



CMIP21202305

RFP Audience identification and targeting  
Amendment No. 1: To the Tender Documents

Amendment Date: January 12, 2024

To all Bidders:

The Purpose of this Amendment is to address the following questions:

1. Does the Museum have a database of visitors (or an email list) they are permitted to contact for additional research purposes?

No we only have permission to send the Museum's newsletter. We do not have access to emails.

2. Is there a database of Alumni who can be contacted for research purposes?

No, but could discuss ways to engage with known Alumni, if required.

3. For the successful responses that make it to the interview stage, will that interview be in person or virtual?

Virtual.

4. In clause 5.9 there is a note of identifying what the annual budget break down would be. We understand this to be a 10 week project from start to finish as stated in Clause 1.3. If such is the case is the note for an annual budget to reflect what should be done annually by CMI to identify its audiences or would you like this audience breakdown identified through engagement from across CMI, reviewing of visitor data that comes to CMI, what you have done through previous campaigns/buys and targeted and what the conversion rates have been, what industry standard is for visitors for similar museums, etc. or is this solely through internal engagement only?

This is an error, please provide the project breakdown.

Under **Section 3.3.2 Proponent Submission Instructions**, add the following:

Please note that email submissions over 15 MB will not be received through CMI's electronic mail server. Please ensure submissions are provided in a compressed format such as a compressed pdf.

**End of Document**