



Workers' Compensation Board of British Columbia

Corporate and Health Care Purchasing

Request for Information & Qualification (RFIQ)

Media Consultant/Event Coordinator

RFIQ #039-2009

Issue Date: Oct.7, 2009

WorkSafeBC requests that responses be submitted by:

2:00 PM Pacific Time on Oct. 27, 2009

Delivery Instructions:

Mail / Courier / By Hand:	
Worker and Employer Services – Main Entrance/Security Desk WorkSafeBC 6951 Westminster Highway Richmond, BC V7C 1C6 Attn: Corporate and Health Care Purchasing	
Electronically	
Electronic copies of the RFIQ may be submitted in accordance with the BC Bid instructions for e-bidding. Only pre-authorized e-bidders registered on the BC Bid system will be able to submit electronic bids.	
Email & Fax responses will NOT be accepted.	

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SECTION I - INSTRUCTION TO RESPONDENTS

1.0 INTRODUCTION

Workers' Compensation Board of BC herein referred to as "WorkSafeBC".

- 1.1 This RFIQ is an inquiry and Request for Information & Qualification only and does not imply a commitment by WorkSafeBC to proceed with the work or to purchase any product(s) and/or solution(s). WorkSafeBC will advise **only** the Respondent(s) it decides to proceed with further, as defined herein.
- 1.2 Until such time as a contract is awarded, WorkSafeBC reserves the right in its sole discretion not to proceed with the work, or purchase any product(s) or solution(s), to proceed by way of a Request for Proposal (RFP), to issue one or more further requests for information by a Request for Information (RFI), Request for Information & Qualification (RFIQ) or Request for Additional Information (RAI) or otherwise, or to negotiate a contract individually with any Respondent to this RFIQ for all or part of the work, product(s), or solution(s).
- 1.3 WorkSafeBC reserves the right to conclude any or all of the processes relating to this requirement should it be in the best interest of WorkSafeBC as determined by WorkSafeBC. WorkSafeBC is not bound to enter into a contract with any qualified Respondent.
- 1.4 If WorkSafeBC elects to proceed by way of an RFP, or if WorkSafeBC elects to request more information by way of a further RFI, RFIQ, or RAI or by any other method, WorkSafeBC may in its sole discretion create a Respondent list using any or all Respondents to this RFIQ; may rank responses based on the evaluation and/or requirements defined herein and select a shortlist of one or more of those which ranked most highly; or if deemed in WorkSafeBC's best interest, it may include additional Respondents.
- 1.5 This RFIQ should not be considered a request for or an authorization to perform any work or to supply any goods or services. Any development work undertaken by the Respondent and any costs and/or expenses involved in the preparation of replying to this RFIQ, and for subsequent presentations and/or demonstrations and/or negotiations will be the sole responsibility of the Respondent, including any travel.
- 1.6 WorkSafeBC is subject to the *Freedom of Information and Protection of Privacy Act (FIPPA)* and as such all submissions to this RFIQ will become the property of WorkSafeBC and as such will be held in confidence by WorkSafeBC subject to the FIPPA disclosure provisions. Any clauses in a document received in response to this procurement process which purports to limit WorkSafeBC's obligations under FIPPA will be considered void and severable from the response. By answering this RFIQ the Respondent will be deemed to have accepted this term.
- 1.7 WorkSafeBC reserves the right to modify this RFIQ at any time and at its sole discretion. This includes the right to cancel this RFIQ at any time without entering into a contract with any Respondent.
- 1.8 The information provided to the Respondent in this RFIQ is confidential and proprietary; it must be kept strictly confidential and the Respondent must not disclose any of the information to any

person or entity except to those of the Respondent's employees, officers, and directors who have a clear and bona fide need to know the information in order to prepare a Response to this RFIQ.

2.0 RFIQ SUBMISSION AND DELIVERY INSTRUCTIONS
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2.1 It is the Respondents' responsibility to ensure that they have received a complete set of documents as listed by the page numbers. By submitting a Response, the Respondent has verified that they have received a complete set of RFIQ documents including any and all addenda.

2.2 WorkSafeBC requests that Respondents complete and return all the following by **2:00 PM Pacific Time on Oct -27-2009:**

- **Signed WorkSafeBC RFIQ Response Form contained in Section IV of this RFIQ**
- **RFIQ Response**
- **Any appendixes and information requested including;**
 - **Appendix A References**

2.3 WorkSafeBC requests that responses be delivered by **one** of the following methods:

Hardcopies:

- **One (1) original plus two (2) copies of the response in hardcopy, and**
- **An electronic copy of the response on CD in Microsoft Office 2003 (or earlier versions) e.g. MS Word, Excel, PowerPoint or Adobe PDF;**
- Please ensure responses are delivered in an envelope identified with the name and address of the Respondent, **addressed to WorkSafeBC, Attn: Corporate and Health Care Purchasing;** with the **RFIQ number and closing date** clearly identified on the outside of the package to the following address:

**Worker and Employer Services – Main Entrance/Security Desk
WorkSafeBC
6951 Westminster Highway
Richmond, BC V7C 1C6
Attn: Corporate and Health Care Purchasing**

Electronically through BC Bid:

- a. An electronic copy of the response will only be accepted in MS Word or Adobe PDF format, Microsoft Office 2003 or earlier.
- b. 6 MB maximum file size.
- c. Please ensure that the entire proposal is submitted as a single file, except for the RFIQ Response Form which requires a signature, digital signatures are acceptable.
- d. ZIP or like files will not be accepted.
- e. WorkSafeBC will NOT accept any responsibility for failure to receive or the inability to read any submission for any reason including technical issues, data corruption, failure as a result of BC Bid security system, or failure for any other reason.

2.4 **Email & Fax responses will NOT be accepted.**

3.0 REQUESTS FOR ELECTRONIC COPY OF RFIQ

- 3.1 It is the responsibility of the Respondents who retrieve or download this RFIQ document from the BC Bid website (www.bcbid.gov.bc.ca), or the WorkSafeBC website (www.worksafebc.com) to ensure they monitor this site for any addendum to the RFIQ document issued up to and including the closing date.
- 3.2 For requests of electronic copies of this Request for Information & Qualification, please contact Jason Lin at 604-276-3344 and provide the appropriate RFIQ number, your name, phone number and email address.
- 3.3 Respondents who have obtained the RFIQ electronically shall not alter any portion of the document, with the exception of adding the information requested.

4.0 CLARIFICATION

- 4.1 Please direct any question related to the RFIQ to the Purchasing Officer whose name appears below. Respondents shall not ask questions of the WorkSafeBC department for which the contract is being procured or any other department of WorkSafeBC, unless so directed elsewhere in this document.

RFIQ INQUIRIES:

Cathie Herbert, Senior Purchasing Officer

Corporate and Health Care Purchasing

Phone #: (604) 276-3285

Fax #: (604) 276-3260

Email: purchase@worksafebc.com

- 4.2 Respondents are asked to submit in writing any questions regarding this RFIQ to the attention of WorkSafeBC not less than three (3) working days before RFIQ Response closing date.
- 4.3 The questions will be reviewed, and where information sought is not already clearly indicated, WorkSafeBC shall issue an addendum to all Respondents which shall become part of the RFIQ documents.
- 4.4 Other than a member of the Corporate and Health Care Purchasing, no employee or agent of WorkSafeBC is authorized to change the content of this RFIQ and/or any addenda.

5.0 GOVERNING LAW / JURISDICTION

- 5.1 This Request for Information & Qualification shall be governed by and construed in accordance with the laws of the Province of British Columbia which shall be deemed to be the proper law hereof and in so doing the Courts of British Columbia shall have exclusive jurisdiction to determine all disputes and claims arising out of or in any way connected with this RFIQ.

6.0 AGREEMENT FOR INTERNAL TRADE

- 6.1 If the value of any response(s) resulting from this Request for Information & Qualification exceeds the cost thresholds stipulated in Annex 502 of the Agreement on Internal Trade then all provisions of Annex 502.1A of the Agreement on Internal Trade will apply.
- 6.2 The language used in all responses to this Request for Information & Qualification shall be English.

SECTION II – BUSINESS OBJECTIVES

1.0 PURPOSE

WorkSafeBC 's vision for 2010 is to become known for outstanding customer service, and is inviting submissions for a Media Consultant/Event Coordinator to represent WorkSafeBC within the media industry in order to optimize the communication of messages, promotions, issues and programs throughout BC.

The term of the contract would be for a two (2) year period, with four (4) additional 1 year options to renew.

2.0 PROCESS

2.1 Based on the responses received for the RFIQ, WorkSafeBC may:

- Decide not to proceed with the project, work, product or solution;
- Decide to defer the project, work, product or solution;
- Request further information using an Request For Information (RFI) or Request For Additional Information (RFAI);
- Develop and issue a formal Request for Proposal (RFP); or
- Shortlist one (1) or several Respondents to formally present their proposed solution and/or approaches to the WorkSafeBC Selection Committee, or negotiate a contract directly with a Respondent.

2.2 WorkSafeBC reserves all rights defined herein Section I, Instructions to Respondents, "1.0 Introduction", as deemed in the best interest of WorkSafeBC.

2.3 If WorkSafeBC requests presentations, short-listed Respondent(s) will be notified after the RFIQ closing of the specific time, date and location for a presentation of their submission. All costs incurred in the preparation of the responses and the presentation, including all travel costs, are the responsibility of the Respondent and are not chargeable to WorkSafeBC. WorkSafeBC will try to accommodate the availability of all Respondent(s). However, WorkSafeBC reserves the right not to continue with Respondent(s) who are not available for a presentation.

3.0 OVERVIEW

The Successful Respondent(s) will be a Media Consultant/ Event Coordinator with a good understanding of WorkSafeBC and of both its dedication to promoting workplace health and safety and its promotion of safety and prevention program. Having an intimate knowledge and good working relationship with media outlets in BC and their target audiences is necessary as the Media Consultant/ Event Coordinator will be acting as an ambassador to represent WorkSafeBC to the news media. For information regarding WorkSafeBC's corporate profile, please see Appendix B.

3.1 The Successful Respondent(s) will be expected to be available for the duration of the contract, to ensure relevance and continuity of business relationships. The Successful Respondent(s) must be

readily available to work face- to- face with WorkSafeBC staff, sometimes on very short notice and sometimes outside of regular office hours, to:

- Develop and implement media strategies for awareness campaigns
- Create final reports on media coverage of specific events or news releases
- Manage deadlines for delivery of both ad and print copy to trade publications for the high risk injury and advertising strategy.

3.2 The Successful Respondent(s) will assist Corporate Communications to develop and assist, on short notice, with external awareness campaigns and in doing so must be able to:

- Liaise with both internal and external stakeholders
- Be available to coordinate onsite events outside of normal work hours
- Work independently

4.0 REQUIREMENTS

4.1 The Successful Respondent(s) will have clearly demonstrated skills to execute and deliver all communications services outlined in this Request including:

- An intimate knowledge of, and excellent working relationships with, media outlets within BC and their audience demographics
- Ability to keep current with new and innovative social media and communication tools.
- A good understanding of WorkSafeBC, its role and the programs it offers and promotes
- Professionalism and discretion
- Strong organizational ability with attention to detail
- Experience in critical path planning
- Experience coordinating special events and community relations activities
- Experience as a media advisor
- Strong oral and written communication skills
- Ability to work independently on several projects and initiatives concurrently
- Ability to work under pressure and meet short deadlines
- Ability to coordinate onsite events outside of normal working hours
- Ability to work with senior executive level clientele
- Experience writing for publications
- Experience creating media kits which includes concept, design, and writing
- Research experience
- Interviewing skills

5.0 EVALUATION

5.1 Evaluation and short-listing of Respondents shall be based on WorkSafeBC's evaluation of the responses using criteria that include, but are not limited to:

Company profile	10%
Capability and Experience	40%
Cost	30%
Value add and innovation	20%
Total:	100%

5.2 WorkSafeBC may invite Respondent(s) to make a presentation to WorkSafeBC. At the discretion of WorkSafeBC, the evaluation for the second phase, if required will be based on the following consideration, in addition to those listed above, and award determined by total overall score:

- Interview/Presentation: 25%

5.3 Any awarding of a contract will be subject to satisfactory reference checks, in the sole opinion of WorkSafeBC.

5.4 If WorkSafeBC requests presentation(s) the Respondent will be responsible to ensure that staff representatives attending the presentation are able to respond to detailed business and/or technical questions.

SECTION III - RESPONSE FORMAT

Respondents are invited to be creative and address any other approaches and other deliverables that may achieve the goals. WorkSafeBC requests that you include the following minimum information in your response, and respond in the same format and order as criteria is outlined below.

- Please enclose the **signed** Section IV. **RFIQ Response Form ON TOP of your submission package.**
- Please provide your response in the same sequence of topics as listed below
- Please provide a Table of Contents for your submission.

1.0 COMPANY PROFILE

1.1 Please include the following:

- a. Letter of introduction with an overview of your company background and profile. (maximum 2 pages).
- b. Please provide name and contact information of the Media Consultant/ Event Coordinator who would be assigned to provide service to WorkSafeBC as described herein, who has the skill sets and experience in the subject areas identified in Section II 3.0 OVERVIEW and 4.0 REQUIREMENTS. What will be your commitment if this designated person can no longer complete the contract?

2.0 CAPABILITY AND EXPERIENCE

- 2.1 Provide details on consultant's number of years' experience with this type of work.
- 2.2 Provide references , on Appendix A, with company names and client contact information where the Media Consultant/ Event Coordinator has performed similar work of similar sensitivity, for two firms of significant size and public profile as WorkSafeBC.
- 2.3 Provide details of the Media Consultant/ Event Coordinator's experience and working relationship with BC news media.
- 2.4 Provide any examples or detail of how the Media Consultant/ Event Coordinator utilizes new media such as YouTube, Blogs, and social networking sites such as Facebook, Twitter, etc..
- 2.5 Pick at least three of the following the Media Consultant/ Event Coordinator has completed and provide a sample of each:
 - a. News release
 - b. Short (less than 250 words) article which has been published
 - c. Event critical path
 - d. Backgrounder to support a news release
 - e. Fact sheet to support a news release
 - f. Media advisory

Please list any projects your firm, together with the designated consultant you are assigning to WorkSafeBC, has recently undertaken in any of the identified subject areas in Section II; 3.0 Overview, for a large public or private organization.

3.0 INNOVATION & VALUE ADD

- 3.1 Please provide a very brief description of other business advisory services offered by your firm in addition to those described previously.
- 3.2 Briefly describe any capabilities that make your firm uniquely qualified to provide the requested services, including any innovative approaches you have successfully used with other clients.

4.0 COST

4.1 Cost

- a. Please provide your hourly rate for services as outlined in this Request (All prices in Canadian dollars).
- b. Please identify any other fees that might apply to a typical engagement within this scope of work.

SECTION IV - RFIQ RESPONSE FORM – RFIQ #039-2009

WORKERS' COMPENSATION BOARD OF BRITISH COLUMBIA (WORKSAFEBC)
6951 WESTMINSTER HIGHWAY, RICHMOND, BC V7C 1C6

Company Name:

I/We hereby offer the information in our response to WorkSafeBC for review. I/We understand that this information is provided in response to a Request for Information & Qualification and that nothing in the RFIQ document should be construed as binding on WorkSafeBC or that a contract need be awarded.

APPENDICES TO RFIQ:

WorkSafeBC requests that any appendixes as called for in the RFIQ be completed and attached to this RFIQ Response form. All appendixes form an integral part of this response. I/We enclose:

Appendix A	References
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ADDENDA

I/We acknowledge receipt of the following applicable Addenda to the RFIQ (please add additional addenda, if issued:

ADDENDUM:	DATE OF ADDENDUM	FROM PAGES	TO PAGES
Addendum No. 1			
Addendum No. 2			

Authorized signing officer

<i>Legal / Business Name:</i>	
<i>Other names under which your Company operates:</i>	
<i>Address:</i>	<i>Telephone Number:</i>
<i>City, Province, Postal Code:</i>	<i>Fax Number:</i>
<i>Signature:</i>	<i>Title:</i>
<i>Print Name:</i>	<i>Date:</i>
<i>Official Email Address:</i>	
<i>WorkSafeBC Registration Number:</i>	

Any clauses in a document received in response to this procurement process which purports to limit WorkSafeBC's obligations under FIPPA will be considered void and severable from the response. By answering this RFIQ the Respondent will be deemed to have accepted this term.

APPENDIX A - REFERENCES

<i>Company Name:</i>	
<i>Address:</i>	<i>Telephone Number:</i>
<i>City, Province, Postal Code:</i>	<i>Fax Number:</i>

Provide references with company names and client contact information where the Media Consultant/ Event Coordinator has performed similar work of similar sensitivity, for two firms of significant size and public profile as WorkSafeBC.

1 COMPANY NAME & ADDRESS	
Contact Name	
Telephone No.	
Brief Description of Project	
2 COMPANY NAME & ADDRESS	
Contact Name	
Telephone No.	
Brief Description of Project	

APPENDIX B – WORKSAFEBC OVERVIEW CORPORATE PROFILE

WorkSafeBC (the Workers' Compensation Board) is an independent statutory agency that serves nearly 2.3 million workers and about 197,000 employers throughout British Columbia. It is funded through insurance premiums paid by registered employers and through investment returns. The *Workers Compensation Act* empowers WorkSafeBC to enforce occupational health and safety standards, provide legislated compensation and rehabilitation benefits to injured workers or their dependents, and collect funds from businesses to operate the workers' compensation system. In administering the Workers Compensation Act, WorkSafeBC remains separate and distinct from government. However, WorkSafeBC is accountable to the public through the provincial government, which is responsible for protecting and maintaining the overall well-being of the workers' compensation system.

WorkSafeBC is dedicated to:

- Working with our partners to achieve our vision: keeping workers and workplaces safe and secure from injuries, disease and fatalities.
- Rehabilitating injured workers and returning them to productive, safe employment.
- Providing sound financial management for a viable workers' compensation system.
- Protecting the public interest.

Most of WorkSafeBC's head office operations are located at 6951 Westminster Highway, in Richmond, B.C.

Major regions throughout B.C. are represented by area offices in Abbotsford, Courtenay, Kamloops, Kelowna, Nanaimo, Nelson, Prince George, Terrace, and Victoria. Four Lower Mainland offices are located in Burnaby, Coquitlam, North Vancouver, and Surrey.

WorkSafeBC currently employs in excess of 2,500 people; approximately 2,000 work in the head office facilities, with the balance located in regional centres.

Our mandate to provide insurance coverage to employers and rehabilitation/compensation to injured workers and their families is just the beginning of our commitment. Our mission is to assist the workers and employers of BC to create and sustain a culture of health and safety in the workplace through our compassionate and supportive services, sound decisions and advice, and solid financial stewardship.

Our commitment is to make a difference one human being at a time.