



Tourism Industry Association of Ontario

Request for Proposal
for
Marketing and Communications Plan
for
Careers in Tourism Awareness Campaign

Inquiry Number 2017-01

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Introduction

The Tourism Industry Association of Ontario (hereinafter ‘TIAO’) is seeking proposals from agencies with experience in marketing, communications, specifically social media strategy and community building expertise, for the “Careers in Tourism Awareness” Project (hereinafter the ‘Project’).

The plan proposes a three-year campaign led by TIAO to encourage careers in travel and tourism, and connect job seekers within specific target groups with travel and tourism operators in Ontario. This symbiotic relationship intends to fill the increasing number of job vacancies and also push forward the current growth of travel and tourism in Ontario. The goal of the campaign, which will include a travel and tourism job aggregator website, is to more broadly communicate a unified industry voice, position the industry as growing and viable for long-term careers, and inform target groups about the myriad of opportunities available.

The target groups for this campaign and its website are underserved and underemployed segments of the Ontario population who are actively looking for meaningful, interesting work: Indigenous communities, new Canadians, youth/students, and those looking for a second career. We know that government programs are actively working to find career opportunities for people in these groups as well.

Who We Are

The Tourism Industry Association of Ontario (TIAO) is recognized by government as the voice of tourism. We advocate the importance of tourism as an economic driver and job creator in order to serve the interests of Ontario’s diverse tourism industry and business community. Our association comprises regional tourism organizations (RTOs), destination marketing organizations (DMOs), sector associations, businesses and educators. Collectively, we represent more than 186,000 businesses and 389,000 employees.

Project Objectives

This campaign's objective is to create an industry-wide effort to promote tourism careers and to elevate the public's knowledge of tourism as an economic driver and job creator. While improving the perception of the tourism sector as a viable life-long career choice, ultimately filling the growing labour gap the industry faces in now and in the coming years.

Project Deliverables

Scope of Work

The scope of work will include creative development for a **Careers in Tourism Awareness campaign** with both outreach educational/community programs and digital community to drive job seekers to the tourism sector in Ontario.

The campaign has been budgeted into three phases over three years contingent on funding from the government and support from industry stakeholders.

Deliverables

A SEO Strategy should be outlined for the overall project.

All social media content needs to be;

- Mobile first technology
- Specific to the identified target audiences;
 - Youth/Students
 - Indigenous Youth
 - New Canadians
 - Second Career Seekers
- Content should use Video, Memes and Infographics to engage audiences

Phase One

- Pre-packaged social media content for stakeholders to share
- Content creation and paid social ad guide
- Development of social media cheat sheet for how and when to engage on platforms
- Training partners on how to implement cheat sheet for stakeholders
- Input on TIAO branded workforce development symposium event in early 2018
- Presentation materials for educational and community outreach

Phase Two

- Paid amplification 2-3 written articles to increase exposure on other sites through click through*
- Paid social ads to promote content and contents* (*Timed in the fall to align with post-secondary information sessions)
- Support of engagement strategy with stakeholders
- Support of an earned media editorial calendar, material development, pitching, interviews co-ordination, securing coverage, collections and reporting

Phase Three

- Social and earned media amplification – Media outlet exclusive and community outreach (material development, exclusive negotiation, pitching, securing and reporting)
- Launch of Marketing campaign, including multi-social media channels, Instagram, contextual videos, blog posts with relevant influencers
- Job Board Aggregator that allows tourism businesses to continue posting in their medium of choice, amplifies the results.
- On-Line Career Explorer Tools that will include:
 - Career Summaries (Overview of role, Responsibilities, Knowledge, Skill, Abilities, Possible Career paths)
 - Career Profiles (Real people who are in the roles related to the Career Summaries)
 - Searchable functions by:
 - Career Summary
 - Region (Including insights into lifestyle & living expenses for the region)
 - Sector (i.e. marine, resort, snow, attraction)
 - Resource section pointing job seekers to training, funding etc. (i.e. OTEC courses)
 - Tips & Information telling the story of why work in tourism, using video and compelling messaging tools to engage potential job seekers.

Each phase will require reporting on evaluation and measurements of success

No public communications will be undertaken without the expressed consent of all partners.

Applicable Business Experience

The successful company must demonstrate excellence in the following areas:

1. Extensive and proven experience in developing training, communications and engagement plans.
2. Knowledge of the Tourism Industry in Ontario, the thirteen (13) Regional Tourism Organizations.

3. Knowledge of the current environment of the labour market within the tourism sector, the challenges and opportunities facing the industry.
4. Provide 3 most current references for similar projects.

A brief description of the experience that the successful firm has that will support their ability to carry out the deliverables of this project should be provided.

Proposal Requirements

The following information must be provided in the response to this RFP:

1. A narrative describing why the consultant team is interested in this project.
2. An explanation of the firm's understanding of the scope of work, objectives and task requirements of the project, and a demonstrated ability to provide the project deliverables. This should also include an indication of how the deliverables will be implemented.
3. The consultant's team approach to accomplishing this project and innovative ideas to deliver the project.
4. A specific work plan detailing how the Proponent will undertake the work. This work plan should specify timelines, staff and additional resources that will be associated with each task. The work plan must specify the individuals who will work on the project, their roles in the project and their respective qualifications.
5. The contact responsible for project co-ordination should be identified. Furthermore, a description and outline of the anticipated communication process between the firm and TIAO along with the co-ordination functions that will fall within the proposed budget must also be included.
6. A schedule listing the hourly rate for all project personnel and an estimate of the time each team member will spend on the project.
7. Include schedule of per diem and hourly rates for all personnel. These will apply to work carried out beyond the scope of the RFP (all travel must be included).
8. If the Proponent comprises the association of more than one firm, specify the firm, the proposed role of each firm in the consultant team, the leads from each firm and the process for activating the appropriate service required by TIAO.
9. Demonstration of past experience in working with the tourism industry in Ontario, in particular in the area of workforce development.
10. Detailed information to support the "Applicable Business Experience" section above including relevant tourism related experience.
11. Confirmation of "errors & omissions" and general business insurance.

Rights Relative to the RFP

TIAO reserves the right, at its sole discretion, and for its convenience, to accept and/or reject any proposal, in whole or in part, for any or no reason.

By making this RFP, TIAO does not imply or give any assurance whatsoever that any proposal will be accepted. No contractual or other legal obligations arise on the part of TIAO to any Proponent by this RFP until such time as a final, written agreement, if any, is subsequently entered into with a Proponent.

TIAO reserves the right to re-issue the RFP in its original or revised form.

TIAO reserves the right to disqualify any submission due to a conflict of interest. Each applicant must disclose any actual or potential conflict that may be occurring at time of bid, or may occur during time of project. If a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved, we have the right to terminate the contract.

Terms of the RFP

Project Completion/Delivery date for Phase One is April 30, 2018

Selection Process/Criteria

A selection committee will be comprised of the following: TIAO, Careers in Tourism Coordinator at TIAO and others yet to be identified. The selection committee will review the RFPs based on a set of weighted criteria (found below).

Based upon the evaluation results of the RFP, TIAO may require a presentation from any of, or all of the top three (3) highest scoring proponents, prior to awarding the contract. The presentation would form part of the final evaluation (grid to be provided at that time only). All such presentations will be at the bidder's expense. Any additional information may in no way materially alter or add to the submission originally proposed.

Selection Criteria:

1. 15% - Demonstrated and long-standing Ontario tourism/workforce development and marketing experience within the tourism industry credibility and experience
 - a. Knowledge of Ontario workforce development (e.g.,?)

- b. Past success with projects within Ontario.
1. 30% - Proven success with writing strategic marketing, communications and engagement plans as related to workforce development for tourism, Ontario Product and specifically the workforce development area.
 - a. Please provide evidence to support your statements with samples and final results if applicable.
 - b. Implementation of successful tactics with similar deliverables.
 - c. Directly related prior business experience (see Applicable Consultants Experience).
 - d. If you have weaknesses/gaps related to the project, how will they be addressed?
 1. 25% - A clear understanding of the scope of the project: highlighting key project deliverables and proposed tactics
 1. 20% - Proposed work plan and time line
 - a. Include projected key tasks, associated staffing (staff expertise should be supported a brief explanation of their qualifications or an attached resume) and timelines.
 - b. Include a list of anticipated supports that will be required from the two partners
 1. 10% - Program Budget
 - a. A brief explanation of incremental costs associated the responsiveness of the project.
 - b. An anticipated payment schedule linked to the project deliverables is required.
 - c. Project costs must be inclusive of all travel costs.
 - d. TIAO will not be responsible for costs above the stated budget.

Proposal Submissions

Responses to this RFP should be concise with a maximum of 5 pages with the detailed budget. Additional pages can include supporting attachments (i.e., resume of team members, examples of previous campaigns, etc.).

Proponents must register their intent to submit a proposal for this RFP with the undersigned. It is the Proponent's sole responsibility to do this, so that they remain informed of changes, addenda etc. during the RFP process.

RFPs should be received in PDF format by e-mail, or if sent by mail 3 memory stick copies. Links to or attachments of previous projects can be provided if appropriate to support statements of past business experience. Facsimile or telephone proposals will not be accepted.

Questions regarding this RFP will be received and accepted, by the undersigned, in writing only, up until Dec. 21, 2017.

All enquiries received via e-mail waive all rights of confidentiality of the enquiry in the method of transmission and the Proponent shall assume all risks of such methods of communication.

The Agency will work with the TIAO's Project Coordinator and others as appropriate throughout all stages of the contract.

Submissions must be received by confirmed e-mail, to the undersigned, by Jan. 11, 2018, 1:00 p.m. EST time. RFPs received after that time will not be considered.

Janet O'Connell, Project Coordinator

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