

## Answers to Questions

Request for Proposals: New Website for Confederation Centre of the Arts

Friday, November 4, 2022

- **Is the website expected to adhere to written CCOA brand guidelines? If so, can we obtain the latest copy of your brand guidelines?** – After receiving several requests, CCOA will provide a set of basic branding elements and photos for use in proposals. The document will be posted on the Q and A site Monday, November 7<sup>th</sup>.
- **Does the entire site need to be bilingual? Looks like currently only some of it is.** – Yes, the entire site should be bilingual.
- **Do you - or will you - have all the French content to provide the vendor for the build?** – All elements required for the build including editorial content, photos and brand elements, will be provided for the build.
- **Do you have branding materials like a colour palette, fonts, etc.?** – Yes. Basic elements for proposals will be provided on the Q and A site Monday.
- **Do you have a photo library?** – Yes. A selection of photos will be provided Monday.
- **Have you done a content audit to determine what content you want to keep/delete and what content needs updating?** – No. However, the current website provides a relatively accurate scale of our content and space requirements.
- **Are there any new features you want that we should know about beyond what's in the RFP?** – We are seeking the best possible solutions that will enhance the user experience to the highest degree.
- **How many stakeholders would need to be consulted, and how many people would we be working with regularly as the project progresses?** – The successful proponent will be working closely with the CCOA marketing team including the director, marketing manager and web editor. Few if any external stakeholders will require consultation.
- **I know you expressed an interest in continuing to use WordPress as your CMS. How final is that? In my experience, this site is much more sophisticated than what WordPress is intended for. What other CMSs have you considered before reaching that decision? If we intend to suggest a different CMS, should we not bother submitting? Would you consider a different CMS if you saw a demo of it first?** – We would prefer to use wordpress. However, if a better solution exists, in the opinion of the developer, and our web editor can be efficiently and effectively trained to use it, we will consider other options.