



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #1

NRFP DC-2022-PO-01 for Media and Public Relations Agency – China

Close Date/Time:

March 24, 2022
17:00 hours (see addendum below)
Pacific Time

Issue Date: March 18, 2022

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are the answers to questions submitted in regards to the above noted NRFP as of March 10, 2022.

Q1. With regards to section A.2 Contract Term, can you confirm the term will cover annual plan from July 2022 until June 2023?

Answer: Yes.

Q2. With regards to section C.1.3 DC Target Audience, can we align on DC's definition of HVG? For example: Individuals or families with a monthly income over 6,500CAD, age over 35, live in tier 1 cities, and are willing to explore nature and cities/culture outside China.

Answer: the definition of High Value Guest (HVG) is noted in the NRFP document.

Q3. With regards to section C.5.1 Annual MRPR Plan, can the strategic approach and detailed annual plan be developed within the current campaign theme "Meanwhile in Canada"?

Answer: "Meanwhile in Canada" is not mentioned in the NRFP document.

Q4. With regards to section C.5.2 Key Account, besides media publishers, are there other essential stakeholders under the scope of the key account list?

Answer: No.

Q5. With regards to section C.5.3 Media Category, do key opinion leaders and digital media must be covered?

Answer: Yes.

Q6. With regards to section C.9 Risks and Constraints, what is the purpose of the Privacy Impact Assessments (PIA)?

Answer: A Privacy Impact Assessment (PIA) is a process used to determine how a program or service could affect the privacy of an individual. It can also help to avoid or lessen possible negative effects on privacy that might result from a program or service.

Q7. Please advise if the service contract can be governed by China law as that is where the services will take place and the market for which the services will be targeted.

Answer: as noted in the NRFP document, the contract will be governed by the laws of British Columbia.

Following are two (3) amendments to the requirements of the above noted NRFP

1) Cover page, the following is deleted:

Name of Competition:	Media and Public Relations Services - China
Competition Number:	DC-2022-PO-01
Closing Date and Time:	March 24 nd , 2022, 14:00 Pacific Time (PT)
Contracting Authority:	Paulina Orozco Procurement Advisor procurement@destinationcanada.com

and it is replaced with the following:

Name of Competition:	Media and Public Relations Services - China
Competition Number:	DC-2022-PO-01
Closing Date and Time:	March 24 nd , 2022, 17:00 Pacific Time (PT)
Contracting Authority:	Paulina Orozco Procurement Advisor procurement@destinationcanada.com

2) B.4.1 Submissions, the following is deleted

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time ("Closing Time") of **14:00 hours PT, March 24, 2022.**

and it is replaced with the following:

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **17:00 hours PT, March 24, 2022.**

3) H.1 NRFP Process Schedule is deleted:

Intent to Submit (*)	March 8, 2022, 14:00 hours PT
Deadline for Questions	March 10, 2022, 14:00 hours PT
Closing Date and Time	March 24, 2022, <u>14:00</u> hours PT
Presentations of Shortlisted Proponents	week of April 18, 2022
DC will endeavour to notify all proponents of its selection by:	Beginning of June, 2022
Timeframe for Negotiations	10 days following notification by DC

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

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