

The Modern Enterprise Event Tech RFP Template

A framework for evaluating event platforms based on outcomes, experience quality, and vendor partnership

Traditional RFPs reward feature checklists. Modern event programs require better questions.

This guide introduces a practical framework for evaluating event technology platforms in a way that reflects how events actually create value today.

Why traditional event tech RFPs fall short

Most enterprise event technology RFPs were designed for a different era.

Historically, event platforms were evaluated primarily on operational capabilities such as registration, integrations, and logistics. RFPs evolved into large feature checklists intended to validate technical completeness.

But the role of events has changed.

Today, events are expected to:

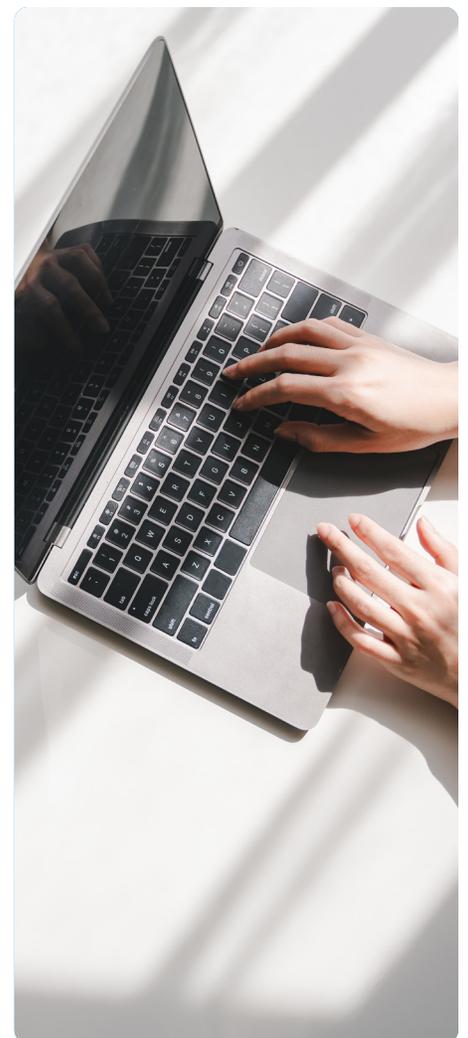
- Generate pipeline and accelerate deals
- Strengthen customer relationships
- Build community and brand affinity
- Deliver measurable business outcomes

Despite this shift, most RFP processes still prioritize feature accumulation over experience outcomes.

The result is predictable.

Teams select platforms that score well on a checklist but struggle to deliver differentiated experiences, operational agility, or strategic value once the events are live.

Modern event programs require a different approach to evaluating technology.



How to use this template

This template is designed to help event leaders evaluate vendors based on the factors that most influence successful event programs.

Rather than relying on long feature checklists, it focuses on real-world outcomes, workflows, and vendor partnership.

To use this framework:

Step 1: Define your event strategy

Clarify the business outcomes your event program must support.

Step 2: Identify your core event use cases

Focus on the event types that matter most to your organization.

Step 3: Use the evaluation questions

Ask vendors to demonstrate how their platform supports these use cases through real examples and proof points.

Step 4: Use the evaluation scorecard

Compare vendors using a structured scoring approach that prioritizes outcomes, experience quality, and operational efficiency.

Step 1: Define your event strategy

Before evaluating vendors, clarify the role events play within your organization.

Key questions to answer

What business outcomes should events support?

Examples:

- Pipeline generation
- Deal acceleration
- Customer retention
- Community growth
- Member/subscriber acquisition & retention

What metrics will define success?

Examples:

- Pipeline generated
- Engagement metrics
- Customer expansion
- Sponsor ROI
- New members/subscribers

What role do events play within your broader go-to-market strategy?

Examples:

- Pipeline generation and demand creation
- Pipeline acceleration and deal progression
- Customer retention and expansion
- Community building and audience

Documenting these priorities ensures vendors respond within the correct strategic context.

Step 2: Define your core event use cases

Most event technology RFPs attempt to evaluate hundreds of features across every possible scenario.

Instead, focus on the core use cases that matter most to your organization.

Typically, event programs can be described through three primary event types;

Example

Use case 1: Flagship conference

Audience: Customers and prospects
Scale: 1,000+ attendees

Primary goals:

- Brand leadership
- Pipeline influence
- Community engagement

Use case 2: Field marketing events

Audience: Target accounts
Scale: 50–200 attendees

Primary goals:

- Pipeline acceleration
- Executive relationship building

Use case 3: Customer events

Audience: Existing customers
Scale: 100–500 attendees

Primary goals:

- Retention
- Expansion
- Community development

Vendors should answer evaluation questions through the lens of these use cases.

Step 3: Outcome-based platform evaluation questions

Instead of asking whether a platform technically supports a feature, ask how the platform delivers real-world results.

Example questions

How does your platform help organizations measure the business impact of events?

Provide:

- Example metrics customers track
- Reporting workflows
- Customer example

Describe how your platform supports organizations running multiple event types or event portfolios.

Provide:

- Customer example
- Operational workflows
- Efficiency gains

How does your platform integrate event data with CRM or revenue systems?

Provide:

- Example integrations
- Customer workflow example



Step 4: Evaluate planner workflow & operational efficiency

Event technology should make it easier for teams to plan and execute events.

Example questions

Describe the typical workflow for launching a new event on your platform.

Provide:

- Key steps involved
- Average timeline
- Customer example

How does your platform support teams running large event portfolios?

Provide:

- Customer example
- Operational efficiencies enabled

How does your platform enable event teams to reuse templates or assets across events?

Provide:

- Example workflow
- Customer example

Step 5: Evaluate attendee & sponsor experience

Great event platforms enable memorable experiences for attendees and measurable value for sponsors.

Example questions

How does your platform enhance the attendee journey before, during, and after events?

Provide:

- Example attendee journey
- Customer example
- Engagement metrics

How does your platform support personalized attendee experiences?

Provide:

- Example use case
- Data used for personalization
- Results achieved

How does your platform help sponsors measure their event ROI?

Provide:

- Example metrics
- Customer example

Step 6: Evaluate vendor partnership

The vendor relationship often determines the long-term success of a technology investment.

Example questions

Describe your implementation process for enterprise customers.

Provide:

- Typical timeline
- Key milestones
- Roles involved

What support do customers receive during live events?

Provide:

- Support model
- Example of live-event support

How does your customer success team support ongoing event program growth?

Provide:

- Engagement model
- Example of strategic partnership

Step 7: Evaluate customer success, education, & community

Selecting an event technology platform is not only a product decision. It is also a long-term partnership.

The right vendor should help your team continuously improve your event strategy, stay informed about industry developments, and adopt new capabilities as the events landscape evolves.

When evaluating vendors, consider how they invest in helping customers become more advanced, knowledgeable, and innovative over time.

Example questions

How do you help customers continuously improve their event programs after implementation?

Provide:

- Description of the customer success model
- Examples of strategic guidance provided to customers
- Examples of how customers have evolved their event programs over time

How do you help customers stay current with evolving event strategies and adopt new capabilities over time?

Provide:

- Examples of webinars, training, or educational resources
- Research reports, benchmarks, or industry insights
- Customer examples of new capabilities adopted (e.g., AI, analytics, engagement formats)
- Resources that support feature or capability adoption
- How customers are guided in implementing new capabilities

What opportunities exist for customers to connect and learn from each other?

Provide:

- Customer communities, user groups, or forums
- In-person or virtual customer events
- Examples of knowledge sharing between customers

Event technology vendor evaluation scorecard

Use this worksheet to compare event technology providers based on the factors that most directly influence event success. Score each vendor from 1–5 in each category.

Scoring scale

1 – Does not meet requirements

2 – Meets requirements with major limitations

3 – Adequately meets requirements

4 – Strong capability

5 – Best-in-class capability

Vendor comparison worksheet

Evaluation Category	Weight	Vendor A	Vendor B	Vendor C
Event outcomes & measurement	20%			
Planner workflow & operational efficiency	20%			
Attendee experience quality	20%			
Sponsor value & revenue enablement	15%			
Vendor partnership & support	15%			
Technology & integrations	10%			

Final score calculation

Multiply each score by its category weight, then sum the results to determine the final evaluation score.

This approach helps ensure your evaluation prioritizes the factors that most influence the success of your event program.



Choose technology that supports the events you want to create

Enterprise rigor is valuable. But rigor applied to the wrong variables produces the wrong outcomes.

When event technology is evaluated primarily through feature checklists, organizations often end up selecting platforms that appear comprehensive on paper but introduce unnecessary complexity in practice.

By focusing evaluation on outcomes, experience quality, and vendor partnership, event leaders can identify platforms that truly support the events they want to deliver and the business impact they are expected to create.

How Bizzabo supports modern event programs

Modern event programs require more than a collection of features. They require a platform designed to support the full event experience lifecycle.

Bizzabo is the Event Experience Operating System built for enterprise organizations running complex event portfolios. The platform unifies registration, engagement, networking, and event data in a single system, helping teams design differentiated experiences while maintaining operational efficiency.

By connecting event activity directly to sales and marketing systems, Bizzabo also enables teams to measure how events influence pipeline, customer relationships, and revenue outcomes.

For organizations rethinking how they evaluate event technology, Bizzabo provides a platform designed for both experience quality and measurable business impact.

[Learn how Bizzabo can support your event strategy.](#)