

Questions and answers

Request for Proposal (RFP)

No. RFP-2022-04

“Reputation Management Services for Tourism Destinations”

Question	Answer
• What is the timeframe between the date of award and the start date of the project?	The award date and the start date are expected to be the same.
• How many firms were invited to submit a proposal?	It's an open invitation, and in addition to being opened to the public, was sent the link to 6 -8 companies
• Will Transforming Market Systems (TMS) Activity and USAID sign a bilateral NDA? Status Labs does not disclose previous clients or provide case studies without an NDA in place.	A bilateral NDA can be signed. TMS will need to review the format before signing. TMS does not anticipate any problem in signing an NDA.
• Is previous experience performing reputation management/SEO for a country a requirement for consideration?	Preferable, but not required.
1. Is there a preferred file format for the tender response – we assume pdf acceptable?	PDF is preferred, to avoid format changes or edits.
2. Will there be requirement to travel/ work in Honduras or elsewhere – we can definitely consider this.	It is not required to travel and/or work from Honduras.
3. Will the chosen supplier be able to direct the work and priorities or work in collaboration with partners mentioned or both eg ACDI/VOCA @VisitHonduras, @HondurasIsGreat, @Honduras.Travel @Honduras.com?	Collaborations with the mentioned will be possible.
4. Is there a current plan of work in regard to ORM already in place or activity (request mentions previous work undertaken)?	There is no current plan nor
5. What systems if any are currently used to capture and monitor conversations online/ reviews etc?	None, as ACDIVOCA we do not use social listening or online conversations monitoring tools.
6. What is required here Section F “New Unique Entity Identifier”?	Please refer to the following link: UEI
1 Is review requesting a priority for your project?	It is not a priority, and it is not requested
2 If yes to the above, please provide the systems you are using today to track tourist data/events?	N/A
3 Please provide all teams that will have access to the platform.	Not sure of what is being ask. In case this question refers to number of people who could have access to the tools. The answer would be, the POC assigned by the organization.
4 Please provide a list of the social channels that are most important to you for social listening?	Prefer to be advised on the social channel most used in the US and Canada.
5 How many competitors do you want to compare against?	As mentioned in SCOPE OF WORK, top three (3) competitors: Guatemala, Costa Rica, Caribbean.
6 Please provide your escalation process for crisis management regarding social listening and reviews?	All questions and/or decision-making requirements will be sent to the assigned POC once an agreement has been reached.
7 Please explain your requirements regarding the program's needs for services vs. software.	We do not require or ask for a software. But rather a service that uses the right tools.
8 What is the expected timeline of the project? One time or continual/annual?	As it is known ORM should be a continuous effort, however the continuity depends on results.
9 What kind of formal partnership has been made between hotels/resorts and ACDI/VOCA? If any- is there a way to use them to generate more reviews/positive online sentiment?	Our local partners include the National Tourism Chamber and The National Tour Operator Association. Both representing the main companies and key players and could collaborate with the strategy.