



INVITATION TO TENDER

## Creation of a Mixed-media Communication Plan

Myeloma Canada  
1800 Le Corbusier Blvd., Suite 138  
Laval, QC H7S 2K1

## Preliminary information

### Proposal submission deadline and mailing address

Proposals must be received no later than Friday, July 10, 2015 at 11:30 a.m. Eastern Standard Time.

### C/O

Josée Rainville  
Senior Communication and Events Manager

Myeloma Canada  
1800 Le Corbusier Blvd., Suite 138  
Laval QC H7S 2K1

### Important dates

**The proponent must adhere to the following dates:**

RFP launch: June 12, 2015

Question period ends: June 30, 2015, 4 p.m. Eastern Standard Time

Deadline to submit proposals: July 10, 2015, 11:30 a.m. Eastern Standard Time

Estimated start of engagement: August, 2015

Estimated end of engagement: December, 2015

### Additional Information

Proponents must submit by email or mail a single printed copy of their proposal along with the pricing scale in a separate sealed envelope. To obtain additional information or clarification regarding the content of this request for proposals please communicate by email to [jrainville@myelome.ca](mailto:jrainville@myelome.ca).

## 1. INTRODUCTION

### 1.1. Myeloma Canada

One challenge for the Myeloma patient community is raising awareness about this relatively rare and little-known form of cancer. As a result, many patients are not well informed about the resources available to them and often feel alone in their battle. To address this concern, Myeloma Canada, a non-profit charity organization, was created in 2004 by and for people living with multiple myeloma to:

- ✳ provide educational resources and support to patients, families, and caregivers
- ✳ increase public awareness of the disease and its effects on the lives of patients and families
- ✳ promote research and access to new clinical trials conducted in Canada
- ✳ facilitate access to new therapies, treatment options, and health care resources.

As a patient-focused organization, Myeloma Canada works with over a dozen local support groups across Canada, strengthening the voice of the Canadian community and improving quality of life for myeloma patients, their caregivers and families. Our affiliation with the International Myeloma Foundation (IMF), the world's oldest and largest myeloma research organization, provides access to a global network of expertise and resources.

Myeloma Canada is currently the only national patient-driven organization that brings together different patient and multiple myeloma research groups. It is the main overseer of Canadian research initiatives and clinical trials on the disease and is the main supplier of information to the pharmaceutical industry, health science advocacy organizations and patient.

Each year, Myeloma Canada works with volunteers, who help carry out fundraising campaigns and organize events. In addition, the organization works closely with pharmaceutical companies that help fund projects to further its mission. These projects include:

- ✳ Educational publications
- ✳ Social media campaigns
- ✳ Fundraising events
- ✳ Annual marches across Canada
- ✳ The Annual National Conference
- ✳ Ten annual information sessions
- ✳ The annual Scientific Roundtable
- ✳ The annual Advocacy Summit
- ✳ The annual Group Leader Summit
- ✳ Marion State Memorial Award
- ✳ T.E.A.M Award

The Myeloma Canada team comprises four full-time employees, including the Senior Communication and Events Manager.

## 1.2. About the Myeloma Canada Research Network

The MCRN is the first and only national academic myeloma research group bringing together Canada's leading myeloma investigators from 16 centers across the country: Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Toronto, London, Windsor, Ottawa, Montreal, Quebec City, Saint John, Halifax and St John's.

MCRN's mission is to:

- ✳ To conduct innovative clinical and translational research in a collaborative manner to improve patient outcomes in myeloma
- ✳ To publish evidence-based and peer-reviewed consensus statements on the diagnosis and treatment of myeloma
- ✳ To develop a nationwide myeloma patient database.

The Myeloma Canada Scientific Roundtable is an annual event that fosters knowledge sharing and collaboration with the MCRN by bringing together:

- ✳ Canada's leading myeloma investigators and clinicians
- ✳ International scientists
- ✳ Pharmaceutical and biotechnology companies
- ✳ Patients.

The Myeloma Canada Scientific Advisory Board is made up of recognized Canadian leaders in the myeloma research field. The Goals of the Board are to provide valuable counsel and to support Myeloma Canada's mission to promote awareness, education, and research among the Canadian Myeloma community.

## 1.3. Strategies for 2015-2018

To achieve its mission, vision and objectives, Myeloma Canada has four overarching strategies for fiscal years 2015 through 2018, namely

1. Enhance Myeloma's Canada **COMMUNICATION** with all its stakeholders to better achieve its mission;
2. Develop and achieve sustainable **FUNDING** growth to accomplish his mission;
3. Foster, support and fund Canadian **RESEARCH** to improve patient outcome and ultimately help to find a cure for myeloma;
4. **SUPPORT** the patient, their family and their caregivers to enhance their quality of life and their access to the right treatment.

With the organization undergoing rapid expansion, Myeloma Canada has determined that it must implement an effective communication plan through all media and define communications processes and policies in order to expanding the organization's development throughout the country, raising awareness and educating various stakeholders about this incurable disease, reporting on current research efforts in Canada, and offering continuous support at every level to patients and their families in Quebec and the rest of Canada.

#### 1.4. Steering Committee

In order to successfully carry out the communication plan and guide and oversee the consultants, MC will establish a steering and monitoring committee. The Steering Committee will consist of Myeloma Canada's Chairman of the Science and Research Committee, its Executive Director, its Senior Communication and Events manager, as well as two other members of its Board of Directors

## 2. MANDATE

### 2.1. Communication Plan Objectives

As part of its current three-year strategic plan, the organization is seeking proposals for a bilingual mixed-media communication plan. In parallel to this RFP, Myeloma Canada is also calling for proposals to create its new website. Under the supervision of the Steering Committee, the proponent who is awarded this mandate will develop the organization's communication plan.

The consultant will provide a communication plan in keeping with this invitation to tender and the criteria and schedule it sets forth. The consultant will be guided by the organization's strategic plan to develop the communication strategy and take into account following considerations:

- ✱ the organization's various stakeholders, including patients, caregivers, physicians, healthcare professionals, science and research committees, national support groups, volunteers, donors, pharmacists, research centres, and federal and provincial government bodies.
- ✱ the organization is seeking to better align its image with its mission and to strengthen this image among national support groups who organize meetings and fundraising activities.
- ✱ the organization's different logos for the various types of events it oversees (scientific roundtable, marches and local activities).
- ✱ the organization must increase its promotion efforts targeting Quebec's French-speaking population.
- ✱ the organization aims to more effectively reach and educate the general public, physicians, healthcare professional and patients to all areas, and especially in rural communities.

- ✱ the organization stresses the importance to take into account a comprehensive strategy of conflict resolution while addressing social media issues and regional challenges (British Columbia, Manitoba, Québec).
- ✱ the organization aims to become THE reference in multiple myeloma research in Canada.
- ✱ the organization aims to better position itself and increase its visibility through various communication channels, such as social media, discussion forums, and local and national activities. It aims to strengthen its brand among French-speaking clients and to stimulate interaction between various stakeholders.

To ensure greater consistency and strategic management of communications, the plan will:

- ✱ characterize the target audiences in order to raise awareness of MC within the key targeted audiences in order to drive specific business objectives.
- ✱ guide the organization with the establishment of communication channels for the exchange of information.
- ✱ provide and guide the organization to operate and use of precision measuring tools.
- ✱ incorporate ongoing actions into the changes being made.
- ✱ determine the desired results and identify the organization’s challenges.

## 2.2. Proposal content and evaluation

Given the strategic nature of our needs and objectives, Myeloma Canada is seeking a partner who will maintain a high level of service quality. While price remains an important factor for us in choosing a supplier, several other factors will also be taken into account.

The most important evaluation criterion will be the firm’s level of expertise. Our evaluation will be based on the 100-point scale below:

No.	Selection Criteria	Points
1.	The company’s presentation	5
2.	Firm experience - Relevant experience with this type of project	20
3.	General understanding of the needs for this mandate	20
4.	Team- CVs and relevant and comparable mandates for each team member	20
5.	Proposed approach and workplan	20
6.	Cost of the communication plan	10
7.	Cost of options (hourly rate, monitoring, consulting, promotional tools, and creating communication tools)	5
	TOTAL	100

**To qualify, the supplier must have:**

- ✳ 3 completed mandates of a similar scale and provided links to several examples of its accomplishments online
- ✳ a fully-staffed, experienced team
- ✳ 3 references for the team lead
- ✳ a proven project management method
- ✳ French and English proficiency.

**2.3. Schedule**

Below is the schedule that must be adhered to:

June 2015	Bidding opens
July- August 2015	Myeloma Canada chooses a supplier and meets with them. A communication plan design schedule is established.
August 2015	Work begins
September 2015	Validation and follow up
December 2015	Work finishes

**3. PROPOSALS**

**3.1. Submitting proposals**

Proposals must be submitted electronically or by mail to the Communications Department by 11:30 a.m. on July 10, 2015.

**3.2. Cancellation or withdrawal**

Proposals cannot be withdrawn once bidding has opened.

**3.3. Rejection**

Proposals may be rejected if they:

- ✳ contain omissions, additions or inconsistencies of any nature
- ✳ contain imbalanced pricing
- ✳ are not sent with the required documents
- ✳ do not meet the proposal requirements
- ✳ are submitted to the Communications Department after the deadline
- ✳ contain several proposal forms for the same proposals.

**3.4. Adjudication**

Myeloma Canada in no way commits to accepting any proposals and accepts no responsibility whatsoever to proponents.

### 3.5. Information Requests

For further information, please call Josée Rainville, at 579-384-3884, ext. 103 or by email at [jrainville@myeloma.ca](mailto:jrainville@myeloma.ca)

### 3.6. Decision

Proposals will be evaluated based on all the established criteria for the mandate. Each proposal will be evaluated separately. The Selection Committee will score candidates based on the weighted evaluation criteria indicated above. Any proponent that fails to provide information for one of the above criterion will be given a zero for that category.

It is possible for two or more bidders to receive identical scores when the criteria points are totaled. The committee will analyze all of these proposals.

### 3.7. Proposal selection

The proposal selected will be the one that received the highest score.

## 4. GENERAL CONDITIONS

### 4.1 Payment

Subject to an agreement between the proponent and Myeloma Canada.

### 4.2 Contract Termination

Myeloma Canada reserves the right to terminate this contract for any of the following reasons:

- ✱ The supplier fails to fulfill one of the terms, conditions or obligations stipulated under this contract.
- ✱ The supplier ceases to operate in any way due to bankruptcy, liquidation or property disposal. If this should occur, the supplier shall be paid for the work completed up until the contract termination date.

### 4.3 Physical property and copyright

#### 4.3.1 Physical property

The work carried out by the supplier under this contract, such as logo, fonts, research reports, etc. will be the full and exclusive property of Myeloma Canada, who will do with said property as it sees fit.



#### 4.3.2 Copyright

The supplier assigns and transfers all copyrights to Myeloma Canada, who accepts all copyrights on the documents created for the purposes of this contract. Copyrights are assigned with consent and not bound to a territory or time limit of any kind.