



RFP ESSENTIAL INFO CHECKLIST

Whether you're creating an RFP or responding to one, here are the essential details needed to ensure the response is thorough and reliable—and the resulting event meets everyone's needs and expectations. If you're a respondent and info is missing, consider asking the client for an exploratory call:

- ✓ **Event Objectives:** What business outcomes are the client hoping to achieve from the event?
- ✓ **Audience Details:** Who is the target audience, and what is the expected number of attendees? Where are they coming from?
- ✓ **Budget:** What is the overall budget for the event? Are there any specific allocations for different aspects (venue, catering, entertainment, etc.)?
- ✓ **Date and Timing:** What is the preferred date and time—and is there flexibility?
- ✓ **Site Requirements:** What type of venue is preferred (size, location, accessibility, amenities)?
- ✓ **Event Format:** What is the desired format of the event (conference, gala, workshop, etc.)?
- ✓ **Technology and Equipment:** What are the audiovisual and technical requirements (sound systems, projectors, internet access, etc.)?
- ✓ **Catering and F&B:** Are there any specific catering needs, dietary restrictions or preferences?
- ✓ **Marketing and Promotion:** What are the expectations for marketing and promoting the event, and who will be responsible for these activities?
- ✓ **Post-Event Requirements:** Will there be follow-up surveys, data collection or feedback analysis?