

The following are answers to questions Brand USA has received about the RFP for an Artificial Intelligence Consultant.

Thanks to everyone who submitted questions regarding Brand USA's RFP for an Artificial Intelligence Consultant. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q: Are we allowed to bid for the RFP as a team of consultants under an Agency OR are you specifically looking for 1 Resource who will work as a consultant under the agency?**

A: You may bid either way – as an agency or as an individual.

**Q: The RFP says: "At least two strong references from clients in the marketing and/or travel industry." Is this a mandatory requirement along with the proposal OR the references can be shared at a later stage after qualification?**

A: The references should be in your submission now.

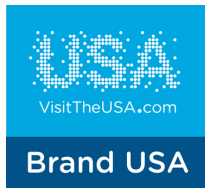
**Q: Can you please share more information on the technology stack and various tools presently used by Brand USA for consumer marketing, engagements, campaigns, gauge engagements, and analytics.**

A: If you make it to the finalist stage interviews, we will share this information with you.

**Q: Can you please share some of the challenges faced by the team using these tools. Any other pain points that require attention. Please describe.**

A: Our search for expertise with artificial intelligence has more to do with forward thinking about the potential of maximizing our marketing and productivity than solving immediate issues.





**Q: Can you let us know any factors (market, stakeholders, etc.) that are driving your need and timeline for an implemented solution? We'd appreciate any guidance you can provide around budget and timeline so we can scale our solution appropriately to your needs.**

A: Because of our leadership role in the travel industry, innovation is very important to the organization.

**Q: Based on the technical requirements within the RFP, it appears that you intend to develop custom machine learning algorithms/modules? Can you confirm whether that is in fact your intention?**

A: While we may develop custom modules in the future, this RFP is more about providing expertise about artificial intelligence products and uses that are already being offered.

**Q: Could you let us know what the budget is for this work?**

A: It's up to you to present a budget based on the consultancy services you propose.

**Q: What would be the length of the consultancy, and would it be based on a call-up process, or ...?**

A: One-year initial contract with the potential for renewal. We will have regularly scheduled meetings, potentially once per week.

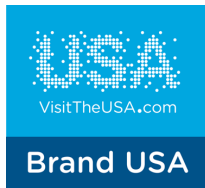
**Q: Could you let us know if you have a local preference or are you open to a Canadian agency?**

A: We are open to domestic and international companies.

**Q: Translation from English to other languages - are there primary languages needed?**

A: This RFP is much broader than providing AI for language translation.





**Q: If there isn't an AI or data handbook, is part of the scope of the consultant to assist in its completion or provide a draft?**

A: If you feel that a data handbook is important to our entry into AI then tell us why in your proposal.

**Q: Is it important to be aware of AI solutions for non-U.S. users, for example, in China, where it has its own unique ecosystem for GDPR AI compliance?**

A: We would like to be informed about how we best utilize AI to benefit our organization, wherever the point of origin.

**Q: Do the AI solutions provided by the consultant need to be private, or can they be publicly accessible?**

A: Solutions could be either private or public.

**Q: Is the consultant responsible for training any LML's or neural networks? Or will it be trained by internal members of the company?**

A: It is possible that the consultant would be responsible for training the LML or may wish to recommend another company to perform that function. If this is an area of your expertise, be sure and let us know and include the rate in your proposed budget.

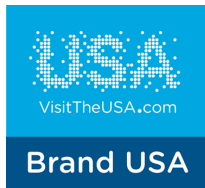
**Q: Can alternative qualifications, such as AI certifications, be used in lieu of a master's or PhD degree to substitute for certain requirements?**

A: We encourage you to submit a proposal with your credentials.

**Q: Which team at Brand USA will be interfacing with the AI consultant?**

A: The consultant will be working with all departments at Brand USA.





**Q: Will the workshops be conducted in-person or virtually?**

A: A mixture of both.

**Q: How will success be measured for this project, are there any KPIs or strategic goals for 2024/2025?**

A: We will determine this together.

**Q: Is there a preference for the consultant to be based in Washington DC or would anywhere in the US suffice?**

A: Location can be anywhere as long as you're available to work eastern time zone.

