



Canada Council  
for the Arts

Conseil des arts  
du Canada

**ANNUAL PUBLIC MEETING (APM) EVENT LIGHTING, AUDIO  
AND VIDEO LIVESTREAMING  
REQUEST FOR PROPOSAL**

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**THE CANADA COUNCIL FOR THE ARTS**  
**ANNUAL PUBLIC MEETING (APM) EVENT LIGHTING, AUDIO AND VIDEO**  
**LIVESTREAMING**

**REQUEST FOR PROPOSAL**

**• GENERAL INFORMATION & INSTRUCTIONS**

**1.1 PURPOSE FOR THE RFP**

This request for proposal (RFP) invites individual consultants and consulting firms (the Firm) with expertise in event lighting, audio and video livestreaming events to provide video livestreaming services to the Canada Council for the Arts (the Council).

**1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS**

The Canada Council for the Arts is Canada's national public arts funder, with a mandate "to foster and promote the study and enjoyment of, and the production of works in, the arts."

The Council champions and invests in artistic excellence through a broad range of grants, services, prizes and payments to professional Canadian artists and arts organizations. Its work ensures that excellent, vibrant and diverse art and literature engages Canadians, enriches their communities and reaches markets around the world.

The Council also raises public awareness and appreciation of the arts through its communications, research and arts promotion activities. It is responsible for the Canadian Commission for UNESCO which promotes the values and programs of UNESCO in Canada to contribute to a more peaceful, equitable and sustainable future. The Canada Council Art Bank operates art rental programs and helps further public engagement with contemporary arts.

The Council is governed by an 11-member Board. Members of the Board and the Director/CEO are appointed by the Governor in Council. The Council works closely with federal, provincial, territorial and municipal arts and cultural agencies and departments.

A federal Crown corporation created through an Act of Parliament in 1957, the Council reports to Parliament through the Minister of Canadian Heritage and Official Languages. It receives funding from Parliament and its annual budget is supplemented by endowment income, donations and bequests.

For more information in regards to the above-mentioned, please refer to Council's following websites:

- 1) Canada Council for the Arts: <http://canadacouncil.ca/>
- 2) Public Lending Right Program: <http://www.plr-dpp.ca/>
- 3) Art Bank: <http://artbank.ca/>
- 4) CCUNESCO: <http://unesco.ca/>

### 1.3 BACKGROUND

The Canada Council for the Arts is Canada's national public arts funder. The Council promotes artistic excellence in Canada and nurtures public appreciation for the arts across the country and abroad. The Council occasionally contacts creative professionals to provide services in support of its communications activities.

The intent of this request for proposal (RFP) is to establish a contract with a supplier who can be assigned to deliver video livestreaming for the Council's Annual Public Meetings.

### 1.4 ACCEPTANCE OR REJECTION OF PROPOSALS

It is the intention of the Council to consider the proposals submitted and to not be precluded from negotiating with one, or more than one, of the parties responding to this RFP to finalize technical and commercial terms. **The Council reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of the Council, to be the most advantageous to it.**

The proposal having the lowest cost shall not necessarily be accepted and the Council may take into account any criteria in evaluating responses to this RFP. The Council is not obliged to provide reasons to any responding parties with respect to any use of the Council's discretion.

The Council reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if at all.

### 1.5 RFP DATES & DEADLINES

The following schedule will be followed for this RFP:

RFP posted to MERX	August 20, 2019
Deadline for questions regarding the RFP	August 26, 2019
Deadline for submissions	September 20, 2019
Contract negotiations	October 15 to 25, 2019
Start of contract	October 28, 2019

**Period of Validity of the Proposal:** Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

### 1.6 CONFIDENTIALITY AND COUNCIL'S OBLIGATION

All information, including the RFP, provided to the Firms shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the [Access to Information Act](#) s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

- financial, commercial, scientific or technical information;
- “confidential” - three indicators of confidentiality:
  - the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;
  - the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
  - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
- supplied to a government institution by a third party; and
- treated consistently in a confidential manner by the third party.

## 1.7 TERMS & CONDITIONS

Successful firm(s) will be required to enter into a contract with the Council which will embody the terms of this RFP and any subsequent negotiations or clarifications. The Council reserves the right to modify or amend this form of agreement prior to its finalization and execution with the party submitting the successful proposal.

## 1.8 REQUESTS FOR INFORMATION

Please submit any questions in writing, via email, to the contact below and the Council will respond accordingly. To ensure that all firms receive equivalent information, the Council will post applicable clarification questions and responses on MERX. Deadline for submitting questions is August 26, 2019 at 5:00 pm EST (Ottawa local time).

Enquiries concerning any aspect of this RFP can be directed to:

**Contact Name:** Nathalie Mendonça

**Contact Title:** Manager, Web and Brand

**Email:** [nathalie.mendonca@canadacouncil.ca](mailto:nathalie.mendonca@canadacouncil.ca)

## 1.9 INSTRUCTIONS

### 1.9.1 RECEIPT OF PROPOSAL

The completed RFP submission shall be received electronically by email on the proposal due date of September 20, 2019 prior to 5:00 pm EST (Ottawa local time). Firms are requested to keep their RFP submission size to under 20 MB. Please indicate the RFP title in the email's subject line.

All proposals must be:

- signed by a duly authorized officer;
- include a statement that the firm has examined and understood the RFP and all addenda (as applicable), and
- state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the [timeframes](#) specified in this proposal.

Consulting firms are responsible for ensuring that submissions are received by the Council prior to the proposal due date and time. Late submissions received after the closing date and time will be disqualified from competition and not evaluated.

#### 1.9.2 FORMS OF PROPOSAL

To ensure that all proposals are uniformly evaluated, they must be submitted in the format prescribed in [Appendix A](#) of this RFP.

The proposal should completely address each element of the Council's requirements as outlined in [Section 2.2 \(Service Requirements\)](#). Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

#### 1.9.3 MODIFICATION OF PROPOSALS

Firms may modify their proposals up to the specified closing date and time.

#### 1.9.4 AMENDMENTS OR WITHDRAWAL OF THE RFP

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be posted on MERX. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Firms must acknowledge receipt of all addenda in their proposal.

#### 1.9.5 RETURN OF PROPOSALS

Unsuccessful proposals will not be returned to the Firm.

## • COUNCIL'S REQUIREMENTS

### 2.1 OVERVIEW

In accordance with the Financial Administration Act (Section 113.1), the Council holds an annual public meeting, providing an opportunity to share information and solicit feedback from the public. The Council uses the opportunity to report on recent activities, but also provide insight as to what lies ahead.

The Annual Public Meetings are held in Ottawa, on the month of January each year, at the Council's offices on the 2nd floor (Massey-Levesque A-B).

#### Objectives

- Fast upload speeds.
- Beautiful lighting: presenters and content is properly exposed and white balanced.
- Pleasing and balanced sound.
- High quality video.
- Transitions between presenters or segments are smooth and on cue.
- Seamless integration of simultaneous interpretation in both English and French, ASL & LSQ and live captioning into livestreaming videos.

### 2.2 SERVICE REQUIREMENTS

The Firm must provide all necessary professional audio/visual equipment, personnel, and materials required to produce and record Council's Annual Public Meeting events. A sample event schedule is provided below for reference. Note that this schedule could be subject to change from year to year.

12:30 pm	<b>Briefing – run through</b> (Massey Levesque)
3:30 to 4:00 pm	<b>Registration in Main Lobby</b> (distribution of headsets for simultaneous interpretation)
4:00 pm	Emcee(s) - welcome and Introductions ( <b>Start of Livestream</b> )
4:05 pm	Emcee(s) introduces Chair, Board of Directors
4:05 pm	Presentation by Chair, Board of Directors
4:13 pm	Chair, Board of Directors introduces Director and CEO, Canada Council for the Arts
4:13 pm	Presentation: Director and CEO, Canada Council for the Arts
4:35 pm	Emcee(s) thanks speakers, opens floor to Q&A
4:35 pm	<b>Questions and Answers</b> In person, Twitter, Facebook, and email
5:15 pm	End of APM meeting ( <b>End Livestream</b> )

The event consists of 3 to 4 presenters. The venue at Council's office has the following equipment available for use during the event and should be leveraged by the Firm where possible:

- Sound system built-in (owner of sound system will be onsite the day of the APM)
- 2 Wireless HH microphones
- Podium
- 8' x 12' risers for stage
- 8' x 20' backdrop
- Simultaneous interpretation booth (built into the room), headsets and required audio equipment

The Firm is responsible for aesthetic design elements (e.g. lighting) that will improve the atmosphere of the Council venue.

### Event Pre-production

1. The Firm must appoint a producer/floor operator to be responsible for the contracted services and for all communications with the Council's staff.
2. At a minimum of 10 days prior to the event date, the Firm must meet in-person with representatives from Council facilities to inspect the venue's infrastructure to insure all necessary equipment is in place for the event.
3. Technical setup and rehearsals will be conducted on the following dates:

Technical setup and testing of audio, video and livestream	1 day before the event
Cue-to-cue rehearsal with moderator and speakers	3 hours before the event start time

### Event Production

The Firm must provide the following, including but not limited to:

#### Personnel

- Technical director
- Camera operators
- Teleprompter technician
- Producer
- Etc.

#### Floor Equipment

- Risers for cameras
- 2 TV screens on each side of the stage (80")
- Venue lighting using LED lights, including lighting on ASL/LSQ interpreters
- Presidential teleprompter
- Pipe and drape (dark blue) across the stage wall on each side of Council's backdrop (must be same height as the Council backdrop 7' 10" tall)

#### Audio Visual Equipment

- 4 HD cameras that must be of the same model; 1 facing the stage on a tripod, 1 on the ASL interpreter on a tripod, 1 on the LSQ interpreter on a tripod, 1 handheld facing audience for Q&A session and intercuts throughout speeches
- Equipment to allow for live captioning in both official languages
- Computers and backups—Computer's should be capable of handling Powerpoint presentations and video at a minimum of 1280x1024 resolution, plus all feeds and switchers for the multiple forms of transmission, including the floor audio and video, simultaneous interpretation, ASL, LSQ and live captioning
- Wireless intercom system sufficient in size to accommodate communication between all technicians and operator, if required

#### Venue Integration

All of the video and audio should be output using the venue’s existing infrastructure.

- TV screens will need to display slides and videos from computer input.
- ASL and LSQ interpreters must be seen onscreen at all times
- Live captioning must be available onscreen at all times. Scripts will be provided in advance of the event
- Audio must be able to be mixed from individual sources (including mics, computers, etc.) and output using the venue’s audio system

### Recording

The Firm must provide the capability to record the “director’s mix” switched output of cameras, audio, and computers. Additionally, the vendor must provide an ISO recording from all 3 cameras and computer outputs in HD. This ensures that Council has a media and file format usable for post-production editing on a computer. Each individual audio source should also be recorded separately.

### Live Webcast

The event will be broadcast using a third-party cloud based solution. The vendor requirement for this section is to provide:

- third-party cloud based live streaming solution that will enable Council to embed streaming video on its site
- all necessary streaming equipment and expertise
- coordinate Internet connectivity with the venue
- 1 feed for English (w/ English audio dubbing + ASL + live captioning)
- 1 feed for French (w/ French audio dubbing + LSQ + live captioning)
- 1 standard HD feed of the “director’s mix”/floor (including audio) over HDMI
- live captioning
- lower thirds is in the video (speaker names, social media hashtags)
- waiting screens (intro and outro)
- PowerPoint and video in live stream

### Event Post-production

The Council publishes the recorded audio and video of the full event with closed captioning on the Council’s YouTube Channel. This deliverable must be completed and made available to the Council no later than 10-business days after the conclusion of the event. Note that the Council will provide the transcriptions. The vendor must provide analytics of the webcast the next day following the event.

### Important Dates

The following is a tentative schedule, but may change in accordance with the event’s needs or unforeseen circumstances.

Load-in and set up at Canada Council	1 day before the event
Tech dry-runs (testing AV and livestream)	Morning of the event from 8 to 11:30 am
Presenters and performers rehearsal	3 hours before the event start time (from 12:30 to 1 pm)
Event Live Streaming	Day of the event from 4:00 to 5:15 pm
Final edited videos due	10 business days after the event

## Quality Assurance

The Firm will be in close contact with the Project Authority at all stages. All deliverables must be approved by the Project Authority at various stages throughout the process.

Prior to delivery, the Firm must verify the quality of the deliverables to ensure they meet the project requirements and are free of errors. Verification shall include ensuring that the deliverables have been produced according to the Project Authority's instructions.

## Project Management

The Firm must:

- 1) meet with the Project Authority and complete the planning phase of the project (meetings may take place via teleconference);
- 2) advise the Project Authority in writing when additional costs may be incurred as a result of scope changes, provide an estimate and receive written approval from the Project Authority before commencing the additional work.

### 2.3 GENERAL TIMEFRAME REQUIREMENTS

Exact timelines will be defined with each event.

### 2.4 OTHER REQUIREMENTS

No other requirements.

## • EVALUATION OF THE PROPOSALS

### 3.1 SCORING

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

4. Proposal is submitted according to instructions (Pass/Fail)
5. Firm's capability (70%)
  - a. [Section A: Executive Summary of the Proposal](#)
  - b. [Section B: Profile of the Firm](#)
  - c. [Section C: Suitability of the Firm](#)
  - d. [Section D: Service Requirements](#)
  - e. [Section E: Service Standards](#)
  - f. [Section F: References](#)
  - g. [Section G: Timeline Requirements](#)
6. Firm's pricing schedule (30%)
  - a. [Section H: Pricing Schedule, Experience & Value Added](#)
  - b. [Appendix B](#)

Firms are required to demonstrate in their proposal that they are able to satisfy the above criteria. Council reserves the right in its sole discretion to request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

### 3.2 SHORT-LIST

A short-list of Firms will be selected on the basis of Council's analysis. Firms on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

### 3.3 AGREEMENTS WITH SUCCESSFUL FIRMS

The Council shall enter into negotiations with the successful Firm(s) with a view to finalizing a contract for services (the contract), on terms acceptable to the Council. The contract shall be for a period of **one base contract year with four (4), one-year (1) option years** in favour of the Council. The Council reserves the right to cancel the contract at any time if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

All proponents will be advised on the results of the RFP, including disclosure of the name of the winning proponent, once the proposals have been reviewed and the final negotiations with the winning proponent have been finalized and agreed. Notifications will be done via an email and/or telephone conversation with all the proponents at the discretion of the Council. Within 15 days after notification of award, unsuccessful proponents may request a debriefing on their proposal to be scheduled at a later date.

## • WORK TERMS

### 4.1 TASKS

Tasks will depend on the nature and scale of each event. For more information refer to section 2.2 Service Requirements).

### 4.2 CLIENT SUPPORT

The Council's Project Authority will:

- Provide access to Council personnel as required for discussions, consultations and information;
- Provide access to Council branding guidelines and visual assets as well as background documents for review;
- Provide support to connect with artists, arts organizations as needed;
- Assist the Firm with obtaining Council documents and data, as required;
- Provide final approval and acceptance of all deliverables; and
- Provide feedback to the Firm on all deliverables.

### 4.3 DELIVERABLES AND ASSOCIATED SCHEDULE

All completed deliverables are subject to inspection and acceptance by the Project Authority or his/her designated representative.

Deliverables deemed to be unacceptable by the Project Authority and thus not meeting the Quality Assurance requirements described in this document must be corrected by the Firm within the timeframe prescribed by the Project Authority.

Refer to section 2.2 Service Requirements for more information.

### 4.4 OFFICIAL LANGUAGES

Work, including tasks and deliverables, will be primarily completed in English and/or French. The teleprompter technician must be bilingual.

### 4.5 WORK LOCATION

The work shall be carried out at the office of the Canada Council for the Arts.

### 4.6 TRAVEL

No travel outside the NCR will be required. Firm's outside the NCR must include travel expenses in the pricing schedule. Travel within the NCR will not be reimbursed.

## APPENDIX A - PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

### SECTION A AN EXECUTIVE SUMMARY OF THE PROPOSAL

### SECTION B A PROFILE OF THE FIRM

This section should include:

- company legal name and Canadian address;
- contact information for person responsible for RFP submission;
  - o Name, Title, Phone, E-mail
  - o Authorized Signature and Date
- website;
- professional memberships;
- number of years in business as an event lighting, audio and video livestreaming firm in Canada;
- number of core customers;
- financial capacity;
- geographical area of operation;
- a brief description of your company, including the number of FTEs (employees versus contract personnel), average length of employment, an organizational chart and a brief resume of each senior manager.
  - o Provide details that would be specific to this engagement

### SECTION C SUITABILITY OF YOUR FIRM

This section should describe in **3 pages or less** why you feel that the Firm is best suited to serve the Council's event lighting, audio and video livestreaming requirements.

Please describe what work the Firm has done in terms of **event lighting, audio and video livestreaming** with (a) Crown corporation(s), or (b) similar type of agencies and/or organizations, and (c) with organizations working in the arts and culture sector. A demonstrated knowledge and understanding of the arts and culture sector will be a bonus.

The Firm must be able to demonstrate experience in providing event lighting, audio and video livestreaming services for similar corporations and agencies and **describe in detail the Firm's process from planning to final delivery.**

**IMPORTANT NOTE: your proposal must be in full colour and must not exceed 15 pages in total.**

### SECTION D SERVICE REQUIREMENTS

This section should be broken into sub-sections that respond to each of the requirements identified in the [Council's Service Requirements](#) (2.2) of this RFP. In addition, the Firm must submit **three (3) examples of works** that demonstrate their quality of achievement in the area of event lighting, audio and video livestreaming for events of similar scale.

All three (3) examples of work must have been created in the past (3) three years while a professional (not while a student). They must not be work created as part of an academic or curriculum requirement.

The Firm must submit a written rationale for each examples of work that are presented as part of its proposal. Each rationales must include a visual reference to the piece in high resolution. The following information must also be included for each (300 words max per rationale):

1. Client name
2. Event date
3. Event type
4. Event objectives
5. Target audience
6. Project challenges
7. Process from planning to delivery

#### SECTION E      **SERVICE STANDARDS**

This section should describe the Firm's approach, methodology and accelerators for managing and delivering on project engagements of this nature (based on the examples identified in [Section D](#)).

This section should also address the following:

- Firm's ability to provide a highly personalized, responsive and practical service, and meet established project deadlines;
- Firm's proposal for problem resolution if the proposed work is unsatisfactory;
- Firm's ability to provide a high level of service to Council in both official languages.

#### SECTION F      **REFERENCES**

Please provide 3 references of comparable, existing corporate clients including the names of the senior contacts, phone number and email. Summarize the work that was done for their organization and the year(s) the service was provided. At a minimum, 1 of these references must come from Government of Canada departments, agencies or Crown Corporations. Private sector references may also be provided in addition, if desired.

#### SECTION G      **TIMELINE REQUIREMENTS**

This section should describe the Firm's ability to meet the timeframes indicated in [Section 2.3](#) and demonstrate availability and capacity to deliver on the Council's service requirements in the timeframe requested.

#### SECTION H      **PRICING SCHEDULE, RESOURCES & VALUE ADDED**

This section should state the total value of the contract and outline the rates for services for each resource category (see [Appendix B](#) for the roles). Resumes must be provided for each of the roles to demonstrate the Firm's breadth of experience and availability of these resources to immediately start work on the requirements outlined in section 2.2 of this RFP. The resumes for the proposed resources must demonstrate that they have at least three (3) years of experience in providing event lighting, audio and video livestreaming for government agencies and for a wide variety of audiences, including arts and

culture, the not-for-profit, the private sector, and the general public, for dissemination in print and web in both official languages.

The Firm must demonstrate that the proposed resource has experience managing relationships with senior stakeholders and overseeing the planning and production process for such events.

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.

