

Request for Proposals (RFP)

RP341-2017-01

For STRATEGIC COMMUNICATIONS AGENCY OF RECORD (AOR)

Please see the answers below regarding any questions raised in relation to this RFP.

1. Question:

For our submission, are we able to reformat these schedules (without altering the copy) or is it preferred that we keep the originals?

Answer:

As per Schedule B, can be reformatted (without altering or amending the Form of Offer).

2. Question:

If you have one, who is your strategic communications AOR now?

Answer:

Edelman Public Relations Worldwide Inc.

3. Question:

Why are you issuing this RFP now?

Answer:

We are at the start of a new five-year strategic plan and our current vendor, (as noted above) contract will be expiring and it is the optimum time to review our AOR.

4. Question:

The RFP references onsite support for public facing events – can you describe what type of events? For example, media events, public consultations, presentations to stakeholders/stakeholder forums, etc.

Answer:

Stakeholder, media events which may include public announcements, program launches, thought leadership activity.

5. Question:

We know that CPAC has a national mandate, are you looking for the agency to include consultant resources across the country who could support local execution?

Answer:

This could happen occasionally, for example if we held an event in a city outside of Ontario. We do execute media outreach at local level and the AOR can determine whether they execute media relations from Toronto or deploy consultant resources across the country.

6. Question:

On pg. 18 of the RFP you describe your audiences. Are there particular regions that are a higher priority than others such as federal versus provincial or certain provinces more than others?

Answer:

Federal is a key focus and priority. Next we work with all provincial and territorial cancer agencies.

7. Question:

What are your key performance indicators in terms of awareness and engagement with the government audiences outlined on pg. 18?

Answer:

To date our KPIs have been output based. We are undergoing a review of our performance measurement framework and will look to set outcomes based indicators in the future.

8. Question:

Are there specific concerns, issues, policy changes or policy priorities that CPAC is trying to address with your audiences? For example, are there specific decisions you are seeking from government stakeholders in the next 12 to 18 months?

Answer:

The Partnership's approach is to provide evidence and insights to policy makers on key topics as the opportunities arise. We play the role of convener not advocator.

9. Question:

Can you please provide more detail on the interview process? Will we be given a 'challenge' to respond to in the form of a presentation? Or do you plan to do a formal interview process with the proposed team?

Answer:

We will give the agencies a challenge or communications brief to respond to in form of a presentation and an interview portion to the meeting and would expect the most proposed team to be present.

10. Question:

Given we do not have a sense of the exact scope of the projects listed in Schedule C, can you please provide more detail on how you would like us to complete the Pricing Sheet to your satisfaction.

Answer:

Blended Rate with the hourly rate for individuals undertaking the work.

11. Question:

Will the blended hourly rate only be used in the assessment process? Or do you expect that the successful candidate will be contracted to invoice based on that blended rate?

Answer:

Yes, the blended hourly rate will be used in the assessment process. However, determined on a project-by-project basis on whether a blended rate or individual hourly rates will apply. Typically blended rate used when a retainer is put in place for a period of time due to work volume.

12. Question:

Are you looking to hire one agency of record to support you over the next 3 years, or will you be accepting several agencies as part of a list to choose from based on a project by project basis?

Answer:

One agency of record is being sought.

13. Question:

Can you please provide more detail on what you consider to be a “key role” on the account team? Does that just include management, or the whole support team as well?

Answer:

Management and day-to-day team contacts we will be working with.

14. Question:

What do you define as a public event – are you looking to ascertain our event management experience?

Answer:

A media announcement, a stakeholder event with approximately 200 people, a thought leadership event. We are looking for relevant experience in managing these kinds of events. Not a major conference; but, rather a communications event.

15. Question:

Is the general public a target audience as well?

Answer:

Generally not the primary audience; however, media relations is a core tactic of strategic campaigns.

16. Question:

Can there be overlap in the references? For example, can there be overlap between agency reference and personal references, and can the same reference be used for multiple staff?

Answer:

Yes.

17. Question:

Is the focus of the work more regionally focused (i.e. majority of the campaign will happen in specific province) or will it be more national in scope in deployment of tactics/events? (for example Media Relations, events, stakeholder engagement)

Answer:

The work is national in scope with tactics and events taking on a regional approach as needed.

18. Question:

Should the key account personnel be based in the Toronto region or can they be nationally based? (e.g. Vancouver)

Answer:

No yet, a firm would need to demonstrate that for the best client relationship on a day-to-day basis the key account personnel must be seamless, no matter where they are located.

19. Question:

What is CPAC's primary focus for public communication and engagement?

Answer:

Typically it is about building awareness with specific audience groups and communicating need for behaviour change of some kind

20. Question:

Do you require standard resumes with timelines, or are detailed biographies sufficient?

Answer:

Biographies are fine.

21. Question:

Why is this RFP being issued? Is there an incumbent and, if so, has the agency been invited to participate?

Answer:

See responses to Q2 and Q3. This is a public open procurement and the incumbent was advised of the opportunity.

22. Question:

How many agencies have been invited to participate?

Answer:

This is a public open procurement.

23. Question:

What is the current structure of the communications team at CPAC?

Answer:

Communications team members who work on strategic communications includes two senior communications leads and team members focused on media relations, social media, with supporting roles of graphics/audio visual and translation

24. Question:

For third parties we may work with on your behalf, such as videographers/designers, etc., does CPAC require the name of the provider and costing/rates at this stage?

Answer:

No

25. Question:

Would you like us to provide our standard hourly rates in addition to the blended rate we'd apply to all requested services?

Answer:

Yes.

26. Question:

Would you like us to provide our rates for community management and influencer relations?

Answer:

Optional if this refers to social community management and social influencer relations. Not required.

27. Question:

Have you worked with paid media/digital influencers in the past in your public-facing programming and, if not, is this something you are open to?

Answer:

Yes, we integrate paid media and digital paid content and tools in campaigns.

28. Question:

Do you require English media monitoring, in addition to French?

Answer:

No, we cover this in house with our own subscriptions.