

[TEMPLATE] REQUEST FOR PROPOSAL - AUDIO VISUAL

Please respond to [NAME, EMAIL] by: [DATE]

Objective

The purpose of this Request for Proposal ("RFP") is to solicit proposals from qualified companies who have demonstrated creative and efficient methodology in the deployment and execution of Audio/Visual Event Production for large companies. [Company] is seeking a partner for various levels of events ranging from simple meetings in smaller venues with minimal requirements to large/complex/flagship engagements.

You are invited to submit a response to this RFP. We have provided the instructions, information and specifications necessary for your company (hereinafter referred to as "Supplier") to respond.

RFP Contact Information

John Smith
123 Main St.
john@email.com
555-555-1234

Questions regarding this RFP will be accepted via email until February 27 @ 5:00 p.m. Eastern time to **john@email.com**. Questions and answers will be provided to all competing Suppliers.

Timeline

Proposal submission deadline: [date]
In-person presentations: [date range]
Proposal review period: [date range]
Selection to be made by: [date]

References

List three references (name, title, phone, email) from clients of major projects who we can contact. Include event size, scope and complexity. If possible provide references within the [insert your industry] industry.

Event Description & Background

Example: Acme Corporation's 8th Annual Conference (ACAC) is taking place on Jan 1-5, 2015 at the Mahogany Hotel in Chicago, Illinois. This is the first time the event will take place in Chicago, as it has been held in various US cities over the past 7 years. The ACAC is an internal event attended by all Acme Corporation employees (approximately 350 attendees), meant to celebrate and acknowledge everybody's hard work over the past year. The ACAC is typically festive, fun, and celebratory. Acme has struggled in the past to keep employees engaged and attentive in an immersive learning environment and are open to ideas and concepts to keep education and sessions engaging. AV budget ranges between \$20-30k.

We are looking for an audio visual provider who we can partner with annually. The company should be able to execute events across the US, successfully meet our event goals, and interact seamlessly with our internal planning team.

[INSERT, if applicable]

- Event agenda or schedule-at-a-glance (include rehearsals and evening events, if any)
- Proposed equipment list
- Photos from previous events
- Previous AV quotes
- Production requirements
- Any other information regarding the details and logistics of the event

RFP Questions

Company Overview

1. What type of events do you have experience managing - including scope, size, complexity. How many events do you manage per year and what is the average size?
2. Please provide a portfolio that encompasses the full spectrum of your service offerings as an attachment to this RFP.
3. Who are your largest competitors and how do you distinguish yourself from them?
4. Can your company provide support to multiple meetings/events across the US or in the same region simultaneously? If so, how is this serviced?
5. Do you have an environmental responsibility/sustainable business program in place today? If so, please provide an overview of the program describing how you promote and measure authentic, sustainable practices.

Team & Processes

6. Describe the team who will be handling this account and managing event execution, as well as the overall event planning process.
7. Describe the intake process when you receive a new event from [company]. Also describe your internal communication and team assignment processes.
8. What is your process and typical schedule for communicating initial budget and for noting scope changes that impact the budget?
9. Do you own your equipment or lease equipment? Provide details on how owned or leased equipment is managed, serviced, and sufficient to provide the services needed to support clients.

Experience & Situational Questions

10. What is your experience working with union labor?
11. Please describe your issue escalation and resolution process. What is your process for communicating and resolving on-site mistakes? At a minimum, include steps, responsibilities, communications, and follow-up measures to minimize/prevent future occurrences. Include any currently documented process flows/narratives as attachments.
12. Provide an example of how your company has responded to last-minute event changes (including budget cuts or logistical issues).
13. Describe a production experience that encountered challenges, and provide detail as to how resolution was handled.
14. Describe what you'd do if a key crew member or crucial piece of equipment suddenly became unavailable for the event. Related, how do you guarantee equipment and personnel for events?
15. Describe your ability to manage and execute multiple events occurring at the same time in several different cities across the country.
16. Describe what your company will provide as "value-added" services to [company]. Provide examples of proven initiatives that resulted in cost savings and/or process improvements and provide all metrics to support said savings.