



Request for Bids: Video Media Recruitment/Attraction Project

Project Overview:

We invite qualified and experienced multimedia production companies to submit their bids for the creation of a series of video media assets aimed at employee recruitment and attraction purposes. The project involves producing engaging and compelling videos that showcase our values, culture, career opportunities, and benefits to potential candidates.

Scope of Work:

1. **Concept Development:** Develop creative concepts for the video series that align with our organization's brand and messaging. The concepts should highlight our workplace culture, employee testimonials, career growth, and the overall experience of working with Wet'suwet'en First Nation.
2. **Pre-Production:**
 - a. Conduct preliminary research to understand our organization, values, and industry positioning.
 - b. Develop detailed scripts, storyboards, shot lists, and production schedules for each video.
3. **Production:**
 - a. Organize and coordinate video shoots, including location scouting, casting of employees, and securing necessary equipment.
 - b. Capture high-quality video footage and audio that aligns with the approved creative concepts.
4. **Post-Production:**
 - a. Edit video content to create polished, engaging, and dynamic final videos.
 - b. Incorporate graphics, animations, and visual effects where appropriate.
 - c. Ensure seamless integration of music and sound effects to enhance viewer experience.
 - d. Provide draft versions of the videos for review and feedback.

5. Finalization and Delivery:

- a. Make necessary revisions based on feedback received.
- b. Deliver final videos in various formats suitable for web and social media platforms.
- c. Provide high-resolution versions for potential offline use.

6. Bid Submission Requirements:

Interested parties are requested to submit their bids by [Submission Deadline]. Bids should include the following components:

- a. **Company Profile:** Provide an overview of your company, its expertise in video production, and relevant past projects.
- b. **Proposed Approach:** Outline your approach to the project, including how you intend to capture Wet'suwet'en First Nation's culture and values in the videos.
- c. **3. Creative Concepts:** Present at least two distinct creative concepts for the video series.
- d. **4. Budget Breakdown:** Provide a detailed breakdown of the costs associated with pre-production, production, post-production, and any additional expenses.
- e. **5. Project Timeline:** Present a realistic timeline from concept development to final delivery.

7. Evaluation Criteria:

- a. Bids will be evaluated based on the following criteria:
- b. **Creativity and Alignment with Brief:** The uniqueness of creative concepts and their alignment with our goals.
- c. **Production Quality:** The production team's demonstrated ability to capture high-quality visuals and audio.
- d. **Relevant Experience:** Experience in producing similar recruitment/attraction video content.
- e. **Budget and Value:** The competitiveness and reasonableness of the proposed budget in relation to the scope of work.
- f. **Timeline Feasibility:** The feasibility of the proposed project timeline.

Important Dates:

Bid Submission Deadline: September 29, 2023, 12:00 p.m.
Vendor Selection: October 6, 2023, 9:00 a.m.
Project Kick-off: October 18, 2023

Contact Information:

For inquiries and bid submissions, please contact:

Pauline Goertzen, General Manager
(250) 698 – 7307
gm@wetsuweten.net

We look forward to receiving your creative proposals and partnering with a skilled multimedia production company to bring our recruitment and attraction vision to life!