REQUEST FOR PROPOSALS - COMMUNICATIONS SERVICES

Questions & Answers / Addendum No. 2

Hampton Roads Workforce Council (HRWC)

RFP Number	CS-PY26-1
RFP Title	Communications Services
Issue Date	May 5, 2026
Proposals Due	June 2nd, 2026 by 5:00 PM ET
Questions Deadline	May 21st, 2026 by 5:00 PM ET
Addendum #2 Responses Issued	May 20th, 2026

The following questions were submitted by prospective respondents regarding the Hampton Roads Workforce Council (HRWC) Request for Proposals (RFP) for Communications Services.

Responses below are provided for clarification purposes and shall be considered part of the official RFP procurement record.

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Questions regarding this RFP should be directed to:
Andrew Nissman, Hampton Roads Workforce Council
marketing@theworkforcecouncil.org

Question 1:

- *Event Promotion and Logistics Support: What is the anticipated division of assignments between the agency and HRWC's internal marketing team?*

Response:

- *The selected agency will work closely with HRWC's internal marketing and programs teams to support event planning, promotional activities, and day-of logistics. Agency responsibilities may include development of graphics, slideshows, videos, event collateral, media outreach, run-of-show coordination, AV support, signage coordination, and related logistics support. HRWC staff will maintain responsibility for overall event planning, coordination with attendees, vendors, sponsors, staffing, setup/breakdown, and event operations such as registration and check-in.*

Question 2:

- *Event Promotion and Logistics Support: Is on-site support required at each of the programs and events listed? If so, please clarify expectations around the type of logistics support that will be involved.*

Response:

- *Yes. On-site support is anticipated for most major HRWC-hosted events. Responsibilities may include coordination with venues regarding AV needs, support with event signage and materials, troubleshooting logistical issues, and general event support in coordination with HRWC staff.*

Question 3:

- *Video Production & Technical Media Services: Please elaborate on the scope of videos needed. Specifically, will the videos be created for social media (reels, shorts), testimonials, complete event coverage, or other applications?*

Response:

- *Video production needs may vary throughout the contract period. Generally, HRWC anticipates producing approximately 5–7 videos annually related to the Workforce Innovation Awards, in addition to an annual promotional video highlighting HRWC programs, services, and impact. Current needs are primarily focused on promotional and recognition videos ranging from approximately 1–3 minutes in length. While HRWC does not currently utilize short-form content such as reels or shorts extensively, respondents are encouraged to propose those capabilities if available.*

Question 4:

- *Video Production & Technical Media Services: Are you able to estimate the approximate number of videos that will be needed?*

Response:

- *HRWC currently anticipates producing approximately 8–10 videos annually, generally ranging from 1–3 minutes in length. Actual needs may vary based on organizational priorities, events, and available funding.*

Question 5:

- *Search Engine Optimization & Marketing (SEO/SEM): Does the $150,000 estimated budget include ad spend for Google/Meta/LinkedIn ads or should the proposal assume HRWC has a separate "pass-through" budget for media placements?*

Response:

- *Respondents should assume that advertising placements and media spend (e.g., Google, Meta, LinkedIn) would generally be funded separately on a case-by-case basis. The estimated $150,000 funding pool is not intended to represent a fully dedicated advertising budget, but rather support HRWC's broader marketing and communications needs, including coordination and management of SEO/SEM-related activities.*

Question 6:

- *Search Engine Optimization & Marketing (SEO/SEM): The RFP mentions a core component of the goals and objectives is to expand digital presence, including leveraging AI to enhance and optimize marketing & communications. Is HRWC interested in moving beyond traditional SEO into Generative Engine Optimization (GEO) to ensure its programs are cited in AI-generated search summaries?*

Response:

- *Yes. HRWC is interested in exploring strategies that extend beyond traditional SEO, including Generative Engine Optimization (GEO) and other emerging approaches related to AI-generated search and content discovery. Respondents are encouraged to propose innovative strategies and capabilities in this area.*

Question 7:

- *Search Engine Optimization & Marketing (SEO/SEM): How does HRWC define conversions? For example, is a "conversion" considered a new job training enrollment, newsletter signup, employer inquiry, or other desired action?*

Response:

- *HRWC generally defines conversions as meaningful engagement with programs, services, or organizational initiatives resulting from marketing and outreach efforts. Depending on the campaign or initiative, examples may include submission of a program interest or enrollment form, employer inquiries, event registrations, newsletter signups, or other measurable engagement actions.*

Important Notice:

Except as expressly clarified or modified herein, all terms, conditions, requirements, deadlines, and specifications of the original RFP remain unchanged.

All responses and addenda related to this RFP will be posted publicly on the HRWC website in accordance with the requirements outlined in Section III. Key Details of the RFP.

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