



May 15, 2020

Notification Sent Via E-mail; Addendum posted online

Request for Proposals
EPRFP 2020-35743

ADDENDUM #2

Professional Services for Design of a New Web Site

CLOSING: 12:00 PM ON May 19, 2020

Please refer to the above RFP document in your possession and be advised of the following:

Part A: Revision

None

Part B: Questions and answers

Q1. Can you describe what your expectations are for the user experiences for event planners?

A1. We're looking for a page or section in the site where event planners can easily find relevant information and fulfill potential questions regarding floor plans & specs, food & beverage, suppliers, FAQ, contact form and event policy guidelines.

Q2. Are there other languages we need to consider for the site for visitors from other countries?

A2. The default website language is English, however, we are also considering other languages such as French.

Q3. Are we leveraging existing copy and content from the current website or are we developing everything net new?

A3. Please see Addendum No. 1, Q.7 for our response to this item.

Q4. If leverage existing - which copy items would you like us to retain?

A4. Please see Addendum No. 1, Q.7 for our response to this item.

Q5. Aside from Enercare and Beanfield what is the priority/hierarchy in terms of the other tenants? Do they get treated differently?

A5. Enercare and Beanfield Centres are VENUES of Exhibition Place, buildings of Exhibition Place. As are, Queen Elizabeth Building, Better Living Centre. We sell these spaces as exhibit, meeting, conference spaces to clients.

Enercare and Beanfield are our priority venues because we book more business in them, however, we still want to be able to feature Queen Elizabeth and Better Living Centre.

*The full list of tenants can be found here:
<https://www.explace.on.ca/venues/tenants>*

We will sometimes work closely with other tenants like Hotel X, because our clients' clients would book a room there whilst attending a conference on our grounds.

However, we would never want to show any difference in the way we treat our tenants, so all the same.

Q6. Is it possible if you can send any high-level data reports from the Ungerboeck CRM tools that are being used for the site?

A6. Absolutely no reports will be used from Ungerboeck to the site or vice versa, with the exception of the form that catches leads mentioned in Addendum 1. There is no integration with the website. It's not needed.

Questions on Objectives and Requirements:

Q7. **Create a Platform:** Please elaborate on what the requirements are for the platform? Who is the main user? Secondary user? While we have a good idea, it would helpful to have a thorough breakdown.

A7. The main users/audiences are 1) Attendees/Visitors – Members of the general public, locally and internationally, 2) Event Planners - Major corporations, organizations & associations, locally and internationally, and 3) Exhibitors – Conventions, Expo & Trade shows, locally and internationally.

Q8. **Social Media Integration:** Do you want to integrate the social buttons and also be able to like social pages, or do you want to integrate the latest tweets/posts from your social pages?

A8. *The site should have an integration with the latest tweets/posts from @ExPlaceTO Twitter and Instagram accounts.*

Q9. **Custom Google Maps:** What is the customization needed here? To be able to place a custom marker on the map, create an itinerary from Home to the Exhibition Place? Or customization in terms of colors?

A9. *No need to create an itinerary or interface customization. The idea is embedding Google Maps into the website layout to help visitors navigate an area or easily find directions to ExPlace venues.*

Q10. **Mailing list plugin - Newsletter:** Will you need to create a subscription profile in MailChimp based on what the user interests are (i.e.: interested in tech (specific) events) to target the newsletters?

A10. *There's a pre-existing Exhibition Place Mailchimp account to be shared with the chosen proponent.*

Q11. **Contact Form:** Will this form be similar to the one existing here: <https://www.explace.on.ca/contact>

A11. *Leave this form similar, but editable. This is a general inquiry form. Oftentimes, people who message us are people who think we are Enercare Home Services and want to switch their gas. We don't want more information from them, but still need to give them a way to reach us, since we are public servants.*

Q12. **Google Analytics integration:** Is the objective here to add Google Analytics tags or to tag the website pages to understand the user actions are on the website?

A12. *That's correct. Exhibition Place does have an existing Google Analytics account for digital marketing reports purposes. We will share further details with the chosen proponent.*

Q13. **Chatbot:** Do you want to use the Facebook chat plugin that allows the user to discuss live with Exhibition Place. Or do you want a real chatbot?

A13. *A simple plug in such as Live Chat from WordPress is fine. We want to be actually answering the client.*

An example:

Client clicks on chat button

Auto response says "Thanks for reaching out! Our team typically answers within 15 minutes. If your matter is urgent, please call 416-263-3056"

We are notified via e-mail, to sales@explace.on.ca that we have a new chat. We

go to our back end, and reply live to the client.

Should you have any questions regarding this addendum, contact the undersigned at 416-263-3628 or via e-mail, purchasing@explace.on.ca

Please acknowledge receipt of this Addendum in your submission and be governed accordingly. All other aspects of the RFP remain the same.

Sincerely,

T. Lynn Miller
Purchasing Manager