

EXPRESSION OF INTEREST

NORTHWEST TERRITORIES TOURISM

**Agency of Record
Marketing Services**

**SPECTACULAR
NORTHWEST
TERRITORIES**

NWT Tourism is inviting interested businesses in the Northwest Territories to submit an Expression of Interest to provide full-service marketing services as the Agency of Record to Northwest Territories tourism.

What is an Expression of Interest?

An Expression of Interest or EOI, is a way to pre-screen interested businesses to ensure they have the capacity and ability to meet the requirements to be the Agency of Record for Northwest Territories Tourism. Applicants of the Expression of Interest will be reviewed and scored criteria and those who receive a passing score will be invited to submit a follow-up proposal or provide an overview of their services.

Those who do not receive a passing score will not be considered for Agency of Record marketing services, but this does not preclude them from providing other services to Northwest Territories tourism.

We understand completing a full RFP is not cost-efficient for many which is why we are seeking to pre-screen agencies to ensure they can provide the services before being invited to an invitational RFP (if required). This Expression of Interest helps ensure interested agencies have the minimum qualifications needed to be the Agency of Record for NWT Tourism.

About NWT Tourism

Northwest Territories tourism is a non-profit organization that provides both Destination Marketing services and advocacy on behalf of its approximately 200 members involved in the tourism industry. The association undertakes all destination marketing activities for the Northwest Territories with funding and support from the Government of the Northwest Territories. It actively promotes all sectors of tourism for the Northwest Territories in both domestic and international markets.

Scope of Work

The scope of work to be the Agency of Record for Northwest Territories tourism includes but is not limited to:

- providing marketing services and strategic marketing advice,
- providing social media strategy and services,
- providing full-service graphic design expertise,
- providing video production, shooting and editing services,

- providing copywriting and content development services,
- have the ability to build, maintain and host websites in both Drupal and WordPress,
- providing advertising services including the purchase and management of digital, TV and traditional media,
- be able to provide printing services through their networks of suppliers in both Northern Canada and other areas,
- provide exhibit Design Services and work with qualified suppliers on the production of exhibits,
- undertaking strategic marketing-related research.

The NWT Tourism Agency of Record is expected to have an office and a staffed presence in the Northwest Territories and must have the ability to meet with senior staff and others who can offer services in the areas of social media, video, account management, copywriting, and graphic design.

How to Respond to this EOI

Please submit a response, no more than 5 pages containing answers to the following questions:

Is your company based in the NWT? Please provide the address and number of team members located in the NWT. (10 points)

Are you BIP Registered? (please provide number) (10 points)

What is your price per hour for the following services: (25 points)

- Account Management
- Strategic Marketing Services

- Graphic Design
- Web Development
- Video Production (including shooting & editing)

Copywriting

Please provide an overview of your experience in the following areas with the practical experience from the last 3 years. (20 Points)

- Tourism Marketing
- Development of Tourism Videos
- Social Media management for tourism destinations

The world of tourism has changed significantly since COVID-19. Please share your insights and thoughts (in 500 words or less) on what you feel the biggest opportunities are for NWT as they market the destination. (10 points)

Please provide an overview of your company, its ownership, NWT-based offices and team. (15 points)

Please provide an overview of how your company contributes to the growth of the NWT economy and how working with NWT Tourism would help you do this. (10 points)

Submission deadline:
**February 22, 2023 by
4:00 PM MST.**

Please submit your responses to
ceo@spectaculatNWT.com