

Area of Interview	Score	Question	Notes
General Questions: 50 points			
General		What is your relationship to Visit CA?	
General		What is your manager's approach to project management?	
General		How will you gain knowledge about our business, industry and competitors?	
General		What does the long term plan look like for 2 years? 3 years?	
General		What will you do to achieve early results?	
General		How will you collaborate with our internal team/Project Manager?	
General		What do you need from the Project Manager to ensure success including resources not specified in the RFP(s)?	
General		How do you measure success?	
General		Which stakeholders do you believe should endorse/accept/support the promotions effort? How or to what extent do you encourage/cultivate buy in?	
General		How does (or will) your approach differ when working with a local government as compared to working with private or business clients? What's your experience working with a local government agency?	
General		What is your reporting structure - How often? What format?	
Marketing/Advertising Questions: 12 points			
Marketing/Advertising		How will you measure campaign performance and report results? How often?	
Marketing/Advertising		What will the plan be for media roll out before the website is complete?	
Marketing/Advertising		What will our media plan/buy entail this first year? How much can we expect will be spent on paid media?	
Marketing/Advertising		How do you deal with the commissions on media buys and what kind of "added value" can we expect?	
Marketing/Advertising		What types of paid media have you found to be most successful? Least successful? Please give examples	
PR Only Questions: 12 points			
PR		What clipping service are you using? What is the monthly cost to us?	

PR		What are some examples of press we can expect in the first few months of the campaign?	
PR		What is your experience with in-market media tours as well as hosting both group and individual media in the destination?	
Social Media Questions: 12 points			
Social Media		If you are not local, how do you plan to do social media content effectively? How do you expect to offer a "local" voice?	
Social Media		How do you measure success of a campaign? What can we expect after 9 months?	
Website Questions: 12 points			
Website		Where will the hosting be and what are the costs involved?	
Website		Tell us about SEO, features, analytics: reporting	
Website		How will you intergrate social media tools into the website?	
Website		What are your options for ongoing support? Costs?	
Website		How do you expect our new website to differentiate itself from the countless DMO websites already out there?	
Total Points Awarded			