**RFP template**

# Title

A request for proposal

[January 1, 2024]

*Name of preparer*

*Contact information*

# General information

## 1. We plan on having \_\_ guests

*Please add any additional detail here. Who are they, what do they expect, and what is your relationship to them?*

## 2. The event will occur in \_(city and state)\_

*If multiple locations, please add all. Please also share/describe the venues you have in mind, if any.*

## 3. Our budget range is $\_\_ - $\_\_.

*What’s the total number you plan to spend? Have you earmarked amounts for specific categories such as venue, entertainment, food and beverage, and so on? If so, please detail below.*

## 4. We are primarily looking for \_strategy/execution\_ help.

*If you had to narrow down your need to just one thing, what is the primary thing? (Feel free to list all needs in priority order.)*

# The guest experience

## 4. Our agenda is as follows

*Outline of agenda (if this is a multiday event then call out any major events and when they occur. If this is a one day event, a brief proposed timeline).*

## 5. We hope to accomplish \_\_.

*What’s the primary goal of the event and how will you measure it? State it simply above, and go into detail below. Are people there to network? Absorb? Enjoy? Feel connected to a brand?*

## 6. This event is \_new/longstanding\_.

*Is there a history of hosting this event or is it new? If there is a history, what were guests most excited about at past happenings? (E.g. food, the keynote speaker, the city was easy to get to, the right other attendees, and so on.)*

# Creative direction

## 7. The resources on our end are \_\_.

*What resources do you have, in terms of people, objects, and guiding documents? For example, do you have a team that’ll create content? Brand guidelines and a brand voice?*

## 8. We are missing \_\_.

*What resources do you not have that you know you need? For example, do you need graphic design help? Script writing? Speech coaching? Motion graphics? Design and fabrication for 3D builds?*