



HOSPITALITY
NEWFOUNDLAND & LABRADOR



TourismTechnology.com
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**Request for Proposals -
Workshop Development
& Delivery**

TourismTechnology.com is a strategic partnership that aims to enable tourism operators in Atlantic Canada to improve their competitiveness through the effective utilization of online technology tools and resources.

2017

Scope of Work – Workshop Development & Delivery

TourismTechnology.com is a strategic partnership that aims to enable tourism operators in Atlantic Canada to improve their competitiveness through the effective utilization of online technology tools and resources. Project partners are requesting proposals for development and delivery of a series of one-day workshops focused on **Facebook Live, YouTube and Vlogging for Tourism Businesses**, to be delivered throughout Newfoundland in the spring of 2017.

Training Objectives

- Assist tourism businesses and organizations optimize in how to utilize Facebook live as a marketing strategy.
- Guide participants in the use of the Facebook Live tool.
- Explore how to create/edit videos for YouTube and use YouTube Live.
- Present best practices for video content creation.
- How to integrate Vlogging into your business marketing strategy.
- Suggest online/offline video editing software

Training Audience

The primary audience for this workshop will be intermediate level tourism operators and tourism organizations such as regional tourism associations, destination management organizations, and other industry segment groups.

Project Schedule

Delivery is being planned for approximately **three** sessions, based on available budget and demand for the workshop. TourismTechnology.com is planning 3 workshops in Newfoundland. Ideally, **tentative** dates & locations are as follows:

Newfoundland & Labrador

- St. John's – May 9
- Grand Falls-Windsor – May 11
- Corner Brook – May 12

Training is expected to be completed by **May 15, 2017**.

Project Costing

Disbursements, including courier costs, phone/fax, office supplies and other incidentals, are to be included in the project development costing.

Costing in your submission should be presented in two sections. **Section one** must contain all costs and expenses specific to the provision of professional time (and supplies) required to develop and deliver all or some of the outlined workshops.

****Addendum:** Please include a cost of your professional time for any additional care to participants who may require extra attention or ask questions after the workshop.

Section two of the costing must contain all costs specific to travel (and related expenses) and must provide estimates for air or ground travel, accommodations, meals and all other miscellaneous travel expenses. *Estimates for air travel should be based on current economy class fares. Mileage and meals must not exceed current Federal Government allowances and per diems.*

Project Requirements

- Development of a full-day Online Video Production workshop, including content and materials, that meets the objectives outlined above.
- Delivery of the workshop in the locations and times outlined above.

Project Assumptions

- The selected vendor will meet with TourismTechnology.com contacts to review the project goals and objectives. The vendor should outline the scope of the project in detail and clarify any project assumptions or questionable items.
- The vendor will clearly outline any expenses that are outside the agreed upon scope of work. These items should be clearly outlined in the quote.
- TourismTechnology.com contacts will review the developed workshop prior to delivery. Any modifications will be outlined and addressed at this time.
- The selected vendor agrees to the recording of the workshop delivery, in an appropriate manner to be determined, for future use and distribution by Hospitality NL and TourismTechnology.com.

Company Requirements

The Company must demonstrate that they have:

- extensive experience in Video Production, Facebook, YouTube and Vlogging for businesses;
- expertise in training development and delivery;
- knowledge of the Newfoundland and Labrador tourism industry;
- experience working with industry/government groups;
- ability to complete the work within the timeframe outline above.

Components of Proposal

All submissions must be marked with the Contractor's name. Submissions must include, but are not limited to the following:

- **Corporate Profile** – An overview of the company's services and relevant experience; Corporate References: References should include: Client name, contact person, phone number, project description, projection duration and results;
- **Information**, including current resumes on the level and experience of personnel, including third parties (subcontractors), to be utilized on the project and their relationship to the company;
- **Work Plan and Critical Path** – Full details of actual scope of the work including general approach or development strategy, activity plans with time frames and explanations of how RFP requirements will be achieved; include a schedule of meetings with TourismTechnology.com;
- **Project Costing** – A comprehensive breakdown on the costs associated with both the development and delivery work on the project, for example: labour, materials/supplies, subcontracts, travel, taxes, incidentals;
- **Special Considerations** – Please identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).
- **Outline** of workshop and specific learning objectives that will be achieved by workshop attendees.

Proposals will be evaluated based on the proposed work plan, including development and delivery strategy, vendor qualifications as outlined in Company Requirements, samples of work and references, as well as project costs related to professional and creative product.

Submission Procedure

Copies required

One (1) electronic copy of the proposal including all collateral proposal material is required.

Budget outline

Bidders are required to provide a table outlining pricing of each listed element of their proposal. Hospitality NL and TourismTechnology.com will not be liable for any costs of preparation or presentation of proposals. Please note, any proposals and accompanying documentation submitted by the bidder become the property of Hospitality NL and TourismTechnology.com and will not be returned.

Submission deadline

Deadline to submit a proposal via email is **4pm NST, April 10, 2017**. Any proposals submitted/received after the deadline will not be evaluated.

Submission process

Submissions for this RFP will only be accepted via email at jbrown@hnl.ca. When your proposal has been received, you will receive an automated reply confirming your proposal submission.

Only one RFP submission per company will be accepted. If there are multiple email submissions, only the first submission will be accepted. If you have problems sending your proposal, please contact TourismTechnology.com immediately at the contact information provided below.

Proposals will be accepted in PDF format only. Please limit the size of your proposal attachment to less than 5MB, and/or less than 10 letter sized pages. If vendors wish to provide supplemental material (example – previous research material) that is larger than these limits, please make this material available for download via the vendors own online resources, such as a FTP site.

*****Please attach your proposal and format your email as follows:*****

To: jbrown@hnl.ca

Subject: [Online Video Production Workshop RFP] - [Vendor Company Name]

Body: [Online Video Production Workshop RFP] from [Full Vendor Company Name & Contact Information]

*****IMPORTANT – The filename of your attachment must contain the vendor’s company name*****

Any proposals that do not follow these specific instructions may be rejected by the selection committee at any time during the evaluation process.

Proposals sent to an email address other than the email address provided, will not be accepted. Bidders may, and are encouraged to submit their proposals any time prior to the RFP closing date and time.

Proposal development

In submitting this tender, the vendor undertakes that none of the materials offered infringe any provisions of copyright protected material, nor any material supplied in the fulfillment of the contract will infringe on any provisions of copyright. The successful vendor will indemnify and hold

TourismTechnology.com harmless from any loss resulting from suits or claims against the vendor by reason of copyright violation.

Copyright

The copyrights, trademarks, and other intangible or tangible rights relating to the underlying works belong to TourismTechnology.com, and shall be delivered forthwith to TourismTechnology.com upon completion of the particular project, or otherwise requested by Hospitality NL and TourismTechnology.com including electronic files, resources, workshop manuals, surveys and results.

Subcontracting

If the respondent's purpose is to use a subcontractor or subcontractors, this must be clearly identified in the proposal.

Right to Amend

Hospitality NL and TourismTechnology.com reserve the right to amend or supplement this Request for Proposals by providing notice of amendments to all who have received the proposal document.

Rejection of Proposals

Hospitality NL and TourismTechnology.com reserve the right to accept or reject any and all proposals in accordance with their sole discretion. Hospitality NL and TourismTechnology.com also reserves the right to choose, in their judgment, the most appropriate proposal from among those submitted, and to negotiate with the successful respondent changes in their proposal prior to, and/or as part of awarding a contract.

This Request for Proposals neither expresses nor implies any obligation on the part of Hospitality NL and TourismTechnology.com to enter into a contract with a vendor submitting a proposal or proposals.

Contact

For any inquiries, vendors may request clarification of any portion or section of this document from:

Jennifer Brown

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