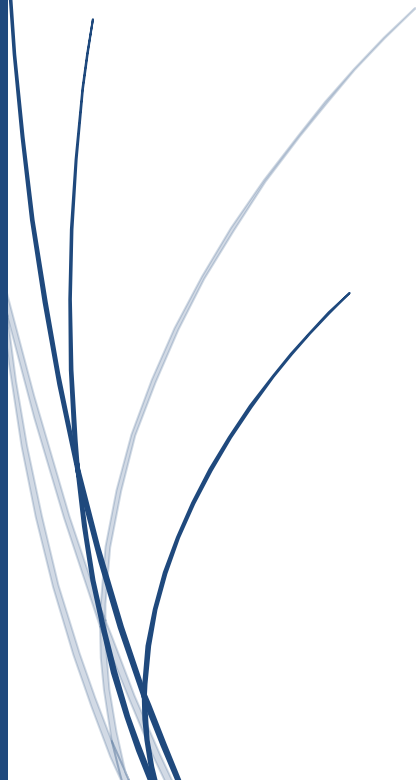


REQUEST FOR PROPOSALS

due August 16, 2019

Client Brand Perception Survey



I. ABOUT BESTCITIES GLOBAL ALLIANCE

The BestCities Global Alliance is the most established and respected network of international convention bureaus. By working together, BestCities adds value by bringing a level of creative client solutions no individual partner city could deliver on their own. In 2018 the Alliance undertook and launched a revamped brand platform resulting in the formulation of our core purpose: *'To harness the power of collaboration and community to create positive impact through business events'*.

II. SUMMARY OF PROJECT

BestCities Global Alliance is seeking research expertise to conduct a study to understand the perceptions of the Alliance across our client base. The study will test brand awareness of the Alliance, including our purpose, benefits and proof points. The aim is to provide a measurement of current awareness that will help the Alliance in further developing our brand strategy.

III. SCOPE OF WORK

- Formulation of survey questions:
 - Unprompted awareness of BestCities
 - Prompted awareness of BestCities
 - Awareness of other alliances in the marketplace
 - Awareness of the purpose, benefits and key initiatives of the Alliance
 - Comparison of desired brand perception to actual perception
- Administration of survey to BestCities database (approximately 1,500 organisations and 3,500 contacts), as well as other client contacts proposed by the consultant
- Produce report of findings and conclusions

IV. PROJECT OUTPUT

- Draft survey for approval by BestCities
- Final survey to be electronically administered
- Final report in PowerPoint format detailing key findings and conclusions
- Final report to be delivered by October 18, 2019

V. TIMELINES

The following are the timelines for this assignment. A detailed project plan schedule will be required as part of the proposal submission.

- Proposals Due: by August 16, 2019
- Selection of Consultant: by August 23, 2019
- Project Research: August 26-October 4, 2019
- Draft Report: by October 11, 2019
- Final Report: by October 18, 2019

VI. SUBMISSION OF PROPOSAL

Please address the following items in your proposal.

- Overview of methodology, process and description of services
- Proposed privacy compliance (including GDPR) in handling client data
- Timing and deliverables of the process
- Budget quote for services
- Details of your business and the personnel you would assign to this project
- Previous experience with similar projects and references

VII. PRICE QUOTE

Submit a detailed price quote for the above scope of work, including fees and expenses. A total budget of US\$5,000 is available for completion of project.

Payment schedule will be:

- 50% upon executed contract; 50% upon acceptance of final report

VIII. CONTACT

Please submit proposal in confidence by email to:

Nigel Brown

Director, Marketing & Partnerships

BestCities Global Alliance

Email: nigel@bestcities.net

Phone: +65 8453 2641 (Singapore)