

Creating an RFP

While you can certainly speak informally with sales and catering staff, when you are ready to ask for a written proposal on costs, most venues will expect you to present them with a **Request For Proposal** (or RFP), a written document that outlines what you expect from the facility and itemizes the services needed. This will help the staff at the venue prepare an accurate proposal for hosting your event.

Some venues make this easy by providing a form for you to fill out. For example, **InterContinental Hotels Group** has a link on its website where you can create and submit an RFP for any hotel in their chain simply by filling in the blanks.

InterContinental Hotels Group <http://www.meetings.ichotelsgroup.com>

The International Association of Convention & Visitors Bureaus (IACVB) has an online RFP form. You can submit your request to convention and visitor bureaus (known as conference and/or tourism boards in many countries) in any of 500 destinations in 30 countries. Your RFP will be forwarded to local venues in those destinations, and they will provide you with proposals to host your event.

RFPs for Convention & Visitors Bureaus
http://www.iacvb.org/iacvb/view_page.asp?mkey=&mid=33

If you write your own RFP, remember to include these key elements:

- title and/or theme
- objective
- number of participants
- demographics of participants
- dates/number of days (including dates that are **not** workable)
- food and beverage requirements
- number and size of meeting rooms

- number of sleeping rooms (total rooms multiplied by total nights)
- room set-up(s) and staging



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- social functions planned, including off-property events
- support services needed
- range of rates sought

An RFP for hotel space for the Green World Forest Products Meeting is the example on the next page.

Sample Request for Proposal

ACME Event Management Ltd.

Date: February 20, 2006

From: Eve Eventplanner

Fax: 555-5554

Phone: 555-5555

To: (insert venue name and name of Sales Manager)

Green World Forest Products is a wood products manufacturer. We are planning a meeting of our sales staff in August 2006 to introduce new products to the sales teams and to reward high sales achievers. Our sales team is an energetic, casual and competitive group (75% male) ranging in age from 25-37.

I am seeking meeting and guestroom space for 35 participants, as follows:

Date:

Ara

August
2006 – Any
three-day
weekday
or

weekend meeting agenda
allowing a travel day at either end, except for the August 7 holiday
weekend.

Rooms: Need rooms for 35 Green World participants and 2 ACME staff (30 single-occupancy rooms, 7 junior or executive suites). Rooms should be wired for Internet.

Meeting: One main meeting room to accommodate 35 participants, classroom style (two per table); one podium; data projector and screen; materials table at back of room and space for buffet table for mid-morning and early afternoon breaks.

Rate: \$150.00-\$170.00/night

Food and Beverage: Continental breakfast, two breaks, buffet lunch, pre-dinner host bar reception (all on a daily basis)

Please note: Participants will be transported off the grounds for dinner daily.

Please forward your response to my attention at the fax number noted above by 4:00 p.m., Friday, March 17, 2006. If you cannot accommodate this event, please let me know so that I do not follow up with you.

Thank you,

Eva Eventplanner

ACME Event Management Ltd.

It's a good idea to speak to someone on site before you prepare your RFP. They may ask you questions that will help you prepare a more detailed and comprehensive document.



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