

catersource® + THE SPECIAL EVENT®

Crafting the Perfect RFP for your Conference



Meet Your Panelists



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SENIOR MARKETING
MANAGER, GLOBAL EVENTS



EAGLE EYE NETWORKS

PANEL DISCUSSION Q&A

Key Takeaways

DO'S

- Specify non-negotiables
- If your pattern can flex- say it
- Share how RFP responses will be judged – what will you be looking for?
- Share details on the attendees, what will they be expecting
- Ask for planner points – can come in handy
- Include your F&B and AV spend from past years
- Consider time needed for load-in and strike, and clarify the hours the venue is available
- If you aren't ready to contract- send an RFI instead

Key Takeaways

DON'TS

- Set an unrealistic response deadline
- Underestimate the time it will take you for internal reviews and approvals
- Wait to send your RFP
- Wait to contract dates and space
- Avoid the luxury brand even if your budget seems non-luxurious
- Skip the nitty gritty- the more details, the better