



March 1, 2018

**ADDENDUM 1 TO
REQUEST FOR PROPOSAL
FOR
GLOBAL TOURISM SUMMIT SOCIAL MEDIA MANAGEMENT
HTA RFP NO. 18-15**

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) I can't locate the "Applicant Information Form." Is it the same as the Online Interest Form?
 - a. The Applicant Information Form is located on the RFP page of the HTA website at <http://www.hawaii-tourism-authority.org/about-hta/rfps/rfp-no-18-15/> . This is the form that you fill out and submit with your proposal.

This is not to be confused with the Online Interest Form mention on page 2 of the RFP. The interest form is provided so that you can receive updates to this RFP. To sign up for updates to this RFP please visit <https://eviann.wufoo.com/forms/w14zo0du1o46ngx/> .
- 2) This is mentioned: "No PowerPoint or slide deck formats will be accepted." can we submit a pdf of our ideas for the Work Proposal outlined in Section IV, II, B in our usual company formatting along with all necessary forms, or should the Work Proposal only be submitted in simple text answering each question inline?
 - a. Slide decks have a lot of wasted space and are more appropriate for an oral presentation or a sales pitch. Your proposal in the first round will be scored on substantive content and ideas. We recommend creating your proposal as a Word document (or some similar) first then converting to PDF. (You may, of course, choose landscape orientation as appropriate for graphics, etc.)

If you are chosen to advance to the second round, then you will be encouraged to have a slide deck for your oral presentation.
- 3) What is the budget for this RFP?
 - a. The budget is an amount not to exceed \$40,000. This is a fixed price contract so all expenses must be included in your bid. Please be aware that your bid will be judged not only on price but also on value.

- 4) Can we submit our proposal via email?
 - a. Please see the instructions on page 2 of the RFP for details on submission method.
- 5) What are the internal success metrics or goals for this project?
 - a. Metrics/goals should be part of the proposal.
- 6) The proposal mentions Facebook, Twitter and Instagram: What are the social media URLs we'd be responsible to post on?
 - a. The Global Tourism Summit currently does not have accounts on these channels. These will need to be created as part of the scope of services for this contract.
- 7) How often do you require posting (# of times per week or per day and on which social channels)
 - a. Frequency of posts should be part of the proposal under the workplan.
- 8) The proposal mentions being "Representation of The Hawaiian Islands and Global Tourism Summit Brands": We understand there are 3 social media accounts for Global Tourism Summit, but how are we representing The Hawaiian Island brands? Will we be posting to other brand accounts, as well?
 - a. There will be no posting to accounts other than the Global Tourism Summit accounts, but understanding that the contractor will be a representation of the Hawaii Tourism Authority and the Hawaiian Islands brand.
- 9) Will the vendor be responding to questions/customer service/replying to comments, etc. Will this be required at all times or just within working days/working hours? Will weekends be required for monitoring and responding?
 - a. The contractor will be responsible for responding to inquiries within reasonable working hours, and preferably within 72 hours.
- 10) Will the HTA provide the photography and videography or is the vendor expected to produce and pay for it as part of their budget?
 - a. The HTA will provide logos, photography, and videography.
- 11) Is there a more defined scope of services that details the work required during each month of the agreement?
 - a. The workplan should be part of your proposal.
- 12) Can companies from outside of Hawai'i, or outside of the USA, apply for this?
 - a. We are okay with agencies from outside of Hawai'i, but local knowledge is an advantage and should be evident in the proposal.

13) Will we need to come to Hawai‘i for meetings?

- a. While we are happy to hold meetings via teleconference, we will require you to make two trips to Hawai‘i: Once at the start of the contract and again for the Global Tourism Summit the first week of October 2018. Please remember that this is a fixed-price contract so any travel expenses will need to be included in your budget. No additional money will be supplied outside of the contract price.

[END]