

# VENUE REQUEST FOR PROPOSAL (RFP) CHECKLIST

**This handy venue requirements checklist lists the key details you should include in an effective venue RFP, whether you are sending this out directly or completing details via an online portal. Before you issue your RFP, check all of these details are listed:**

## **SUBMISSION DETAILS**

- Enquiry Reference.
- Deadline for responses to be received.
- Details of where and how responses should be returned.
- When a decision will be made and when and how the venues will be notified.

## **DATE AND TIMES OF THE EVENT**

- Dates and times for the live event
- Set up times/days required
- Breakdown times/days required
- Early access requirements on the day of the event

## **DETAILS OF THE EVENT**

- Type of event e.g. conference, exhibition
- Anticipated format e.g. a one-day conference with 8 breakout sessions before and after lunch and up to 100 exhibitors
- Event topic and vision
- Background information about the event. Is it the first event or has it run previously? What is unique about the event? This information can help the venue get excited about the potential of hosting the event and the potential for marketing opportunities.
- Are you searching for a specific ambiance e.g. a modern look and feel
- Event website

## AUDIENCE

- Minimum and maximum numbers anticipated
- Layout preferred e.g. theatre style in the main room and cabaret style in the breakout rooms
- Sector, profile and geographical reach of the target audience. This helps the venue to understand the event better and could help with negotiating rates if it matches the target market of the venue

## ROOMS AND AREAS REQUIRED

- Main room
- Breakout rooms
- Registration area
- Where should refreshments be served - does this require a separate space or could it be within the main room?
- What is the distance between the rooms? Are they all on the same floor?
- Can floorplans be provided?
- Cloakroom
- Speaker green room
- Organisers office
- Exhibition area

## FOOD AND BEVERAGE

- What do you anticipate in terms of catering spend? For example, this may be 3 servings of tea and coffee throughout the day with a hot and cold fork buffet lunch and evening drinks reception

## TECH, AV AND WIFI

- Try to give an idea of the audiovisual setup and equipment required, for example, a laptop, projector and screen is required for the main room and all breakout rooms. In the main room, we anticipate a stage is required for a panel of 4 people, lectern, PA system, 4 lapel mics and 2 handheld mics
- Is WiFi required? Should this be a dedicated network accessed by a password specified by you?

- Consider giving details of any tech you are looking to incorporate such as audience response systems and social walls

### **ACCOMMODATION**

- Number of anticipated rooms and nights
- Is accommodation booked, managed and paid for by the event budget or are you looking for preferential rates for the attendee to book directly?
- Number of staff and speaker rooms likely to be required

### **DETAILS OF THE CLIENT**

- Is the client not for profit, a registered charity, a government organization or a startup for example? Even if you do not wish to disclose the client name it is good to give some brief details and some venues may offer preferential rates
- What is the client looking for? Is budget the number one priority or is the look and feel of the venue more important?
- How many venues are you approaching and asking to quote?

### **OTHERS QUESTIONS TO ASK IN YOUR VENUE RFP**

**You may wish to ask the venue what their unique selling points (USPs) are and why they would be a good venue for the event.**

- Can they offer any further support such as marketing and promotion?
- Event budget available (if this can be disclosed and you are working to a set budget rather than looking for the most competitive prices).
- Other than the costs disclosed for room hire, food and beverage and AV what other costs should you expect to be incurred from the event?
- What is the payment schedule and terms?
- If you are an agency is any commission payable/requested?
- Ask the venue to provide details of 2 references. (or even better - ask if you can speak directly to event planners who have recently run an event at the venue).
- If you are looking at a specific date can they put this on hold for you until a final shortlist decision is made?