



Alaska Seafood Marketing Institute  
311 N. Franklin St., Suite 200  
Juneau, Alaska 99801

**RFP 2023-0802 Alaska Seafood Marketing Institute (ASMI) Program Evaluation of  
International Marketing Activity**

## **Amendment #1**

**Amendment Issue Date: April 11, 2022**

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IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: [alaskaseafood.org](http://alaskaseafood.org)

### **The following questions have been asked and answered:**

**Question #1:** Regarding the interviews of industry, could you clarify whether ASMI prefers that interviews be conducted with industry targets that have participated in ASMI programming, or whether you prefer recruitment of interviewees without regard to their past participation with ASMI?.

**Answer #1:** The interviews will be overseas with industry targets regardless to past participation.

**Question #2:** Regarding the interviews of industry, could you clarify whether ASMI will provide a list of targets with contact information?

**Answer #2:** Yes, ASMI will provide information to winning offeror.

**Question #3:** The RFP states that the evaluation must capture index measures and trade and HRI awareness performance measures. Could you share what those performance measures are? This information will be treated with confidentiality.

**Answer #3:** Available on request. Please contact [bmonagle@alaskaseafood.org](mailto:bmonagle@alaskaseafood.org) for the document.

**Question #4:** Can you clarify whether ASMI also wishes to obtain trade and HRI perceptions of ASMI activities and programs (in addition to perceptions of Alaska seafood)?

**Answer #4:** See Section 3.01 in the RFP.