

**Request for Proposals:  
Profile, Pitch, & Presentation Consultant  
December 2014 – February 2015**

**1.0 OBJECTIVE**

Aerospace and Defense Industry Association of Newfoundland and Labrador (ADIANL), Newfoundland and Labrador Environmental Industry Association (NEIA), Canadian Manufacturers and Exporters of Newfoundland and Labrador (CME-NL), in partnership with the Atlantic Canada Opportunities Agency (ACOA) and the Province of Newfoundland and Labrador (NL) are seeking the services of a consultant to provide instruction for profile, pitch and presentation development for members of the Aerospace, Defence & Security Industry, the Environmental Industry, and the Manufacturing and Exporting Industry. The consultant will be required to create templates for profile, pitch, and presentation, and provide instruction on development of each to participating members including company/product descriptions for use in international marketing efforts, concise marketing pitches that capture the attention and interest of perspective international customers/partners, effective presentations including key communication points & slide decks, to support marketing efforts. The project will include (but not limited to) 9-15 member companies from the three industries with all training taking place in St. John's, NL.

**2.0 BACKGROUND**

ADIANL, NEIA, CME-NL, ACOA, and the Province of NL (hereafter referred to as the Committee) are coordinating an educational opportunity for members of the indicated industry associations. The Committee will hold an information session for the project which will focus on the development of profiles, pitches, and presentations to be used for export opportunities. It is expected that 9-15 companies will participate.

The material developed during the project will be used for print and website promotion of members companies and capabilities.

The purpose of this activity is to engage local companies and industry associations in the program and prepare for international market entry activities. Participating companies/individuals will have the opportunity to learn how to develop quality profiles, pitches, and presentations for various target markets and identify areas of opportunities. The participating companies will also receive one-on-one assistance from the Consultant.

**3.0 SCOPE OF WORK**

We want each participant to conclude the project with a quality international profile, complete pitch, and working presentation e-files. This project will consist of:

- **Lead** sessions, as outlined above
- **Review** of participating company information
- **Education** on profile, pitch, and presentation development for international markets
- **Develop** agenda, handouts materials, lesson plans, templates, infographics, exercises, slide decks, and any other required content

- **Instruction by consultant** to develop profiles, pitches, and presentations
- **One-on-one consulting** including guidance and feedback on developed materials, tips and best practices
- **Detailed summary report**

#### 4.0 SPECIFIC DELIVERABLES

The Consultant will:

- **Review the NL companies**, including capacity, capabilities, products and services. This may require contact with the companies by site visits, phone, and e-mail to seek clarification on the products/services and market interests (2 days).
- **Provide a project plan**, including daily activities, agenda, handout materials, lesson plans, templates, infographics, exercises, slide decks and other required content.
- **Provide instruction and one-on-one after-care** for participating companies. Consultant services for profile, pitch, and presentation will be provided to participating companies for ten days. Participants will receive instruction and one-on-one care during and after the project. This entails 6, eight hour, days of group instruction and 4, eight hour, days of follow-up and one-on-one consulting. Number of days for follow up may change subject to registration.
- **Provide a final report**, including the details of actual results.

#### 5.0 PROJECT METHODOLOGY (alternate methodologies considered)

a) **Project Orientation:** The Consultant will meet with the Committee upon notification of proposal acceptance to discuss the contents of the terms of reference, the outcomes expected from the project, and the most realistic schedule for completion.

b) **Literature Review and Research:** The Consultant will review relevant research and speak with subject matter experts to identify best practices.

c) **Content Outline:** After preliminary research, the Consultant will submit to the Committee a working list of references and identified learning objectives.

d) **Content Development:** The Consultant will develop a draft course content, lesson plan, exercises, and Power Point presentation for review by the Committee. These materials will be provided in both hard and electronic form.

e) **Final Module Package:** Based on the input of the Committee, the Consultant will revise the content of the modules, lesson plan, exercises, and presentations. These will be submitted with a listing of "Other Learning Resources," such as websites, newsletters, and recommended readings for participants who wish to learn more about the subject matter.

## **6.0 PROJECT ELEMENTS**

### **(i) SCHEDULE**

The Consultant will begin work **December 15, 2014** upon approval to proceed. The expected completion date is **February 16, 2015**

a) List of multiple template choices for instructional use must be provided to the Committee no later than **December 22, 2014**

b) A project plan, including methodology, for the 10 days of instruction no later than **December 22, 2014**

c) In-class instruction begins **January 7, 2015**

d) A final report must be provided by **February 16, 2015**

### **(ii) SELECTION CRITERIA**

The successful Consultant will be determined based on the following:

- The extent of knowledge and experience in relation to the work
- Understanding of the scope and objectives of the proposal
- Proposed approach, work plan and schedule
- Cost\* (in Canadian dollars)

*\*Determination of best value may not result in the lowest cost being accepted.*

### **(iii) BUDGET**

Please include in your quotation any administration expenses – faxes, mailings, telephone, etc. For budgeting purposes, the consultant should assume that 9-15 companies will participate in the initiative.

### **(iv) PAYMENT SCHEDULE**

Payment schedule is as follows:

- 25% upon signing of contract
- 50% upon completion of in-class instruction and follow-up
- 25% holdback paid upon satisfactory completion of the project

Failure to provide the final product before **February 16, 2015** may result in adjustment to the final holdback/payment.

### **(v) INTELLECTUAL PROPERTY**

Upon completion of the project, all intellectual property belongs to the committee and/or firms, not the consultant.

## 7.0 CONSULTANT PROPOSALS

The proposal should include a company prospectus, services offered and experience of qualified personnel relating to the project management and project team. In particular, the proposal should note the Consultant's technical capabilities. Names of former clients for whom similar or relevant work has been performed should be presented as references, as well as a description of the work completed. **NOTE: IT IS MANDATORY THAT RESUMES OR CVS OF ALL CONSULTANTS OR SUBCONTRACTORS BE INCLUDED IN THE PROPOSAL.**

Selection will be based on the capabilities and experience of the project team, adherence to the terms of reference, and budget. The lowest cost, or any, proposal may not be selected. Any further inquiries should be made to: **Melanie Maher (ADIANL), 709-237-7354, [melanie.maher@adianl.ca](mailto:melanie.maher@adianl.ca)**

### (i) LOCATION OF WORK, WORK SITE AND DELIVERY POINT

No office or administrative support will be supplied to the Consultant and no additional fees will be paid to cover business expenses incurred in carrying out this project. Deliverables will be accepted in electronic format and communication between the Committee and the Consultant will consist of office visits, email, and telephone calls.

### (ii) SUBMISSION REQUIREMENTS:

a) Short proposals responding to this Request for Proposal must include a CV, References, and a proposed methodology including sources and/or databases to be used. Proposals should be no longer than 5 pages in length (excluding CV) and must be received by **December 10, 2014 at 4:00 pm NST.**

b) All bids must be sent by email to:

**Melanie Maher (ADIANL) 709.237.7354 [melanie.maher@adianl.ca](mailto:melanie.maher@adianl.ca)**