



*Government of Bermuda*  
Ministry of Education and Workforce Development  
**Department of Workforce Development**

Date: October 30, 2018

Reference: Addendum #1 for Request for Quotation for Public Education and Awareness Campaign

This Addendum forms part of the RFQ documents and will be subject to all of the conditions set out in the RFQ and contract conditions.

This Addendum # 1 contains three pages.

1. What are your timings for the campaign? It is mentioned this will occur over a 4-month period to March 31<sup>st</sup>, 2019, which means the campaign will launch December of this year. If this is the case, we are afraid this will not be enough time for development and planning in order for us to deliver a quality product.

**1A: This is a four month campaign. Launching in December and concluding March 31, 2019**

2. Is there a particular reason for a 4-month campaign? Is there a date you are trying to meet?

**2A: This is in keeping with a financial year end**

3. Is there an opportunity to extend the 4 months with a sustaining campaign?

**3A: There may be a possibility to extend campaign**

4. What is the One-Stop Career Centre? Will it just live on your website or is there a physical presence? Or is this something that will be activated through the Careers Fair or Roadshow? How is this different from the Jobs Portal?

**4A: One-Stop Career Centre concept is a system whereby individuals can gain access to all career development services including assessment, job search and training. The Department is transitioning into a One-Stop Career Centre in 2019. The intent of this campaign is to brand and market the Department as a one-stop career Centre. The Vendor would be required to create a brand, logo and creative for the One Stop Career Centre.**

5. Who will provide the content and manpower for the career fairs? Roadshows? Townhall meetings? Understand that we will be in charge of ingress and egress for the events, but we assume that your team will be present to man the booth and the event floor.

**5A: The Department will provide manpower, the vendor will organize and promote the events with industry partners and schools.**

6. Who will provide guide questions or topics for the radio interviews/talk show?

6A: The Department and the vendor would provide questions and talking points.

7. Are you open to an alternative solution to the Careers Fair? Based on our experience with the ACE Careers Fair which we assisted in administration, creative and media from 2005 to 2010, mounting a careers fair requires a very large investment in terms of resources and manpower.

7A: The department is open to suggestions regarding staging and organizing career fairs.

8. Roadshows – Where does these go? Schools? Companies? Roadshow and presentations for schools and companies.

8A: The vendor would be required to assist in the development of the PowerPoint presentation. The Road Shows are an opportunity for the Department to provide services in the community. These can be held at Schools, Community clubs, Workmen's Clubs, Church Halls etc.

9. Updating DWD website (Profiles) – how many profiles do you expect to update or how often will the updates be made?

9A: Monthly, at the very least two success stories a month.

10. What are the demographics you are targeting for the careers fair? Roadshows? Town hall meetings? Radio interviews/talk shows? Are they primarily students?

10A: Broad range to be determine based on audience or request. We would like to target Bermuda's unemployed, high school graduates, part- time- workers, adult learners, individuals on disabilities, youth etc. The key priority is providing access to the training and career support service.

11. What are the monthly stats that the press release will cover? Will this need an infographic or just a text article?

11A: Both, text and infographic

12. Will you provide photos for the press releases?

12A: Department of Communications will provide photos for press releases.

13. Are we required to hire a photographer to cover the events?

13A: There may be occasions or events that require hiring a photographer. Sufficient notice will be provided if the Government's photographer is unavailable.

14. Do you have a database of Employers to be invited to the meetings?

14A: Yes

15. Do you have a working budget for all the programs outlined, including strategy, creative development, production and media?

15A: Budget for overall programme is set. Cost for production of promotional and media to be determined by Department and vendor.

16. As part of our deliverables, we have been asked to identify the allocation of government resource time versus agency time. As far as what we can expect as resource from the Government team, will we have 'bodies' for on-site support for the events (4hrs per person) or in-house artwork production for:

a. Bi-weekly road shows (even if they take place on weekends or after-hours)?

- b. School Career Fairs (Coordination team, set-up support, teams to man the booths and entrance)
- c. Artwork production hours once the successful agency has determined concept, copy and layout?

16A: Department staff will be available to assist with staffing and on-site support for Road Shows and Career Fairs. Art work production will be determined by the Vendor and Department of Communications.

17. The RFQ mentions that the successful agency will be engaged for a 3-month period (page1) on and for a four-month period on (page 8). Please confirm the correct duration of engagement and the proposed start date.

17A: Four month launching in December 2018 and concluding March 31, 2019

18. There are some deliverables that include regular meetings with employers - as this would be a part of the department's external partner relationship building process, will there be a point person in place for the post-engagement hand-over.

18A: Yes

**END OF ADDENDUM #1**