonstrations can take place via web conferencing or in person. Details will be further communicated.

All costs associated with the presentations/demonstrations will be the responsibility of the proponent.

SECTION H – NRFP PROCESS AND TERMS

H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Intent to Submit (*)	April 26, 2021, 16:00 hours PT
Deadline for Questions	April 9, 2021, 16:00 hours PT
Closing Date and Time	May 10, 2021, 16:00 hours PT
Presentations of Shortlisted Proponents	week of June 12, 2021
DC will endeavour to notify all proponents of its selection by:	Week of July 28, 2021
Timeframe for Negotiations	5 days following notification by DC

Note: The schedule is subject to change at DC's sole discretion.

(* Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.

H.2 Interpretation of the NRFP

If a proponent is in doubt as to the intended meaning of any part of this NRFP or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by DC, an amendment to the NRFP may be issued.

It is the proponent's responsibility to understand all aspects of the NRFP requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by DC to comment on any portion of this NRFP or the requirements described in this NRFP. DC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated DC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting DC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, DC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada BuyandSell.gc.ca website ("BuyandSell"), DC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review www.buyandsell.gc.ca for amendments to the NRFP that DC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent's response (see Appendix 3).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted NRFP will be accepted by DC by e-mail notice provided that such e-mail is received by DC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

H.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

H.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this NRFP, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by DC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this NRFP, the proponent agrees to absolve DC of any responsibility for the same.

H.9 Language

Proposals may be submitted in either French or English. The working language for the NRFP process will be the preferred language of the proponent.

H.10 Negotiations

DC reserves the right to negotiate contract scope and terms with the top-ranked proponent(s) whose expertise, experience, vision and reputation are judged to best serve the interests of DC, hereafter the "Preferred Proponent(s)". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

DC will enter into discussions and negotiations with the Preferred Proponent(s) to reach agreement on the final terms of the Agreement. Negotiations may include requests by DC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by DC for improved pricing from the proponent.

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

At any point in the Timeframe for Concurrent Negotiations, DC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more Preferred Proponents will be determined following DC's receipt of best and final offers (BAFO). Final selection will be based upon best overall value to DC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract Award

If a contract is subsequently negotiated and awarded to a proponent as a result of this NRFP process, the contract;

- i. should be negotiated within the Timeframe for Contract Negotiations;

- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and
- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

H.12 Debriefing

Upon request, and at DC's sole discretion, DC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to DC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

H.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a DC employee or Board member of DC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a DC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a "Material Circumstance").

DC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and DC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that DC considers in its opinion would give rise to unfair advantage in the NRFP process, or would otherwise prejudice the integrity of the NRFP process.

H.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

H.15 Confidentiality

DC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. DC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from DC and other information developed for DC in connection with this competition. Proponents shall not use DC's confidential information except as required to develop a proposal and presentation in response to this 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. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

H.16 Publicity

Proponents must not refer, expressly or by implication, to DC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

H.17 No Collusion

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

H.18 Law

This NRFP process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify DC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this NRFP process and all costs associated with those claims, loss and damages.

H.20 Rights of Destination Canada

In addition, DC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the NRFP;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

SECTION I: LIST OF APPENDICES

APPENDIX	FILE NAME
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure Form
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms
6	2019 Focus Japan
7	Destination Canada's Brand Playbook Guideline

APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT FORM

1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the NRFP (name, title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this NRFP who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that DC may contact any of these references. It is requested that proponents refrain from using DC as a reference in their proposal.

Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this NRFP.

Executed this _____ day of _____, 2018

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

DC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose;

OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 3: AMENDMENTS

Please confirm that any amendments or addenda to this NRFP issued have been read and included in proponent response. List the amendments and/or addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this NRFP by completing the Declaration of Sub-Contractors, for approval by DC. DC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to DC in a seamless manner.

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement.

Sub-contractors will be used to provide the goods and/ or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: _____%

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms may be required by DC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of DC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.

APPENDIX 6: 2019 FOCUS JAPAN

Focus Canada Japan 2019 @ The Ritz-Carlton Osaka

Focus Canada is a tradeshow hosted by Destination Canada to bring Canadian suppliers together with over 50 qualified buyers from all over Japan. We invite you to join Focus Canada Japan 2019 to meet and get to know the Travel Agents who send Japanese travellers to Canada – come and join the team to promote Canada as the best long haul destination for the Japanese travellers. Our program consists of face-to-face meetings and networking opportunities to help build your sales and business relationships. You do not have to make appointment request. You will meet all participating delegate companies one on one.

<Objectives>

- 1) To bring together Canadian industrial partners with Japanese tour operators to conduct B2B business meetings (50 Canadian Suppliers / 50 Japanese tour operators are expected to attend) and to promote Canadian destinations, tourism products and experiences.
- 2) To generate opportunities for both Japanese and Canadian tourism industries to build network and develop marketing and sales channels to further grow their business.
- 3) To enhance/develop sales and business relationships between Canadian suppliers and Japanese key accounts, through the networking events included in the program.
- 4) To strengthen Japanese tour operators' knowledge of Canadian destinations and its tour products.

Event Schedule

DAY 1

9:45 – 10:15

Canadian Delegate Registration (The Garden, 2nd fl.)

10:15 – 11:15

Market Update on Japan and Housekeeping (The Garden, 2nd fl.)

11:15 – 12:20

Seller booth setup

12:20 – 13:20

Luncheon (The Ritz Carlton Ballroom, 4th fl.)

13:30 – 15:30

Marketplace Appointments Session 1 (The Grand Ballroom, 2nd fl.)

15:30 – 15:50

Networking Break

15:50 – 17:50

Marketplace Appointments Session 2 (The Grand Ballroom, 2nd fl.)

18:20 – 20:00

Reception (The Ritz Carlton Ballroom, 4th fl.)

DAY 2

9:00 – 11:00

Marketplace Appointments Session 3 (The Grand Ballroom, 2nd fl.)

11:00 – 11:20

Networking Break

11:20 – 12:20

Marketplace Appointments Session 4-1 (The Grand Ballroom, 2nd fl.)

12:30 – 13:30

Luncheon hosted by Travel Alberta and Northwest Territories Tourism (The Ritz Carlton Ballroom, 4th fl.)

13:40 – 14:40

Marketplace Appointments Session 4-2 (The Grand Ballroom, 2nd fl.)

14:40 – 15:00

Networking Break

15:00 – 17:00

Marketplace Appointments Session 5 (The Grand Ballroom, 2nd fl.)

APPENDIX 7: DESTINATION CANADA'S BRAND PLAYBOOK GUIDELINE

https://www.destinationcanada.com/sites/default/files/archive/989-Canada.%20For%20Glowing%20Hearts.%20Brand%20Playbook/Canada-For-Glowing-Hearts-Playbook_Final_EN.pdf