



November 24, 2017

**ADDENDUM 1 TO REQUEST FOR PROPOSAL
FOR
GLOBAL MEETINGS, CONVENTIONS, AND INCENTIVES PROGRAM
PUBLIC RELATIONS SERVICES**

RFP NO. HTA 18-07

Note: The questions below may represent a combination or rephrasing of questions asked by various interested parties. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

- 1) In section "III. Scope of Services & Qualifications" under "Global MCI goals relating to PR," can you clarify what the expectation is to "Provide sales support services for site inspections and FAMs, presentations and proposals?"
 - a. The Global MCI team may need support to bring in the business by drafting copy or ppt presentations, or with proposal support, among other activities.

Examples of how Global MCI could use support include:

 - Strategic media coverage to encourage groups to consider the Hawaiian Islands as a meeting venue.
 - PR support to assist with attendance building and awareness.
 - Support for sales and marketing efforts including: drafting copy for ads, `Elele Newsletter (three times/year), drafting letters of support to send to elected officials etc.
 - Drafting welcome letters to confirmed MCI organizations.
- 2) We see that Asia Pacific and North America are both listed as target markets. Does HTA have a goal for how much it wants to grow in each region?
 - a. We definitely want to grow these markets and are working with our MCI Advisory Committee, global marketing partners and the Hawaii Convention Center to determine realistic growth targets now.
- 3) The RFP is labeled as a PR proposal, but the majority of the language is sales-focused. While we understand the correlation between PR and sales, we would like to know how success will be measured for this RFP. Will it be on PR measurements, like the Barcelona Principles, or will we be judged on the number of bookings we are able to indirectly secure through PR?

- a. PR will be measured by PR work, effectiveness as judged by the Global MCI team, and by the outcome of their PR work. In addition, the contractor will be evaluated on their ability to assist with damage control due to unforeseen circumstances.

While HTA's global marketing teams and the Hawaii Convention Center are responsible for their own sales results, we are looking for a PR company who can help these entities grow sales through public relations. An effective PR contractor could do this by:

- Helping Hawaii build its business brand for association and corporate meetings.
- Spotlighting Hawaii's strength in the incentive market.
- Showcasing Hawaii's strategic mid-Pacific location which allows our State to serve as the "Geneva of the Pacific" for East/West events.
- Assisting citywide convention customers with public relations needs which will support attendance building, raise conference awareness and increase customer satisfaction.
- Increasing media coverage for national and international markets

END OF ADDENDUM