

**REQUEST FOR PROPOSALS**  
For DELIVERY OF BUSINESS AND TRADE RELATED SEMINARS  
On behalf of the CANADA/MANITOBA BUSINESS SERVICE CENTRE'S  
ENTREPRENEURIAL LEARNING PROGRAM

The Canada/Manitoba Business Service Centre (C/MBSC) is soliciting bids for the development and delivery of a variety of information and/or training seminars in preparation for its Entrepreneurial Learning Program. While the Centre may continue to internally deliver a few selected topics on business basics, it is seeking to expand its offerings to include seminars covering a wider area of topics and experiences. The seminars are geared toward potential, new, existing, and changing or growing businesses and will be offered in the following modes:

- Sunrise Business Session, Lunch and Learns, etc
- Panel discussions
- Two hour overview sessions with handouts or outlines
- Four hour more in-depth sessions, with a selection to be delivered to small business leaders during Small Business Week, October, 2009. These sessions will require more extensive handouts and supporting materials.

Or suggested alternative delivery modes – multiple evening sessions, weekend sessions, on-line sessions, etc.

The seminars will predominately be delivered in Winnipeg, Manitoba but may also be delivered throughout Manitoba during the 09/10 fiscal year. Seminars delivered in Winnipeg will frequently be broadcast to multiple locations via the C/MBSC and partners Entrepreneurial Learning video conferencing network.

Traditional business and emerging/innovative topics are invited, suggested topical areas could include:

Business Strategies – Business Start – Business Etiquette - Developing a Business Plan - Business Financing - Venture capital – Finding and Assessing a Business Idea - - Understanding Financial Statements - Cash Flow – Costing and Pricing - Sales Strategies/Sales Training - Customer Service - Customer Relationship Management - Merchandising for Retailers - Product Development, Packaging and Pricing - Developing Proposals – Marketing – Bookkeeping - Succession Business Planning - Business topics targeted directly to home based businesses i.e. running, growing, when to go to commercial premises - Human Resource Management for small businesses - Export Development and Financing - New Canadian business development – Importing - E-Business - Starting and running a non-profit business - Tax tips – Project Management – Franchising – Legal Requirements – Incorporation - Building Business skills i.e. negotiation, running effective meetings – Commercializing your product – Outsourcing – Talking to Your Banker - etc ...

For comprehensive topics such as business basics, marketing, and e-Business, the Centre is looking to deliver a cluster or series of progressive sessions e.g. marketing basics, marketing research, advertising, advanced marketing; e.g. developing your website, on line sales, on line security, electronic security for businesses. The Centre is planning to support these packages or clusters with certificates of completion or some other form of recognition.

The seminars should be designed to introduce participants to the specific topics, identify the potential challenges and provide an overview of options, opportunities and strategies to effectively understand the subject matter. Supporting handout materials will be required. The materials will be reproduced by the C/MBSC for session attendees, and must be delivered to the C/MBSC five days in advance of a session for reproduction purposes. The Centre reserves the right to preview, to comment on, and if problematic, ask for amendments to the seminar content.

Ideally, at the conclusion of the seminar, participants will understand the topic and feel empowered to challenge the topic/question, make informed choices in starting or growing their business, and appreciate how strategic marketing, customer service and customer maintenance and financial strategies will contribute to growth, revenue and profitability of their businesses.

There will be an expected maximum of 40 attendees for most sessions, exclusive of the video linked sessions.

The C/MBSC will provide attendees with evaluation forms, compile the results, and share them with the presenter following the conclusion of the session. Continuation of a contract may be predicated by results of session evaluations.

Submitted proposals should include total costs and a detailed description of the seminar outline, time lines, with associated handouts/materials for the maximum attendees identified as a sub-cost. Transportation and travel costs will be treated as separate, but if required, will be compensated based on Treasury Board of Canada guidelines and receipts.

Knowledge of the topic area, experience in developing and delivering seminars, demonstrated effective presentation skills, and references must be included.

In past, the Centre has been supported by organizations or individuals who volunteered their time and expertise to deliver information sessions or topics on behalf of their organization or business at no charge. Submissions of this nature would be welcome and evaluated for inclusion in our programming.

The C/MBSC reserves the right to select one or more seminars that will best accomplish its objective of providing small business clients with informative, engaging, germane, and professional presentations. A multi-criteria evaluation based on best value to the Crown will be used to assess every submitted bid and individual topics to determine the successful candidates; the lowest price may not prevail. The Crown retains the right to negotiate with suppliers on any procurement. The criteria includes:

- Proposed Cost
- Experience in developing and delivering seminars
- Demonstrated knowledge of sector/topic area
- Demonstrated presentation skills
- Proposed seminar content/outline
- Approach to topic
- Delivery format
- Handout materials
- Affiliations, Accreditations, etc
- References, evaluations from previous presentations
- Language capabilities i.e. English, French, Other
- Targeted Business stage
  - Potential or thinking about business
  - Business start-up
  - Business growth for existing business
  - Business end or changeover
  - Emerging business needs or trends

- Targeted Topical Area
  - Financial Management
  - Community of Interest – e.g. rural/remote business, entrepreneurs with disabilities, youth, Aboriginal, new Canadian, etc
  - Customer Service/Customer Relations
  - Human Resources Management
  - Technology/Communications Management
  - Market Development
  - Planning and development
  - Regulatory Compliance
  - Trade Development
  - Business on-line
  - Innovation/product Development
  - Management Development
  - Innovative; Emerging areas
  - Francophone Businesses

Please indicate if you are able to present the session in both official languages and/or other languages e.g. Spanish, Korean, Mandarin, German, etc.

Deliver your proposal in person, by mail, or by email addressed to:

**Seminar Bid Opportunity**

Canada/Manitoba Business Service Centre Room  
250-240 Graham Avenue (Cargill Bldg, Skywalk Level)  
P.O. Box 2609 Winnipeg MB, Canada R3C 2V2  
204-984-2272 or 1-800-665-2019

Marc Danis, Learning Services Coordinator  
email: [marc.danis@canadabusiness.mb.ca](mailto:marc.danis@canadabusiness.mb.ca)

For more information about the Canada/Manitoba Business Service Centre, visit the Centre at the above address or our website at [www.canadabusiness.ca/manitoba](http://www.canadabusiness.ca/manitoba)