



September 19, 2012

Re: Travel Media Association of Canada Website

The Travel Media Association of Canada is inviting companies who specialize in website design and infrastructure to submit proposals regarding TMAC's website functionality. The proponent should demonstrate expertise and experience as well as provide guidance and suggestions that will keep costs low and the infrastructure flexible and intuitive. In short, we want to know that you understand our needs and can design, build and implement a solution in a cost-effective and easily understood way.

While not a formal Request for Proposal, we are looking for a roadmap that addresses our functionality matters as detailed in the enclosed.

TMAC will work with the successful proponent to develop a full proposal with deliverables and deadlines spelled out, for implementation in 2013.

The deadline for submissions of interest is **Friday, October 12, 2012 at 5:00 pm ET**. Any questions regarding this proposal can be directed to Tina Hutchinson by email tina@travelmedia.ca or by phone 416 934-0599 ext. 315.

Thank you for your interest in this proposal.

Tina Hutchinson
Manager, Events & Special Projects



Travel Media Association of Canada website: Expressions of interest sought

September 2012

BACKGROUND AND TIMING

The Travel Media Association of Canada (TMAC) links the country's most highly respected professional travel writers, bloggers, photographers, videographers with professional tourism industry experts from around the world. Our mission is to promote professional development, to uphold ethical standards, to foster excellence through programs such as the TMAC Awards, and to encourage the exchange of ideas and information about travel.

With the help of T•O Corporate Services, our association management company, TMAC is looking to enhance its website in order to improve communication to, with and among its 400+ members and to serve as a vibrant public face for the organization. An enhanced website will also help support the organization as it pursues other objectives, including:

- Bringing value to our members (through professional development, networking, membership benefits, sharing of resources and more)
- Growing our membership
- Seeking new and sustainable sources of revenue to sustain our operations
- Raising our profile in the travel industry, especially through our annual conference

We are inviting companies who specialize in website design and infrastructure to submit proposals on how to achieve our goals. While not a formal Request for Proposals, we are looking for a roadmap that addresses the functionality we require, that shows the proponent has the expertise and experience to carry it out and that provides guidance and suggestions that will keep costs low and the infrastructure flexible and intuitive.

In short, we want to know that you understand our needs and can design, build and implement a solution in a cost-effective and easily understood way.

TMAC will work with the successful proponent to develop a full proposal with deliverables and deadlines spelled out, for implementation in 2013.

The deadline for submissions of interest is **Friday, October 12, 2012 at 5:00 pm ET** (see details in the last section of this document). A short list of candidates will be contacted and may be asked to attend an in-person meeting or to participate in a conference call at the end of October to review their submission and answer questions. We plan to make a final decision before **Friday, November 30, 2012**.

CORE FUNCTIONALITY

This section explains the minimum functionality and features that we expect from a new website. The website should:

- Be visually appealing and easily navigable
 - this must be true for members, board members, prospective members and the general public
- Be easy and intuitive to update and maintain, including by people with limited experience
 - the platform on which the website is built should ideally be open-sourced, intuitive and flexible, as multiple users will have access and new users will be added on a semi-regular basis
 - your proposal should address how you will train users on how to update information
 - T•O Corporate Services should have administrator rights as would at least 3 members of the TMAC executive
 - chapter and committee chairs and key volunteers should have rights to prepare content for posting but an administrator would have to approve the content before it went live
 - TMAC members must have the ability to update their own listings / contact information
- Clearly promote TMAC membership and events, including the annual conference
 - currently, the annual conference has a separate (but linked) website; we would prefer it to be incorporated into the overall TMAC website
 - a separate company (3-Way Street) handles the marketplace appointment scheduling which forms part of the conference and links to this will have to be incorporated in the new website
 - we need flexibility to add new events that may occur in the future
- Promote the annual TMAC Awards, which are announced at the annual conference
 - allow for online submission of entries

- promote the winners (and archive past winners)
- Allow online payment options for membership fees, conference registration and other transactions
- Include information on our chapters (currently Alberta, Atlantic Canada, British Columbia and Ontario) to get information about their activities and events
 - the ability to add, modify or delete chapters should be included
- Include access to our newsletter, *TMAC Travels*, which is published / issued several times per year
 - the ability to archive past issues is necessary
- Include professional development information
 - currently, this information is mostly presented in a printed format, but potentially could include video or audio recordings
- Include information on membership benefits
- Allow TMAC to create new email addresses using the @travelmedia.ca domain (for instance, contest@travelmedia.ca if we decided to run a contest or rsvp@travelmedia.ca to collect RSVPs for an event)
- Be built in a way to accommodate French language text for some or all of the sections
 - currently, the TMAC website is English only but we do have French-speaking members. We would want the capacity to include information in French as demand and resources increase
- Allow content to be searched throughout the entire site in a coherent, easy-to-understand way
- Include our membership database and allow members to log in to update their listings, register for events, and access member-only content
- Include access to our membership listings
 - NOTE: This is a point of contention among TMAC members as some think that all information should be freely available so that if (for example) editors are looking for writers, they can find them – while others believe that having access to the membership list is a benefit of membership and should not be freely available. We are looking for guidance on this point:
 - is it possible for a non-member to search the database for writers who fit the criteria they're looking for, but only be able to communicate with that person through a form that would be emailed to the member (i.e. the user would not be able to see all contact info)?
 - are there other creative ways to deal with this issue?

- Include the potential for advertising. Paid advertising is not a part of the current TMAC website, but the new design should include elements that could be offered to sponsors or key partners
- Include a way to share our members' news and successes. We'd like to be able to upload our members' content (articles, photographs, radio shows, videos, etc.) in a sort of virtual scrapbook, and even link to members personal websites and blogs.
- Allow for the integration of social media elements, as a Twitter feed, Facebook page and LinkedIn accounts are in the works
 - o advice is sought on the best ways to integrate these features
- Be as secure as possible

ENHANCED FUNCTIONALITY

While the following is a function that we would ideally like to see on a new TMAC website, we need to have a better understanding of costs to know if it will be feasible given our budget.

- Discussion forum
 - o currently, a listserv exists on Yahoo Groups (<http://groups.yahoo.com/group/tmacanada>) that has a core group of TMAC members who loyally contribute to and read but other members simply ignore
 - o what opportunities exist to migrate the content into a new, more accessible format?
 - o could a new design include both public and private (i.e. members only) components?

BUDGET

TMAC has devoted approximately \$20,000 to design, build, populate and maintain the website over the next 12 months.

In your proposal, please include a budget breakdown and the schedule of payments expected. Please also detail what types of updates would not be possible by TMAC administrators and would require your company to do them. Are there ongoing administration or maintenance fees we need to be aware of?

OTHER INFORMATION

Please include in your submission any other factors that would have an influence in our review. These should include, but are not limited to:

- Business history / corporate profile / qualifications and experience
 - o please identify your customer service support team and the process for handling inquiries
- Clients you've dealt with who have faced similar challenges
 - o examples of innovative design solutions for other clients is highly encouraged
 - o references from similar clients are also highly encouraged
- Strategic partners, if any
- Additional functionality or features that could be beneficial (with pricing explained)
- Proposed training procedures, both for initial setup and ongoing (if necessary)
- Discounts or incentives

EVALUATION AND SELECTION CRITERIA

Evaluation of the proposals will be based on, but not limited to, the following criteria:

- Viable business in existence for a minimum of three (3) years
- Proven expertise and experience of company
- Proven experience of proposed personnel
- Proven ability to have qualified personnel in place to manage the account
- Details of similar work successfully completed in the past
- Presentation of the proposal
- Ease and flexibility of solution proposed

QUESTIONS / CLARIFICATIONS

If you have questions or need clarification about this project, please communicate **before 5:00 pm ET on Thursday, October 4, 2012** with:

Tina Hutchinson

Manager, Events & Special Projects

Travel Media Association of Canada (TMAC)

c/o T•O Corporate Services

416-934-0599, ext. 315

tina@travelmedia.ca

SUBMISSION PROCEDURE

Submissions should be sent electronically (PDF version preferred) **before 5:00 pm ET on Friday, October 12, 2012** to the attention of:

Tina Hutchinson

Manager, Events & Special Projects

Travel Media Association of Canada (TMAC)

c/o T•O Corporate Services

416-934-0599, ext. 315

tina@travelmedia.ca