

Request for Proposals  
360VR Video's



January 22, 2021

## Project Summary

Skills Ontario is a well-regarded player in the promotion of skilled trade & technology careers to Ontario's youth, and have had great success building an audience with written content. Skills Ontario now desires to elevate and solidify its position as a leader in the industry; drive traffic and further educate our target audience by building a 360VR video library.

The goal of the campaign is to:

- Promote and inspire young people & their influencers (i.e., parents) to consider careers in skilled trades and technology.
- Continue to raise the profile of Skills Ontario as a leader in skilled trade & technology career promotion.
- Provide more robust and engaging learning & experiential opportunities to students.
- Better connect Skills Ontario Alumni and partners to our mission and mandate.

Skills Ontario is looking to produce approximately 25 360VR video's which would be used by the organization as a resource to support current programs. These videos would/could include:

- Tours of various skilled trade/tech workplaces/job sites (e.g., walk through of a mine).
- Interviews/voice overs with skilled trades people/technicians.
- Opportunity to explore simulation like experiential learning opportunities and/or gamification.
- Ability to include aptitude assessment component would be an asset.
- **Note:** we need all videos to be compatible with Oculus Quest 2 VR headsets

Skills Ontario seeks to have this project completed by end of July 2021.

Skills Ontario seeks the assistance of qualified agencies to assist with the planning and video production. Consultation with Skills Ontario will be an important part of the planning and execution of this project.

## Company Information

### About Skills Ontario

Skills Ontario is building Ontario's skilled trades and technologies workforce.

We are committed to preparing Ontario's youth for the highly skilled economy of tomorrow. We partner with school boards, colleges, small business, large companies, labour groups, and governments to provide opportunities for youth to explore and develop skills for successful careers in skilled trades and technologies.

With 30 years of experience, Skills Ontario is a province-wide organization with a grassroots connection into the many communities we serve. Our programs represent a long-term investment in the lives of all Ontarians.

We enable and empower all youth, including women and Indigenous youth, to consider a career in skilled trades and technologies. Engagement with students, teachers, parents, volunteers, employers, and mentors ensure our programs connect education, experience, and employment. We deliver in-school presentations across Ontario, host

Canada's largest skills competition, run summer camps for skills development and connect students to employers.

#### Audience

Ontario's youth population including but not limited to grades K-12 as well as post-secondary students and their influencers.

### Proposal Request

We invite qualified vendors to participate in this RFP. Proposals must be received by the specific date(s) and in the specific format, as defined below.

### Timetable and Milestones

Date	Milestone
February 4, 2021	Request for Proposal Released to Vendors
February 18, 2021	Request for Proposal Submission Deadline
February 24, 2021	Vendors Notified of Presentation Date
March 2, 2021	All Vendor and Supplier Demos Complete
March 5, 2021	A Vendor Is Selected and Notified

### RFP Vendor Responses

Please, provide responses to the following questions:

#### Vendor Company Overview

Provide a brief overview of your company.

#### Vendor Capabilities and Relevant Experience

List the capabilities your company will bring to bear on this project. Discuss your company's experience with projects like this.

#### Strategy Development

Describe how you would facilitate the development of a strategy for this project. What strategic elements would you typically include, in a project of this nature and scope?

#### Campaign Elements, Work Plan, and Timeline

What different elements would be included in the campaign? What content would be created, by whom? What activities would be executed, by whom? Please, provide a timeline for the development and delivery of each of the campaign elements you have defined.

### Video Production

Please, define the process you would follow to produce the necessary video content. What advantages and risks are inherent in your process? Please include your preliminary recommendations for the following:

- Length of video
- Shooting location(s)
- Video style
- Production values
- On-camera talent
- Resolution
- Narration
- Animated graphics
- How to manage restrictions imposed by the current pandemic
- Timeline for completion

### Project Management

How will you manage this project, to ensure that all activities are completed on time, on budget, and at defined quality levels?

### Subcontracting

Please, indicate which parts of the campaign, if any, you will be subcontracting to other companies.

### Pricing and Costs

Based on the content and activities you are proposing for this campaign, please provide pricing for the work you will do. Also, please provide your estimate of any costs that are likely to accrue from other necessary vendors. As mentioned above, consultation will be a part of this process so please account for that in your pricing.

**NOTE:** If you are also submitting a bid for our Video Marketing Campaign, please include any discounts that would be applied should you be chosen to take on both projects.

### Relevant Case Studies and Examples

Please, provide links to any case studies, or examples of your work that are relevant to this project.

### Submission Contact Information

Please, submit your proposal, in compliance with the timeline provided above, and any questions you may have to:

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