

# Request for Proposals for Marketing Services

Proposal Deadline: 3:00pm CST, Friday, December 8<sup>th</sup>, 2017

Engineers Geoscientists Manitoba, an Association requesting marketing plan development proposals of services for a bold new initiative. The bold new project “Engineering Changes Lives” aims to **target** the diversity of society considering entering engineering and to retain those in the engineering “pipeline”. The ultimate purpose of this initiative is to meet the goal that 30% of newly licensed engineers in 2030 will be women, as set forth by Council.

The Association was established on March 27, 1920 by The Engineering Profession Act to regulate the profession of engineering in Manitoba. In 1998 the Manitoba Legislature expanded the Association's mandate to regulate professional geoscientists in Manitoba with The Engineering and Geoscientific Professions Act.

In 2015 the Association adopted the working name of Engineers Geoscientists Manitoba while retaining the legal name of The Association of Professional Engineers and Geoscientists of the Province of Manitoba (APEGM).

The purposes of the Association are to:

- Govern and regulate the practice of professional engineering and professional geoscience in Manitoba
- Promote and increase, by all lawful means and in the public interest, the knowledge, skill, and competency of its members and students in all things relating to the professions of engineering and geoscience
- Advocate where the public interest is at risk

Questions regarding this RFP should be directed to [30by30@EngGeoMB.ca](mailto:30by30@EngGeoMB.ca) no later than Friday, December 1<sup>st</sup>, 2017 at 3:00 pm CST. Responses to all questions will be sent via email or by phone within three business days.

Electronic submissions of the proposals are required and must be submitted to [30by30@EngGeoMB.ca](mailto:30by30@EngGeoMB.ca) with “RFP Submission for Marketing Services” in the subject line.

## Summary

With this Request for Proposal (RFP), the Association seeks to acquire the services of a qualified local marketing firm to support its marketing initiatives. The Association invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support the bold new project "Engineering Changes Lives", which aims to **target** the diversity of society considering entering engineering and to retain those in the engineering "pipeline" to meet the goal that 30% of newly licensed engineers in 2030 are women, as set forth by Council (referred to as the 30 by 30 goal). The contract period will be from January 2, 2018 to April 2018 to complete 'Phase One: Marketing Plan Development'. The marketing plan will guide a communications and advertising campaign focused on a fresh and innovative way of spreading the message about the importance of engineering in society, the vital role that women play in it, and the positive environment that results from teams of men and women working together on a common goal (shifting paradigm, societal change, beyond engineering).

Based on performance, the contract may be extended on a no-bid basis to complete 'Phase Three: Advertising Campaign'. The developed marketing plan will be presented to Council in March 2018 along with the budget for the implementation of the advertising campaign to align with the potential opportunity to announce the overall initiative during the UN Commission on the Status of Women in March 2018. Details pertaining to a contract extension are to be determined.

## Background

This document discusses the various elements of a bold new initiative by Engineers Geoscientists Manitoba and the Manitoba Government to achieve the goal of having women make up 30% of newly licensed engineers in Manitoba by 2030. This goal, which was created by Engineers Canada along with the thirteen engineering regulators across the great nation of Canada, results from the urgent need for diversity within the engineering profession.

Currently, in Manitoba, 15.1% of newly licensed engineers are women. This is significantly lower than the 30% target. Approximately 9% of licenced engineers in Manitoba are women. It takes between five and six years of university education before a newly graduated engineering student can apply to become an engineering intern with Engineers Geoscientists Manitoba, and another four years of supervised work experience before achieving their professional designation (P.Eng). Therefore, the window to meet the goal of 30% women by the year 2030 is closing in quickly with a window of only three years to influence potential engineering students in order to accomplish this goal.

By 2026, the Association will need well over 20% of our intern applicants to be female to ensure 30% of newly licenced engineers are women by 2030. This means that by 2018 and 2019 all females in high school must be taking the required engineering electives: physics, math, and chemistry. Consequently, our current target audience is in grade 8.

Through this bold new initiative, Engineers Geoscientists Manitoba will secure a partnership with the Manitoba Government to help attract and retain women in STEM (with particular emphasis on the “E”). The desired paradigm shift should generate the societal change required to reach the ultimate goal that 30% of newly registered engineers in 2030 are women, as set forth by Council.

**The initiative will involve the development of the following:**

1. Phase One: Marketing Plan Development - A marketing plan to guide a communications and advertising campaign focused on a fresh and innovative way of spreading the message about the importance of engineering in society, and the vital role that women play in it. (Shifting the current paradigm, bringing about societal change, beyond engineering).
2. Phase Two:
  - a) Strategic Plan Development - A strategic plan to guide the necessary actions over the next few years to increase enrollment of girls in engineering, and retention of women in the profession.
  - b) Advertising Campaign - The developed marketing plan will be presented to Council in March 2018 along with the budget for the implementation of the advertising campaign to align with the potential opportunity to announce the overall initiative during the UN Commission on the Status of Women in March 2018.
3. Phase Three: Strategic Plan Implementation – The developed strategic plan will be presented to Council in June 2018 along with the budget for the execution of the strategic plan initiatives.

### Association Marketing Goals

- Societal paradigm shift impacting all those involved to obtain by 2030, 30% of newly licensed engineers will be women
- Societal paradigm shift opening the minds of society allowing for the paradigm shift to open the doors allowing for the initiative to be successful
- Marketing analysis bringing together the information to determine the marketing strategies and marketing plan

### Scope of Work

The scope of work must include but not limited to the following:

### Strategy

- Serve as the Association’s expert advisor for the development and implementation of marketing strategies for reaching the 30 by 30 goal
- Develop a marketing plan focused on achieving the Associations Ends
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement KPIs

## Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development
- Support Association's internal marketing needs by providing integrated collateral templates

## Digital

- Provide website design, development, and content services, as needed
- Provide social media strategy development, content, and execution
- Provide videos that can be shown to various targets throughout society
- Other marketing materials for distribution primarily for schools

## Market Research

- Conduct market research to identify target industry segments with the highest revenue generating probability, as needed
- Conduct customer surveys, as needed

## Branding

- Advising Association on maintaining brand consistency
- Making recommendations on brand advancement

## Response Requirements (minimum requirements)

For ease and efficiency of review, Engineers Geoscientists Manitoba has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

### 1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. List the name, background of lead on this project.
- c. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- d. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

### 2. Qualifications

- a. Provide a brief description of your firm, including its founding and history; number of employees; assigned project manager with key people involved in the initiative; service areas; and, awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of marketing industry among your firm's personnel, in the context of their careers.

- d. Special consideration: Describe the experience with and knowledge of the non-profit industry among your firm's personnel, in the context of their careers.
- e. Special consideration: Describe why and how your firm is uniquely positioned to serve as Engineers Geoscientists Manitoba lead marketing strategist, implementer, and advisor.

### 3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b. Provide examples of relevant work and / or case studies that clearly demonstrate bold new initiatives and innovation in successful advertising campaigns shifting the paradigm of society.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to Association work, along with their credentials and experience.

### 4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

**Please follow exactly the requirements for the responses noted above. It is the responsibility of the bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.**

### Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 3:00 pm CST Friday, December 1<sup>st</sup>, 2017 via email only, at [30by30@EngGeoMB.ca](mailto:30by30@EngGeoMB.ca). Answers to all questions received by this deadline will be sent via email. Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

### Award

Engineers Geoscientists Manitoba reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. Engineers Geoscientists Manitoba reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

### Anticipated Selection Schedule

- a. RFP Distributed November 20<sup>th</sup>, 2017
- b. Question & Answer Period November 27<sup>th</sup>, 2017 to December 1<sup>st</sup>, 2017
- c. **Proposal Due Date December 8<sup>th</sup>, 2017**
- d. Interviews December 11<sup>th</sup>, 2017 to December 15<sup>th</sup>, 2017
- e. Contractor Selection December 18<sup>th</sup>, 2017
- f. Commencement of Contract January 2<sup>nd</sup>, 2018

### Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to Engineers Geoscientists Manitoba by **3:00pm CST, Friday December, 8<sup>th</sup>, 2017**. Responses submitted after 3:00 pm CST will not be accepted.

Responses must be submitted electronically via email to: [30by30@EngGeoMB.ca](mailto:30by30@EngGeoMB.ca) with **“RFP Submission for Marketing Services”** in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information in the same order as the numbered Response Requirements listed above.