



# Public Relations Request for Proposal Canadian Market

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## RFP INTRODUCTION

The Greater Miami Convention & Visitors Bureau (GMCVB), the official sales and marketing organization for Greater Miami and Miami Beach, hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional public relations agency service providers (hereafter referred to as the agency or agencies). The GMCVB is initiating the public relations review for **the Canadian market for**.

- 1. Brand Communications**
- 2. B2B and Meetings and Conventions PR**
- 3. Media and Influencer Relations**

This Request for Proposal is a periodic review of the GMCVB's PR program and PR agency services.

### Canada

- Targets: Media & Influencers in national and important local Canadian markets
- Scope: Brand & Meetings Convention communications for the Miami and Miami Beach brand

## USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFP shall be deemed confidential and shall not be shared outside your Agency.

## GMCVB OVERVIEW

The Greater Miami Convention & Visitors Bureau (GMCVB) is a not-for-profit Florida corporation, with its principal office at 201 S. Biscayne Blvd., Suite 2200 Miami, Florida 33131.

The GMCVB is a sales and marketing organization. Its mission is to attract and encourage all persons and organizations to visit Greater Miami and Miami Beach for conventions, business, and leisure. Acting on behalf of its members, its government partners and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and

programs that enhance the desirability and attractiveness of Greater Miami and Miami Beach for its visitors.

The GMCVB and its contracted agencies must work together in creating public relations strategies and programs that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

The current PR agency of record for the United States and Canada is **Development Counsellors International (DCI)**.

## PRIMARY BUSINESS GOALS

The GMCVB works with its agency partners to develop and implement strategies and programs that are integrated with the GMCVB's overall efforts.

- Keeping Greater Miami and Miami Beach top of mind among target audiences;
- Protecting and growing visitor volume to Greater Miami and Miami Beach;
- Increasing Greater Miami and Miami Beach's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increase meetings, conventions and events and drive new Miami Beach Convention Center and Headquarter Hotel bookings;
- Increase travel and awareness to all municipalities in Miami-Dade County;
- Growing brand awareness and engagement.

## MIAMI AND MIAMI BEACH BRAND OVERVIEW

- 1. Leisure:** Research shows consumers travel based on motivations derived from the kind of vacation they envision for themselves. The GMCVB can create powerful marketing tools by speaking to consumers at this level. Travelers are increasingly taking the opportunity to explore new destinations versus tried-and-true locales. Therefore, the GMCVB is focused on attracting new travelers to grow Greater Miami's tourism in the long term. Culture and experience-motivated travel is a major trend among the traveling population as is Nature and Outdoor/Adventure. To grow visitation substantially, the GMCVB is focused on educating prospective visitors that Greater Miami and Miami Beach is a culture and experience-rich, multicultural destination that also offers natural landscape full of outdoor/adventure opportunities.
- 2. Meetings, Conventions and Events:** The Greater Miami Convention & Visitors Bureau (GMCVB) recognizes the potential to craft impactful marketing strategies to promote Miami and Miami Beach as an ideal destination to host meetings, conventions and events. As the industry evolves, there is a noticeable shift towards selecting innovative and emerging locations over traditional venues. In response, the GMCVB is committed

to positioning Greater Miami as a premier choice for meetings, conventions and events, aiming to sustain and increase its appeal as a key destination.

The trend of seeking enriching cultural and experiential opportunities extends into the realm of professional gatherings. There is a growing interest among professionals to integrate unique cultural experiences and adventurous activities into their business travels. To capitalize on this trend and significantly boost attendance, the GMCVB is dedicated to promoting Greater Miami and Miami Beach not only as a hub for commerce and networking but also as a vibrant, culturally rich and diverse location that offers a variety of natural landscapes and outdoor/adventure prospects.

Going into fiscal year 2024-25, the “Find Your Miami” campaign will continue to evolve, highlighting the most unique aspects of the Miami and Miami Beach experience to attract culture seekers as well as adventure seekers - nationally and internationally.

The “Find Your Miami” campaign was designed to be a multiyear, multipurpose brand campaign for the Greater Miami Convention & Visitors Bureau (GMCVB). It underscores the notion that the world is becoming increasingly interconnected. It recognizes that tourists visiting Greater Miami and Miami Beach are sophisticated and seek novel experiences and tastes during their journeys, all of which the destination is adept at providing.

## **PUBLIC RELATIONS OVERVIEW FOR CANADA MARKET**

### **BRAND PRIORITIES**

- Utilize themes from the Find Your Miami campaign including its diverse communities, eclectic cultures, and innovative ideas, to increase mass awareness of Greater Miami and Miami Beach’s unique offerings and a place where visitors can create a beautiful blend of new experiences that are so unique, so hard to describe, they’ll need new words just to describe them. To see the inspiration behind the Find Your Miami campaign, see here: <https://www.miamiandbeaches.com/find-your-miami>
- Identify unique and mediable angles for municipalities in Miami-Dade County and incorporate into media relations and PR strategies.
- Further segment and attract “Culture Seekers” and “Adventure Seekers” through targeted earned PR and Influencer programs through @VisitMiami Instagram channel.
- Leverage PortMiami’s Cruise Capital of the World positioning as well as the port’s location in the heart of downtown Miami, to grow pre/post cruise travel in the destination.
- Leverage Greater Miami and Miami Beach offerings in its natural surroundings to capitalize on wellness trends and travel.

- Leverage Greater Miami and Miami Beach professional sports teams, tent-pole events, and recreation facilities to capitalize on sports as a driver for travel.
- Position Greater Miami and Miami Beach as a leader in sustainability, resiliency, and inclusivity for neurodivergent individuals and those with specific mobility needs, through the implementation of a comprehensive strategy integrating various initiatives.
- Increase awareness and desirability for Greater Miami and Miami Beaches' meetings, conventions and events package for the meetings trade press. This includes, but is not limited to, reimagined Miami Beach Convention Center (MBCC), future headquarter hotel connected to the MBCC, the MBCC campus and offerings.

For more information on the Greater Miami and Miami Beach brand, reference the [2023-2024 Marketing Plan](#).

GMCVB develops and implements a year-round targeted public relations program in key feeder markets for the Greater Miami and Miami Beach brand that effectively:

- Builds awareness for Greater Miami and Miami Beach through traditional means and social media tactics, a multi-pronged communication strategy to reach editors, travel writers, influencers, and bloggers.
- Generates and maintains awareness of the Greater Miami and Miami Beach area and the emotional and rational benefits of vacationing or conducting meetings in the destination.
- Communicates the diversity of the Greater Miami and Miami Beach travel experience via heritage neighborhoods and cultural offerings.
- Ensures integration of all PR efforts with marketing/brand campaigns
- Emphasizes Greater Miami and Miami Beach's diversity including unique niche markets such as Boutique Hotels, LGBTQ+ Travel, Film/Fashion/Sports/Entertainment/Music, Arts & Culture, Special Events, Culinary, Heritage, Pre-Post Cruise Travel, Family Travel, Luxury Travel, Accessible Travel, Business Travel, and Groups and Meetings, Conventions and Events.
- Although efforts are year-round, GMCVB expects Agency to put special emphasis on boosting shoulder/summer business via targeted media publicity.

## TARGET AUDIENCES

- Miami-Dade County hospitality and tourism industry partners at large;

- Consumers in Canada;
- Including Accessible, Arts/Culture, Multicultural (African American, Hispanic), Culinary and LGBTQ+;
- Decision makers in the meetings, convention and events industry;
- Travel trade industry;
- Domestic members of the press covering news, lifestyle and travel industry.

## GENERAL SCOPE OF MONTHLY SERVICES FOR BRAND PR IN CANADA

The Agency shall be the principal advisor and provider to GMCVB for proactive, Miami brand-supporting public relations efforts to a variety of target audiences including travel trade media, meetings, and incentive trades, as well as consumer and lifestyle press—such as appropriate television outlets, radio stations, internet magazines, printed magazines and newspapers. Agency shall stay up-to-date and inform the GMCVB and major industry/government partners on issues management efforts which would impact the mission accomplishment of the GMCVB.

During the term of this agreement, the Agency will provide PR services that include but are not limited to:

### 1. News Bureau Management

- Identify pitch topics that are timely and resonate with media while being on-brand.
- Distribute monthly media newsletters to press list. Content determined by GMCVB press team.
- Distribute 4 quarterly What's New newsletters per year. GMCVB press team responsible for drafting the newsletter.
- Reactive: Timely respond to press requests including “broll”, photo, fact checking and general story assistance.
- Broadcast/Production: The PR agency of record will work with show producers (lifestyle, news, culinary, travel, etc.) and broadcast decision makers to place Miami stories on broadcast programming.
- Create editorial calendar establishing relevant news topics for the destination to be pitched to targeted press at the appropriate time. Topics to include:
  - Promotional time periods (Mother's Day in Miami, New Year's in Miami, etc.)
  - Tent-pole events such as Art Basel Miami Beach, South Beach Wine & Food Festival, Miami Grand Prix/Formula 1, American Black Film Festival, Jazz in the Gardens, Montreau Jazz Festival, etc.
  - Meetings and Incentives Trade Messaging to support Convention Sales and Service Team and initiatives
  - Travel Trade and Industry news stories to support the Tourism Sales and overall industry messaging.
  - Create synergies with major events in Miami and Miami Beach

- Miami Temptations programs ([www.MiamiTemptations.com](http://www.MiamiTemptations.com))

2. **Social Media:** This area is the responsibility of the Marketing Communications division. Following are the expectations from the PR agency of record:
  - **Earned Media:** The PR agency of record will have a principal role in securing earned social media placements by working with influencers and bloggers and increasing viral-ness of traditional press efforts. In addition, the PR agency of record will ensure that all press releases are written using SEO best practices to ensure digital amplification of destination messaging. Under the earned media strategy, the GMCVB will consider paid-for-placements (similar to wire distribution) so long as it is not advertising strategy. In addition, the GMCVB will look to the PR agency of record for content seeding strategy where it makes sense to increase viral media exposure.
  - **Paid:** Paid media tactics such as advertising, creating banners, etc. will not be required of the PR agency of record since it falls within the scope of the Digital Marketing team.
  - **Owned:** The GMCVB employs an internal Social Media Manager, responsible for actively posting brand messaging via owned channels. The PR agency of record is expected to include recommendations for use of owned channels via editorial calendar as another source of information dissemination. The PR agency of record will make recommendations on how to use owned social channels for promotional purposes that support PR initiatives (publicity stunts, press missions, promotions with media outlets, etc.). Lastly, the PR agency will regularly monitor and advise on influential followers on GMCVB social assets.
3. **Press Trips/Media Visits:** The GMCVB will host press trips that require media participants. The GMCVB internal press team is responsible for identifying the theme for the press trip as well as curating the itinerary and engaging with local partners. The PR agency of record will pitch and secure the journalists scheduled to be part of the press trip. It is the responsibility of the PR agency to ensure there are journalists and/or influencers on appropriate press trips. In addition, the GMCVB can fly-in key media contacts to the destination if filing stories that justify their visit. The PR agency is responsible for fielding these opportunities and validating via MAR form (Media Assistance Request) to be filled out by all press requesting travel accommodations in exchange for an editorial assignment. In addition, a member of the account team will be required to travel down for some of the press trips scheduled to assist the GMCVB team and escort press around the destination.
4. **Media Monitoring and Reporting:** Monitoring press sentiment and monitoring press results is crucial to the PR business. With several global PR agencies working on behalf of the GMCVB, all reporting results as well, it is imperative that all agencies follow the approved reporting templates. The GMCVB subscribes to media monitoring services that will be managed by the agency PR team in tracking press coverage. Following is a list of reports expected from the PR agency of record:



- The daily media monitoring report: By noon each day, a media report capturing the major headlines for Miami and Miami Beach in the specified market will be emailed to the GMCVB team. This provides the team with real-time look at the brand positioning on daily basis.
  - The monthly media report: This report reflects the PR agency's work and should only include activities and press clippings resulting directly from the PR agency's work. The Key Performance Indicators should be prominently featured in the report. The GMCVB will provide the agency with an approved template to follow.
5. **Meetings and Status Calls:** As part of good account practice, the GMCVB requests that the account team have weekly calls with the day-to-day GMCVB director as well as a once-a-month call to review the monthly report with the GMCVB Marketing Communications Vice President. In addition, there are important meetings that take place in Miami that the Canadian team should consider attending:
- Marketing Committee Meetings: These meetings take place each quarter and typically involve presentations by the GMCVB Marketing Team as well as agency partners. The audience consists of marketing executives from major hotels and travel industry partners.
  - GMCVB Annual Meeting: Each October or November the GMCVB will host the official annual meeting for the industry providing a look at the year's performance and industry data.
  - State of the Industry: May is national tourism month in Miami and the GMCVB President and CEO hosts an industry event to provide a mid-year look at travel and tourism industry performance indicators.
  - Annual Partner Planning Workshop: Each summer the GMCVB leads a workshop and brainstorming session with hundreds tourism partners in the community in preparation for next fiscal year planning.
6. **Industry and General Counsel:** As PR agency of record, it is expected that the agency maintain an on-going discussion on best ways to implement a strategic PR plan and that the account team regularly consult with the GMCVB team.
7. **Crisis Management:** Provide a 24 hours/365 days per year availability service for issues and crisis management and crisis PR. This includes advising GMCVB of potentially negative issues in the media and suggesting appropriate strategy, working with GMCVB on appropriate action to respond to the issue and media training session(s) as appropriate.

The GMCVB requires a public relations agency team with extensive experience in the defined markets (Canada). The Agency must have demonstrated results in strategic placement of positive, brand-supporting stories on destinations in television, magazines, newspapers, radio, and internet magazines that target the GMCVB targeted audiences. The Agency should be able to use all the tactics above to create communications that define the breadth and depth of the destination to the target audiences for the purpose of extending the length of stay or creating

repeat visitation. The Agency should also have the ability and experience to develop creative PR campaigns or stunts for implementation. The Agency should also have significant experience in destination issues management.

The Agency should be able to lead a comprehensive discussion on the “Brand Essence” of Greater Miami and Miami Beach and its further development and promotion as it relates to positioning within a campaign.

The Agency should be able to suggest strategies to expand the impact of advertising/marketing campaigns, leveraging them for enhanced editorial/advertorial coverage. The GMCVB requires Agency to explore possible joint PR programs with appropriate industry and corporate partners, helping GMCVB to identify new partners.

The Agency shall be the principal advisor and provider to GMCVB for proactive, Greater Miami and Miami Beach brand-supporting public relations efforts to a variety of target audiences including travel trade media, meetings, and incentive trades, as well as consumer and lifestyle press—such as appropriate television outlets, radio stations, internet magazines, printed magazines, and newspapers (national and regional). Agency shall stay up-to-date and inform the GMCVB and major industry/government partners on issues management efforts which would impact the mission accomplishment of the GMCVB.

The GMCVB may select a combination of agencies as appropriate, making a price, value and quality-based decision to fit our needs. The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Florida law, through their own hiring practices as well as through contracts with qualified minority subcontractors.

## RFP SCHEDULE & PROCEDURE

The criteria for selecting the PR agency(s) include having full-service capabilities. Other requirements are identified in detail in the attachment.

The following are some of the key dates in this process (*subject to change*):

May 22, 2024	RFP Release
June 12, 2024	Agency intent to respond due via email to <a href="mailto:PRAgencyRFP@gmcvb.com">PRAgencyRFP@gmcvb.com</a>
June 26, 2024	Deadline for submitting questions about the RFP process. Inquiries must be made in writing to <a href="mailto:PRAgencyRFP@gmcvb.com">PRAgencyRFP@gmcvb.com</a> .
July 22, 2024	GMCVB posts FAQ to <a href="http://www.GMCVBRFP.com">www.GMCVBRFP.com</a>
August 19, 2024	Deadline for RFP submissions. Note: Submit via <a href="#">Dropbox</a>

Week of October 28, 2024 Finalists notified and provided with assignment.

Week of December 2, 2024 Finalists present in Miami.

### CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict-of-interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation, or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

### USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

### OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of PR campaigns and have a strong methodology for measuring the effectiveness of PR programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners. **The agency will also be expected to join the organization as a paid partner.**

### ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or monthly expenses over \$500 USD acquired by the agency on behalf of the GMCVB, must receive staffs' advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation. Also, repetitive purchase of the same goods or services may be supported by only periodic bidding.

### LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall

also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

## QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, ***no contact related to this RFP will be allowed*** between any Agency employee and any employee of GMCVB or the Agency Review Task Force except for the RFP Manager. Any contact with GMCVB may only be directed to the **RFP Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent from further consideration. All questions must be submitted to the RFP Manager in writing (via email). Questions will be answered on an individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

## CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective **January 2025** and continuing through **September 30, 2028**, subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties, and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension. The agreement may be terminated with or without cause by either party delivering (by certified or registered mail) written notice of such intention to the other party not less than sixty (60) days in advance of the specified termination date. This agreement shall automatically terminate upon the insolvency of Agency or Client's reasonable determination that Agency may not be able to pay its debts as they become due.

## BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFP will not be considered.

## RFP PROCESS

The PR Agency Screening Committee will review the RFPs and make recommendations on which firms to pursue with RFPs and presentations. GMCVB will notify selected Agencies. Selected Agencies will be required to conduct comprehensive presentations in-person.

## SPECIAL INSTRUCTIONS

All interested parties must return the RFP Package by **5 p.m. EST on August 19, 2024**. Agencies must indicate which market they are interested in submitting for RFP.

**\*Agencies may submit for one, two or more markets (for example United States and/or Canada). PR Agency must clearly indicate for which market(s) it is submitting a qualifications package and submit a package for each market for which it is bidding.**

Agencies should submit responses to each numbered item under the *Statement of Qualifications* section listed below. To ensure timely and fair consideration of each response, proposals should be concise, not to exceed 100 pages. To develop a list of finalists, a PR Agency Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform the scope of work.

The top-ranking agencies during this RFP process, will be selected as finalists and invited to Miami for a formal presentation as part of the last round of the selection process.

**Please upload the proposal by 5 p.m. EST on Monday, August 19<sup>th</sup>, 2024 to the following Dropbox link: <https://www.dropbox.com/request/Zr3Tb7XniqV0uSMSOstR>**

Please send questions to:  
**PRAgencyRFP@GMCVB.com**

## STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

### **1. AGENCY OVERVIEW (10 Points)**

- Details on the corporation background and each known subcontractor, its size, and resources.
- Establishment date of founding office
- Establishment date of responding office (if different from founding office)
- Company registration
- Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.).
- Primary business category

- Total number of full-time employees, including ethnic/race/gender breakdown
- Number of full-time employees in Miami (if applicable)
- List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).
- Physical locations including addresses of all branches.

**2. AGENCY EXPERIENCE (15 points)**

Listing of major accounts including current tourism/leisure/hospitality accounts

Details of client experiences within the last three (3) years relevant to the services requested in this RFP.

List any other relevant experience of the agency (including knowledge of the travel, tourism, and meeting industry and/or corporate communications/community relations).

List experience in developing and implementing PR and Influencer programs regionally, and nationally.

All clients added and lost in the past five years.

**3. FINANCIAL BACKGROUND (5 points)**

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

- Balance sheet
- Statement of income
- Statement of changes in financial position
- Notes to financial statements
- Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

**4. AGENCY BILLINGS (5 points)**

The total gross billing of the agency in each of the previous five (5) years.

The average billing of the agency accounts.

### **5. CREATIVE ABILITY (15 points)**

The agency shall submit examples of past publicity results and indicate the approach taken for the development of those examples. The work should show the breadth of capabilities for the Agency, including not only samples that highlight work for the leisure travel market, meetings/convention market, travel trade market, as well as niche markets such as Boutique Hotels, LGBTQ+ Travel, Heritage Neighborhoods & Diversity, Film/Fashion/Entertainment/Music, Arts & Culture, Special Events, Culinary, Family Travel, Heritage, Luxury and Meetings, Convention and Events would also be desired. Also, may provide examples for creative for other industries and clients. Agency should include any demonstrated use of creative technology including social media to implement PR programs.

### **6. STRATEGIC CAPABILITY (15 points)**

To provide an insight into the strategic capabilities of your Agency, please provide one appropriate example for each of the following (this does not necessarily require creative, but samples are welcome):

- Earned Media Placements in Canada
  - Travel Trade/Meeting Industry Placements
  - Issues Management Examples
  - Influencer Relations Examples
- Please state what research affiliates or internal research resources the Agency has available.
  - Please state how the Agency approaches identifying the key target audiences for its clients and how it then determines the appropriate media to best communicate with those audiences.
  - Please share what the agency's experience is in influencer engagement and campaigns.
  - State what experience the agency has with measurement of PR results.
  - State what experience the agency has in developing strategic PR and issues management plans. (Examples may be shared and results may also be included)

### **7. PUBLIC RELATIONS & MARKETING KNOWLEDGE (10 points)**

The Agency must indicate its overall experience in various PR strategies, demonstrating its solid media relationships and innovative abilities, particularly to negotiate and develop cooperative PR programs and non-traditional PR plans.

### **8. CLIENT SERVICES AND ACCOUNT MANAGEMENT (10 points)**

### **Account Management**

The Agency must provide a full-time Account Supervisor to handle all day-to-day contact with the GMCVB, with appropriate support and resources to handle a demanding and diverse destination account. In addition, a Senior Level Account Executive with deep strategic communications expertise should be on the account to shepherd and guide the team as well as provide client counsel.

This team must consist of strong writers with strong media relations skills. In addition, a Senior Level Account Executive must be available for counsel and overarching communications strategy.

Also:

State any services the Agency would need to subcontract on GMCVB's behalf.

The Agency should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFP should be specific.

### **9. PRICING INFORMATION AND VALUE (10 points)**

State all services that the Agency would be willing to perform as part of the retainer and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

### **10. REFERENCES (5 points)**

The agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFP.

**\*CONFLICT OF INTEREST:** The agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section). The agency must submit an agreement to terminate all conflict-of-interest accounts, if selected. List any accounts the agency would perceive as a potential conflict.