Event Management Software RFP Template

A request for proposal (RFP) is a document that announces an event, describes its objectives and requirements, and solicits bids from vendors, venues, and other suppliers who are capable of providing the services, spaces, technologies, and other items needed to make the event a success. Event planners use RFPs to ensure they have everything they need to pull off a great event while also staying within budget and maximizing ROI.

In order to make the most of your event management software RFP, you need to be as thorough and detailed as possible. When you sit down with the team to create an RFP for your next hybrid event, be sure to include the following:

An overview of your company and event

Event goals and objectives, as well as how you'll measure success

When and where your event will take place

Event planning timeline with key milestones

Information about your event's virtual and in-person attendee personas

How many speakers the event will feature and whether they'll be in person or virtual

Whether there will be pre-recorded or live-streaming content (or both)

Whether you'll have exhibitors or trade show booths

The type of equipment and technology you'll need

The type of audience engagement you're hoping for (chat, polls, 1:1 meetings)

A rough – but realistic – budget estimate

Any potential roadblocks or challenges you foresee

Deadline for RFP responses and when you'll announce who was picked