

NOTICE OF PROPOSED PROCUREMENT (NPP) 21-719

EMPLOYEE CONFERENCE

PURPOSE OF THIS NOTICE:

Export Development Canada (EDC), per its obligations under Chapter Five of the Canadian Free Trade Agreement (CFTA) and Chapter Nineteen of the Comprehensive Economic and Trade Agreement (CETA), is announcing that it is undertaking a Request for Proposal (RFP).

The Employee Conference is EDC's flagship annual employee engagement communications event. Each year it provides an opportunity to inform, inspire and engage with all EDC and FinDEv Canada employees (either in person or virtually) through a mix of corporate content, customer success stories, inspirational guests, and employee recognition.

This event has historically been held in person in Ottawa (the location of EDC's head office) but was reformatted to a virtual conference for 2021 due to the COVID-19 pandemic. Moving forward EDC will continue to host the flagship annual conference (virtually for at least the foreseeable future), with additional smaller-scale in person and/or virtual events throughout the year. The annual conference is currently slotted for May as a multi-day event, with smaller half-day business-focused events for fall and January. These events would only occur in-person should public health restrictions permit.

The objective is to engage a full service event management company to provide creative and engaging bilingual (English and French) communications, proven virtual event planning and management, expert virtual platform management, and graphic design services (in collaboration with EDC's brand team and guidelines) to the internal communications team.

The agreement would be for an initial three-year term with possible renewal for two additional years.

POTENTIAL SUPPLIERS

Should potential suppliers of these services wish to be included in this process, they must complete a "Letter of Interest" (as detailed below). Without exception, suppliers that do not submit letters of interest will not be considered in the RFP process.

INSTRUCTIONS FOR THE SUBMISSION OF A "LETTER OF INTEREST"

The letter of interest must identify "NPP # 21-719 – Employee Conference". Letters may be provided in either official language however the Supplier should be advised that its response may be required to be translated in order to be assessed and EDC reserves the right to rely upon its translation as the basis for this assessment.

Letters of Interest must identify the supplier's:

- Legal name
- Mailing address
- Telephone number
- Website/URL
- Contact (to coordinate receipt of the Non-Disclosure Agreement and RFP)
- Contact's email address

Letters of Interest should also respond to the following questions as applicable:

- Is your organization a certified diverse supplier? If yes, please identify the Certifying Organization.
- Does your organization consider itself a diverse supplier?

A diverse supplier is defined as an organization that is owned and controlled by at least 51% of individual(s) who are considered: indigenous persons, women, lesbian, gay, bisexual, transgender, veterans, cultural minorities, visible minorities, individuals with physical limitations or other disabilities.

Letters of Interest must be received by EDC by mail or by electronic mail (npp@edc.ca) before 3:00 p.m. Ottawa Time on Nov 1st, 2021. Upon receipt of the letter of interest, a Non-Disclosure Agreement (NDA) will be issued to the supplier, who upon execution of the NDA will be entitled to receive the RFP documentation. The RFP is scheduled to be released the week of Nov 1st, 2021.

EDC may, in its sole and absolute discretion, change the foregoing dates and times upon prior written notice to the potential suppliers.

RFP MANDATORY REQUIREMENTS:

In order to assist potential suppliers in determining their suitability in responding to this RFP, below is an excerpt of the mandatory requirements of the RFP. Potential suppliers will be required to be **100% compliant** with **all** of the following mandatory elements and must address each element below in order of appearance within the RFP response. Interested companies are required to have proven expertise in the following areas:

1. The Proponent **must (M)** provide the Letter of Offer (Appendix B) signed by an authorized representative of the Supplier.
2. The Proponent **must (M)** provide completed pricing tables (Appendix C) for all goods and services required under this Request for Proposal. All costs, including any One Time Costs, **must (M)** be provided with the Proponent's Offer or submission as part of its Financial Proposal.
3. The Proponent **must (M)** provide a written description of the firm's key experience and capability to provide the services in section 3.2.1 (scope of services).
4. The Proponent **must (M)** provide two (2) portfolio samples to demonstrate creative treatments for corporate live events, similar to EDC Employee Conference; one (1) virtual event with a per event budget of up to \$600,000 and one (1) virtual event with a per event budget exceeding \$600,000.
5. The Proponent **must (M)**, provide one (1) Creative Treatment (maximum ten (10) pages) for the main Employee Conference event (May 2022), using background information on EDC's 2020 and 2021 Employee Conference and leveraging EDC's brand guidelines. The Creative Treatment **must (M)** provide the rationale justifying the choice of packaging and implementation of the communication objectives.

RFP EVALUATION CRITERIA:

(Criteria and their associated weights are estimates and are subject to change at the discretion of EDC.)

1. Technical Proposal – 50%
 - a. Proponent Communication Services 5%
 - b. Proponent Processes 5%
 - c. Videos and Presentations 10%
 - d. Proponent Graphic Design Portfolio 10%
 - e. Past Event Sample Budgets 5%
 - f. Past Event Descriptions 5%
 - g. Creative Treatment for 2022 Conference 10%
2. Proponent Presentation – 25%
3. Financial Proposal – 25%

NON-DISCLOSURE AGREEMENT:

All participants in any subsequent RFP process will be required to sign EDC's Non-Disclosure Agreement without amendment prior to receiving the RFP documentation. Additionally, if deemed applicable by EDC, participants will be required to enter into a more detailed Agreement to ensure compliance with the requirements of the Privacy Act, should they be awarded the contract at the completion of the RFP process.

GENERAL:

EDC reserves the right to contact the referenced organizations for the selected provider as part of a subsequent RFP process.

EDC reserves the right to satisfy itself of the financial viability of the selected provider as part of a subsequent RFP process.

All documents and other deliverables provided in response to this NPP become the property of EDC.

This NPP and any submission received in response thereto, any associated RFP and proposal submitted in response thereto, and all related agreements, including a confidentiality agreement and services agreement, will be interpreted and governed by the laws of the Province of Ontario and federal laws of Canada applicable therein.

EDC has issued this NPP in order to solicit information from potential Service Providers. EDC assumes no liability, responsibility or obligation whatsoever to any Service Provider with respect to any aspect of this NPP. EDC has no obligation to reimburse or in any way compensate any Service Provider for expenses incurred in connection with its receipt, review or response to this NPP or in connection with the negotiation of a confidentiality agreement, services agreement, or otherwise.

BACKGROUND – EDC:

ABOUT EDC

For 75 years, Export Development Canada (EDC) has been dedicated to helping Canadian companies of all sizes succeed on the world stage. We are a financial Crown corporation that equips Canadian companies with the tools they need – the trade knowledge, financing solutions, equity, insurance, and connections – to grow their business with confidence. As international risk experts, we make trade safer for Canadian companies. Underlying all our support is a commitment to sustainable and responsible business. For more information please visit our website edc.ca.

ABOUT FINDEV CANADA

In January 2018, the Development Finance Institute Canada (DFIC) Inc. opened for business with a mandate to support the growth and sustainability of businesses in developing markets. FinDev Canada helps create jobs, promote women's economic empowerment, and contributes to a cleaner and greener environment. By filling the gap between commercial support and development assistance, FinDev Canada brings financial strength to businesses in developing markets that will in turn create stability and prosperity for local communities. It supports local private sector activity where it contributes to sustainable development. Based in Montréal, Québec, FinDev Canada is a wholly owned subsidiary of Export Development Canada (EDC), Canada's export credit agency.