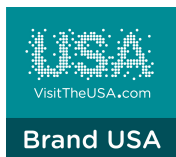




# REQUEST FOR PROPOSAL

Global Trade Development Consultant  
October 2017



## PURPOSE

The purpose of this Request for Proposal (RFP) is to identify the appropriate vendor to assist the Global Trade Development team in the development of global strategic planning and execution, to include specific programming and standard operating procedures described below.

## SCOPE OF WORK

The selected vendor will:

- Create and develop a signature trade event for Brand USA. This event should meet the needs of Brand USA and its partners in increasing visitation and spend from specific markets.
  - Research event opportunities over Brand USA's top markets and suggest suitable markets and locations for a Brand USA signature event.
  - Propose location and date of event based on Brand USA's availability and industry interest.
  - Propose structure, goals and date of the event.
  - Create standard operating procedures (SOPs) around the event.
- Assist in the development of Familiarization and Mega Familiarization Tours.
  - Clarify SOPs for Fams and MegaFams.
  - Work with Global Development Team to liaise with U.S. partners and in-market representation to help organize logistics of the MegaFam.
  - There are usually 2-3 Brand USA MegaFams per year.
- Assist in the development of a growth plan for the [USA Discovery Program](#)
  - Research and propose potential growth markets for the USA Discovery Program.
    - New potential markets will be based on Brand USA representation in market, need for travel agent training in market and potential opportunity in market.
  - Develop growth plans for each market in which the USA Discovery Program is live: UK & Ireland, India, Australia & New Zealand, China, and Brazil.
  - Develop growth plan for upcoming markets: Mexico, Germany, and South Korea.
  - Recommend enhancements to the program.
  - Develop retention plan to keep agent actively engaged.
- Manage Phase II and Phase III of the Brand USA Travel Trade Portal. This portal will be linked to the Travel Trade Professional section of the Brand USA consumer website. This website provides the travel trade the tools necessary for the promotion of the USA. Please find the link to the Travel Trade Portal here:

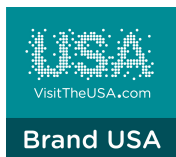
TheBrandUSA.com/USATripKit.

- Manage development of new and existing itineraries to promote the USA.
  - Manage the procurement of matching rights-free images with said itineraries.
  - Manage the updating of the Travel Trade Portal so that it is up to date and current. These could include, but are not limited to an interactive map of the USA, destination information, a Brand USA events calendar.
- Manage the implementation of Phase II and Phase III of the Brand USA Tool Kit. This tool kit houses itineraries in different languages as well as rights-free images for the travel trade to use in the promotion of the USA.
  - Ensure features of the Tool Kit are up to date and current. These could include, but are not limited to different itineraries, and rights-free images.
- Work with the Global Trade Development Vice President and other key Brand USA leadership to create in market global plans.
- Work with the Communications Department to create a 5- year partner calendar.
- Work with the Communications Department to create SOPs for communications between Brand USA and the travel trade.
- Assist the Vice President of Global Trade Development with the management of the international offices.

## QUALIFICATIONS

- A strong network of contacts in the global travel trade industry.
- A demonstrated capacity to work with DMOs, CVBs, hotels and attractions.
- A strong institutional knowledge of the product lifecycle.
- Experience in developing and presenting training materials.
- A demonstrated capacity for creating organizational standard operating procedures.
- Strong organizational skills, and ability to stick to deadlines.
- Experience in managing global trade offices and developing strategic plans.
- Experience working in teams and comfortable working independently.
- Experience in managing teams.





### PROPOSAL FORMAT AND SPECS

Please submit your response electronically, via email. Please limit the response to no more than 20 pages in length. Proposal format is open to presentation style, but it must include the following information:

- Company history.
- Staff background, including relevant CVs.
- 3 Client references from companies that the vendor has provided similar work.
- 3-5 case studies exemplifying proven success in creating SOPs, developing strategic plans, or growth plans, managing global trade offices, and staff management experience.
- Create a one-page proposal on suggested elements of a Travel Trade Website portal.

### BUDGET

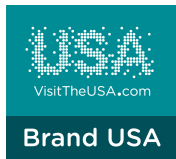
Vendors should build out a detailed plan and timeline covering deliverables across Brand USA's requests for \$150,000/year. Individuals/vendors should include a breakdown of administrative expenses (incl. travel), staff time, and third-party expenses necessary to accomplish the goals set forth here.

### MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than October 12, 2017 (due by 5:00 pm, EDT), and sent by email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com).

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. Notice of Intent to Bid (Attachment 1) must be received by October 12, 2017 (due by 5:00 p.m. EDT). The notice shall be sent by email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. RFP Responses must contain the following information:
  - a. Executive Summary. Provide description of the nature of the organization's services and



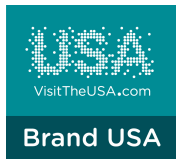
activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.

- b. 3-5 Case studies.
- c. 3 company references.
- d. Sample SOPs and strategic plans.
3. No Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
4. Budget, including timeline and project plan.
5. Certification Form (Attachment 2) must be signed and accompany all RFP Response submissions.

## TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	October 02, 2017
B. Written Questions (due by 5:00 p.m. EDT)	October 12, 2017
C. Written Questions Answered and Posted to Brand USA Website	October 27, 2017
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	October 12, 2017
<b>E. Proposal Due (due by 3:00 p.m. EDT)</b>	<b>November 10, 2017</b>
F. Proposal Evaluation by Scoring Committee	November 16, 2017
G. Notification and Scheduling of Finalist Interviews	November 21, 2017
H. Finalist Presentation/Interviews	December 01, 2017
I. Notice of Intent to Award Contract and Public Posting	December 08, 2017



### DELIVERY OF PROPOSAL

Each bidder is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, no later than November 10, 2017 (3:00 p.m. EDT). The .pdf should be no more than three separate files. The proposal may not exceed thirty pages double-spaced at 12-point font.

Proposals may be e-mailed to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) or sent by courier such as Federal Express, UPS, etc. to:

Brand USA Headquarters

C/O RFP Administrator

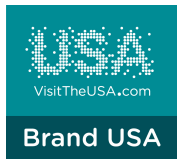
1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – Global Trade Development Consultant

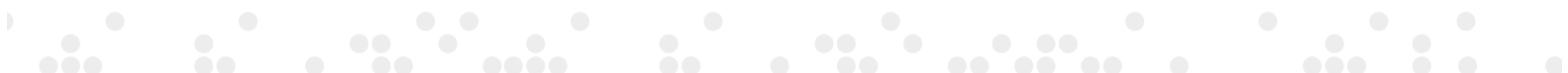
Phone: 202.536.2060

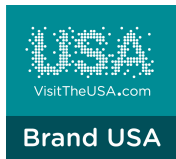
Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)



### EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





## ATTACHMENT 1

### NOTICE OF INTENT TO BID

Due: October 12, 2017

**SEND TO:**

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

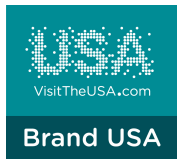
ATTN: RFP Global Trade Development Consultant

Phone: 202.536.2060

Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:





## ATTACHMENT 2

### CERTIFICATION

*Please include this statement as part of the Proposal*

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

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Authorized Signature

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Typed or Printed Name

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Title

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Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

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Phone Number

---

Official Contact Title

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Facsimile Number

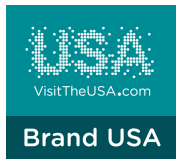
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Email Address

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Street, City, State, Zip





ATTACHMENT 3  
FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Program Management and Planning	25	
Strategic and Critical Thinking	25	
Awareness of and experience with Brand USA	25	
Staff Experience and Vendor Reputation	25	
TOTAL POINTS	100	