

To: All Trade Councils

Re: Product Knowledge Educational Video 2022 Proposal Submissions for Period 2 - 6

LCBO Merchandising and Retail Operations Divisions are excited to accept proposal applications for Trade led Product Knowledge Educational Videos. These videos are an excellent opportunity for LCBO Frontline Retail employees, Product Consultants and Product Ambassadors (i.e. Beer, Spirit and Ontario Wine Country Ambassadors) to receive first-hand product knowledge education from our trade partners.

Proposal applications for educational video development are reviewed by an LCBO panel from the following areas: Merchandising and Retail Store Operations.

The deadline to submit your proposal for your educational video is Monday February 21st, 2022. Please note all proposal submissions must be submitted through the survey monkey link process, to ensure the process is fair and equitable for all by the due date.

Please click the following web link to submit your supplier proposal for: <https://www.surveymonkey.com/r/ProductKnowledgeVideoProposal2022P2-P6>

To ensure that all the submitted information is properly received, please be sure to complete the survey in one sitting.

Here are some application process tips:

- Please submit according to the Period Promotion calendar and target audience below
- Clearly define your learning goals and objectives
- Identify the products you wish to feature, please ensure they match the promo calendar noted below
- Identify your presenters and their credentials
- Proposal outlines are to be submitted not videos (outlines should be based on a 5-7 min video)
- Please submit a separate entry for each topic you are interested in applying to via the survey link
- Keep a copy of your proposal for your reference

Product Knowledge Educational Videos 2022 Proposal Submissions Promotional/Educational Calendar Period 2 – 6 Topic-Targeted Learning Audience
Period 2: RTD Innovation – Customer Service Reps/general knowledge Tequila – Customer Service Reps/general knowledge
Period 3: Local Craft Beer Summer Styles- Customer Service Reps/general knowledge UK gin – Customer Service Reps/general knowledge
Period 4: Discover Canadian Wines (BC, NS, ON) – Product Consultant/advanced knowledge Low Calorie Wines – Customer Service Reps/general knowledge
Period 5: Wines of Germany – Product Consultant/advanced knowledge Wines of Australasia (Australia, New Zealand) – Customer Service Reps/general knowledge
Period 6: Wines of Greece – Product Consultant/advanced knowledge Rum – Customer Service Reps/general knowledge

Please contact me if you have any submission process related questions or the appropriate business unit should you have any category related questions. A reminder proposal submissions will not be accepted via email, please ensure you submit using the survey link noted above.

We thank you in advance for your interest in this educational and innovative program initiative.

Sincerely,

Diana Ruscetta

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