HOW TO WRITE AN 🔊 AV RFP

Set your vendor-partners up for success with these tips on creating an informative RFP

GIVE 'EM THE BASICS



Dates, Times Location (venue, GS room) No. of attendees



DEFINE THE GOALS OF THE MEETING

Who is the client? Who is in the audience? What is the purpose of this meeting? (ie. motivating a sales team vs reporting recent research vs awards)

INSTEAD OF A GEAR LIST, DESCRIBE WHAT YOU WANT TO SEE AT THE EVENT. YOU CAN LIST IT OUT OR BREAK IT UP BY CATEGORIES (VIDEO, AUDIO, LIGHTING, STAGE DESIGN)

AUDIO



List max no. of speakers/session, size of rm, and no. of attendees. Would you like VOGs?

LIGHTING &

STAGE-DESIGN

Basic lighting or more? Need a stage? A scenic option or two? Drape?

AGENDA OVERVIEW

VIDEO

Are there videos?

Will content be

vibrant images, or

data-driven?

DSM? Timer?

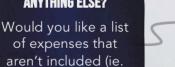
Cameras?



When can set up begin? What's the basic schedule for the program?

ANYTHING ELSE?

power, rigging)?



HELPFUL INFO

Anything you have that might help your vendor envision your needs: previous pictures, what went well & any pain points you would like to see resolved

Awesome job! You're ready to send out your RFP!



We would love to hear from you! hello@macroproductions.net www.macroproductions.net