



International Public Relations Consultant RFP Q & A

The following are answers to questions Brand USA has received to the RFP for International Public Relations Consultant

Thanks to everyone who submitted questions regarding Brand USA's RFP for International Public Relations Consultant. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q Whether companies from Outside USA can apply for this? (like, from India or Canada)

A The selected agency must have the ability to facilitate working onsite - e.g. the agency itself can be located outside of the USA but, said agency must have a local representative that could work 2-5 days per week at Brand USA headquarters in Washington, D.C.

Q Can we submit the proposals via email?

A Proposals must be emailed to RFPadmin@TheBrandUSA.com and a hard copy 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 - International PR Consultant
Phone: 202.536.2060
Email: RFPadmin@TheBrandUSA.com

Q What is the term of the contract (ex. March 2019 through February 2020)?

A The term of the contract is one fiscal year (12 months) with opportunities to extend for additional terms.

Q What industry events / private presentations does Brand USA have on the calendar for 2019 where the agency needs to provide support? Travel expenses for agency staff should be covered under our retainer or are reimbursed?

A Brand USA industry events include but are not limited to: tradeshow, sales missions, conferences, media events, familiarization trips, etc. Support would most often take the form of developing briefing books and messaging points which can be completed remotely. Ad hoc opportunities for travel may arise and would be reimbursed.

Q Management of PR teams - must our team set up the agency Network in Asia, Europe, Australia and Latin America to support marketing and communications efforts for Brand USA or we must manage current agencies / teams that are already confirmed?

A The International PR Consultant would support with day-to-day management of existing agencies. Brand USA has established representation agencies in Asia, Europe, Australia, and Latin America.

Q What are the main markets to execute communications efforts?

A Our target markets include UK & Ireland, Germany, France, Spain, Italy, Mexico, Brazil, Canada, Australia/New Zealand, India, South Korea, Japan, China, Taiwan, Hong Kong, and SE Asia.

Q For writing samples, what language is required?

A Writing samples should be provided in English only.