

**TENDER FOR PR AGENCY FOR THE IOC 2017/2019 PROMOTION**  
**CAMPAIGN IN THE USA**

**ANSWERS TO QUESTIONS**

- **We understand that the agency is expected to manage all the logistics and planning for the events. But are the IOC and the experts in charge of developing the curriculum and content for the seminars? Is the agency also expected to develop it? How many team members from the IOC will be travelling to attend these events?**  
The experts will be chosen by the IOC, but the agency will be responsible for the logistics. In theory, the agency would not have to manage any travel by IOC staff.
- **Is the UC Davis seminar at a location in San Francisco or Sacramento?**  
It will be held in Davis (California).
- **Do you have a goal for number of attendees/scope at each of the events?**  
The number of participants will be 75–80 people for the first event in Davis (CA).
- **What Technology is the site built in? (Drupal, WordPress, etc)? Has the site web been thorough a usability study? (testing users)**  
The website uses WordPress version 4.8.2.
- **Will IOC need content management ability?**  
This point is covered in the tender specifications published on our website.
- **Will there be the ability to redesign?**  
The style and design of the website can be changed using templates.
- **Could you clarify what do you mean by a statement of the average annual manpower and the number of managerial staff of the service provider in the last 3 years (page 14)?**  
This refers to the information required concerning your personnel numbers and management team over the last three years.
- **On page 13, under 10.2.2 section, could you clarify the type of information that you are asking for the two lists: principal services in the past 3 years and work carried out in the last 5 years? Do these refer to client roster lists and billings?**  
Yes, as indicated in the relevant point/section, clients and billings.

- **Are the tenders due in the IOC Madrid office at 14:30 Madrid time October 13 or does there need to be proof of mailing or sending to the IOC by that date?**

They need to be sent before 14:30 on 13 October, with proof that the tender documentation has been sent. Please note, however, as indicated in the Invitation Letter, that the envelopes will be opened on 17 October, so any tender documents must reach the IOC before that date.

- **Is this a public tender or by invitation only?**

It is a public tender.

- **Is this tender additional to other ongoing IOC programmes or activities in the USA?**

No

- **Has the IOC entered into promotion collaboration with the NAOOA?**

No

- **What is the main challenge/problem that this campaign seeks to address?**

All information in this regard can be found in the Tender Specifications document, namely in sections 2.3 *Target audience* and 3. *Campaign objectives*.

- **What's the current relationship between the IOC and departments of state?**

We have a correct and direct relationship.

- **The section 2 *Target Audience* is quite wide including health professionals "media" influencers and trade decision makers, is the IOC open to multiple smaller events catering to specific audience or is it looking for an all encompassing concept?**

Agencies will be free to make their own proposals, provided that the obligatory events are respected.

- **Given the focus on the IOC quality standards, is the IOC a *Stamp of approval* for olive oil products displayed on products?**

No, it is not a stamp. IOC provide quality and purity standards.

- **Can you specify who will be in charge of the development of the website content, including basic information, categories, recipes, campaign activities, etc? To which extent can we keep the structure of the old website or does it need a reskinning?**

The website contains the necessary basic information but it needs to be updated and this will be the agency's responsibility.