



REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM 1

RFSQ # DC-2022-PO-07 Research Services – Business Events Roster

Close Date/Time:

October 14, 2022
14:00 hours
Pacific Time

<u>Issue Date:</u>	September 30, 2022	<u>From:</u>	CTC Procurement
<u>To:</u>	All Vendors	<u>E-mail:</u>	procurement@destinationcanada.com

Below is answer to question(s) submitted in regards to the above noted RFSQ as of September 21, 2022.

Q1. With regards to section C.4.2 1. b) *The Contractor(s) will be asked to provide research services including but not limited to the following audiences:*

Team Canada Partners and Suppliers (for example: Destination Marketing Organizations, Destination Management Companies, etc.)

Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.

Could you please clarify this point? Destination Marketing Organizations and Destination Management Companies include Canadians one who would be very relevant to include as part of the audiences.

Answer: Yes, it is correct that Destination Market Organizations and Destination Management Companies include Canadians and would be very relevant to C.4.2. 1 b).

This notation: *Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.*

Should be considered as part of C. 4.2.1 a) a.

The Contractor(s) will be asked to provide research services including but not limited to the following audiences:

a) International C-Suite decision makers (CEO, executive directors) and our secondary audience of influencers (event organizers/meeting planners) that make these events come to life:

- a. International markets: United States, United Kingdom, Europe, Asia, Mexico;*
- b. Business Events (“BE”) segments: association conferences, corporate meetings, incentive travel; and*
- c. Sectors: Life Sciences, Technology, Agribusiness, Advanced Manufacturing, Natural Resources, and Finance and Insurance.*

Q2. Under section C.4.2 of the RFSQ, it reads “*Inclusion of additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.*” What do you mean by other markets such as the Canadian market? Is the Canadian market to be included or not included? Or non-Canadian markets are to be included or not included?

Answer: Current business events markets capabilities noted in C.4.2.1 a) a. are *International markets: United States, United Kingdom, Europe, Asia, Mexico.*

Additional capabilities in other markets such as the Canadian market are welcome, however it will not be considered under evaluation criteria in this competition.

Q3. In Section F, proponents are asked to provide costs for research in a variety of countries. Europe and Asia are listed, but not the specific countries in each continent. If proponents need to properly account for translation costs more detail is required on which countries to include. Or should proponents assume that all potential respondents are fluent in English despite being a resident of a non-English speaking country?

Answer: For the purposes of this RFSQ translation services are not necessary. In the event that languages other than English are required Destination Canada will indicate on a case by case basis and include this in the scope of work for individual projects.

Q4. In Table 4 of section F.1.1 proponents are asked to quote on a 15-minute survey, including the cost of coding open ended answers. Can you please specify the sample size and number of open-ended questions so an accurate cost estimate can be provided?

Answer: For the purposes of this pricing assume the 15min survey is sent to n = 500 client provided sample. Assume coding of 5 open ended questions.