

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?

VIDEO

Are there videos?
Will content be vibrant images, or data-driven?
DSM? Timer?
Cameras?



LIGHTING & STAGE-DESIGN

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



AGENDA OVERVIEW



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

ANYTHING ELSE?

Would you like a list of expenses that aren't included (ie. 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