

3911



Agreement Number: 60526 (amending agreement # 57092)

Amendment Number 01

Agreement between:

Canadian Tourism Commission
 Suite 1400, Four Bentall Centre
 1055 Dunsmuir Street, Box 49230
 Vancouver British Columbia
 Canada V7X 1L5

(hereinafter the "Commission")

and

Weber Shandwick Worldwide
 919 Third Avenue
 New York NY
 10022
 USA

(hereinafter the "Contractor")

Project Title Public Relations & Related Services

Whereas the Commission and Weber Shandwick Worldwide have previously executed Agreement No.57092 on March 01, 2005 and

WHEREAS the Commission and Weber Shandwick Worldwide hereby agree to further amend Agreement No. 57092,

NOW THEREFORE, in consideration of the promises and mutual covenants and agreements herein contained, and other good and valuable consideration (the receipt and sufficiency of which are hereby acknowledged) the Commission and the Contractor agree as follows:

1. To exercise the option provided in Article 2, to extend the agreement for an additional 12 month term from March 01, 2008 through February 28, 2009; and

MSD/CES/REGISTRATION UNIT
 2010 NOV 29 PM 3:29

2. to assign a new contract number 60526 to the full agreement for CTC's internal administrative purposes; and
3. to change CTC corporate address to read as follows:

Canadian Tourism Commission
Suite 1400, Four Bentall Centre
1055 Dunsmuir Street, Box 49230
Vancouver British Columbia
Canada V7X 1L5

and;

4. to delete Article 7 of the agreement in its entirety and replace it with the following:

"This Agreement and all related matters will be governed by, and construed in accordance with, the laws of British Columbia, Canada and the laws of Canada applicable in British Columbia. The Supreme Court of British Columbia, Canada sitting in Vancouver will have original and exclusive jurisdiction over all disputes arising from, connected with, or related to this Agreement or any related matter."

and;

5. to append to the agreement the projected estimated Scope of Services which the CTC intends to contract for during 2008, and
6. to append to the agreement the projected estimated budget for the 2008 Scope of Services.
7. All other terms and conditions in the agreement shall continue to have full force and effect.

Agreed to by

WEBER SHANDWICK WORLDWIDE

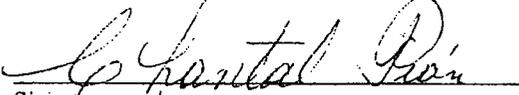
Signature

(Please print name)

Date

Agreed to by

CANADIAN TOURISM COMMISSION



Signature

for

Michele McKenzie
President and CEO

April 30/08

Date

– APPENDIX A –
PROJECTED 2008 SCOPE OF SERVICES & DELIVERABLES

On behalf of the Canadian Tourism Commission (CTC), the Contractor shall generate non-advertising media coverage and public relations promotions for Canada, the tourism industry and its partners that showcases and enhances the key brand attributes in local, regional and national outlets to drive increased awareness and placement. To reach this objective, the Contractor will achieve the following:

1. GOAL: Design and implement a public and media relations strategy and corresponding business plan to support the overall US marketing strategy.
2. GOAL: Generate coverage for Canada that showcases and enhances the key brand attributes in major national U.S. print media and on-line outlets, which would not otherwise be developed by the CTC and/or its partners.
3. GOAL: Produce a list of targeted print, broadcast, and electronic outlets, which support and enhance the overall U.S. marketing plan, and where applicable the Olympic strategy. Define a specific plan and identify annual story placement and ad value goals. These metrics will also be aligned with the CTC's Balanced Scorecard measurements. Targets should identify new opportunities beyond the traditional travel media, and include content procedures and distributors (television networks, production houses, etc.). Results to demonstrate an increase over previous years' numbers.

*Ad value is an estimate of the implied value of a news mention based upon segment airtime. This proprietary value is generated based on an algorithm using estimated impressions, stated ad rates, estimated running time and an industry standard multiplier. Rates are based on published rate cards and do not reflect negotiated media buys.

4. GOAL: Develop and execute a minimum of one large-scale (value added media exposure greater than \$1 million) non-traditional partnership annually to generate media coverage, supplemental advertising, and consumer awareness, to extend, expand and enhance the reach of the Canada brand, as well as advancing the scope of the CTC U.S. marketing initiatives.
5. GOAL: Recommend a content distribution strategy designed to provide optimal coverage and consumer access to deliver key brand messaging and imaging through targeted partnerships with major content providers broadcast and electronic) in the U.S.
6. GOAL: Create and produce a minimum of 4 major integrated CTC-approved promotional events in identified U.S. geographic markets (including New York, Boston Los Angeles) targeted to the high-yield consumer during primary campaign periods as identified by the CTC, which quantifiably extend brand awareness and broaden the reach as well as support the in-market advertising and sales programs.
7. GOAL: Develop and execute an integrated entertainment marketing outreach to film and television location managers and producers. Identify a minimum of one television or

movie opportunity to develop Canada content and awareness. Within the realm of story scripts and placement opportunities develop value-added promotions around release of major movies or television broadcasts shot in Canada. Identify quantifiable goals aligned with Balanced Scorecard metrics.

8. GOAL: Augment and enhance media relations activities on behalf of the CTC in the U.S. including:
- (a) Recruit top journalists from target list for individual and/or press trips to Canada, as requested;
 - (b) Write, edit and disseminate press releases, reflected of tone of voice and Canada story-telling brand as warranted, and requested;
 - (c) Write and disseminate a quarterly branded communications tool to provide the media with up to date story angles and information on the Canadian tourism experience;
 - (d) Ensure strong, qualified media representation at the Canada Media Marketplace scheduled for April 2008 in Los Angeles;
 - (e) Arrange media appointments in New York City and around other media initiatives for CTC executives and partners as required;
 - (f) Update/maintain the database of journalists in conjunction with CTC software;
 - (g) Generate ongoing, consistent coverage for Canada in major consumer travel media, consumer general interest media, top travel trade media and meetings, conventions and incentive travel media;
 - (h) Develop and support business/ corporate messages that facilitate the growth of the Canadian brand;
 - (i) Develop an effective working rapport with the Canadian media relations partners; including, but not limited to participation in presentations for CTC sponsored industry meetings;
 - (j) Development of a cohesive and ongoing working relationship with the advertising agency to ensure fully integrated campaign deliverables;
 - (k) Contractor, in conjunction with the CTC will develop a list of services available to partners and fulfill those requirements as requested;
 - (l) Work with CTC to assist in identifying print, online, and broadcast opportunities to highlight messaging of Canada's Games around the 2010 Olympics;
 - (m) As required, crisis planning/issues management in response to industry externalities.

9. GOAL: Contractor will track and report on all agency work conducted on behalf of the CTC and provide monthly reports, which include status on all activities.
10. GOAL: Submit monthly activity reports detailing activities and results, as well as a mid-year and year-end review, noting specific values reached for each objective.
11. TARGETS:
- a) Core Media Relations
 - 3-5 national broadcast placements
 - Secure 5-7 top media for professional development panels at MM08
 - Produce 4 issues of Canada: Red Hot
 - Media Impressions: Increase of 10% over 2007
 - Ad Value Equivalency: Increase of 10% over 2007
 - b) Spring Events:
 - Boston Trolley: 2-3 million media impressions
 - New York Rock Center: 2-3 million media impressions; 20-25 top media for VIP reception;
 - LA Grove: media impressions TBD based on talent; 10-15 media for VIP reception
 - c) Bryant Park:
 - Media goals increase media impressions by 5% over 2007
 - based on similar partner buy-in
 - d) Overall success for our special events will be measured by:
 - Brand tone: event was integrated with marketing and supported/extended in-market advertising and sales initiatives;
 - Chemistry: event was multi-dimensional and provided opportunities for partners, media, consumers, trade; Good company: message reached quality media and local influencers;
 - Personality: created a distinct voice for Canada at some of the hottest real estate locations in each market.

- APPENDIX B -
PROJECTED 2008 BUDGET ESTIMATES

Program/Activity	Estimate USD
Boston: Spring Promotion	\$160,000
New York: Spring Promotion	\$240,000
Los Angeles: Spring Promotion	\$300,000
New York: Bryant Park	\$550,000
<hr/>	
Total Estimated Expenses	\$1,250,000
Total Estimated Fees	\$725,000
Total Budget	\$1,975,000

NSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:29