

REQUEST FOR PROPOSAL (RFP) RESPONSE TEMPLATE

The following guide will assist in creating a bid submission to host a business event in your region or at your property. It outlines suggestions of what to include and while not all sections may be relevant to your destination or property, we hope the majority of your questions about creating a successful proposal are answered here. Remember; make your bid document clear, confident and enticing!

RECOMMENDED TEMPLATE FORMAT

Cover Page

Include the name of your destination or property, a hero image of your destination or property, your logo and the proposed event or client.

Contents Page

List the contents of your proposal with page numbers, for example:

1. Welcome
2. COVID-19 Safety Plan
3. Location and Lifestyle
4. Conference and Gala Dinner Venues and Facilities
5. Accommodation Options
6. Transport & Access
7. Technical Services
8. Team building and Theme Party Options
9. Accompanying Persons Program
10. Further Information
11. Contact Details

Page 1: Welcome

This introduction to your destination or property will demonstrate how you can meet the requirements of the proposed event. Use powerful words about your destination/property, confirm availability for the proposed conference dates, and mention any previous events you have successfully hosted in the region or at the property.

Highlight the unique appeal of your destination/property and areas of relevance to the potential client e.g. local centres of excellence. Your welcome could also include a personal letter of welcome from the Mayor (destination bids) or General Manager (property bids).

Page 2: COVID-19 Safety Plan: Function centres holding corporate events must have a COVID-19 Safety Plan in place for each event, as well as being registered as a COVID-19 Safe Business. If your venue is registered as COVID Safe, include your COVID-19 safety tick of approval and outline the capacity of your venue under the current COVID-19 restrictions in place by the NSW Government.

Page 3: Location & Lifestyle

This page provides a snapshot of your destination to demonstrate why your destination or property would be the best choice for the proposed event. Include a location map, relevant transport infrastructure, climate information, population and any unique selling points of your destination such as beaches, vineyards or natural wonders.

Page 4: Conference & Gala Dinner Venues

On this page, provide a brief description of conference venue/s and gala dinner options that you are offering to host the event. This page should include venue images, catering options, floorplans and capacity charts. If your destination/property has won any awards, highlight them in this section.

For regions preparing the RFP response, if you have sourced event proposals from the venues, include an overview of costs in this section, including room hire and catering costs.

Page 5: Accommodation Options

Provide a list of accommodation options within your destination that are in close proximity to the conference venue. You may like to profile each option with the number of rooms available and a star rating or price point. Include images of accommodation options and the rooms available.

If your property houses accommodation but does not meet the number of rooms requested, include a list of preferred accommodation suppliers or alternatively offer to discuss options available.

Page 6: Transport & Access

On this page, present an overview of how to get to your destination. Include the closest airport and airlines that service your destination; a map showing air/road/rail connections and details of daily passenger capacity of airlines, rail and coaches. You may also like to provide information on drive times from the nearest cities and local bus/coach operators available to provide transport to and from your destination.

Page 7: Technical Services

Present an overview of the technical services and support available in your venue or destination. For example, if audio visual is provided an external provider (other than that of the venue) consider providing contact details of audio visual operators within your destination. You may also like to detail any additional technical costs if applicable, such as WiFi.

Page 8: Team Building and Theme Party Options

Recommend any alternative offsite dining possibilities including conference gala dinner, social events or theme party options that could be considered throughout the conference as dining for delegates. For individual venues preparing the RFP response, be sure to include recommended options for partner activities and pre- and post- touring activities to encourage multi-day stays in the region.

Social Events

The appeal of regional NSW conference locations is the ability to provide unique experiences for delegates which they cannot secure in city locations. In this section, you could list team building ideas or activities that are unique to your region or destination.

Ensure the activities are realistic for a group and appropriate in style; for example, skydiving may be a popular tourist activity but is not recommended for conference groups due to risks and costs. Consider local yoga, wellness or meditation providers; wine and cheese tasting tours; quad biking; nature walks or paddle boarding.

Page 9: Accompanying Persons Program

An advantage of hosting a business event in regional NSW is the appeal of an accompanying persons program encouraging delegates to bring family and friends with them to the business event. Accompanying persons are then able to experience the best the destination has to offer while the delegate attends the business event.

Take the time to note the variety of attractions and experiences on offer for accompanying persons appreciating that these may differ from attractions and experiences that would be suitable for delegates attending the business event.

Page 10: Further Information

In this section, include additional items to personalise your proposal, such as:

Social Media

Social media gives businesses an opportunity to directly interact with current clients and potential customers, and promote their products, events or services. If you have a social media following on Facebook, Twitter or Instagram, it is beneficial to include in your bid submission an outline of any digital promotional opportunities you may be able to offer, either in the lead up to the event or during the event. Explain the social media platforms your region, venue or product have a presence on, including the number of followers on each platform and create a unique #hashtag you could invite delegates to use during the proposed event.

Specialist Industries

In some industries, a deciding factor for conference destinations may be the proximity to a relevant industry specialist centre or educational facility such as a university. For example, a medical conference may wish to host their event near a renowned medical faculty to showcase clinical demonstrations. Or an agricultural conference may wish to conduct field study tours to respect farms and/or factories. In this section, note any significant specialist centres relevant to the proposed event client, such as universities in your region, research facilities, museums or industry specialist centres.

Local Suppliers

The conference convener may be looking to engage local suppliers including staging/theming companies, exhibition/equipment-hire companies, photographers or other local providers as required. In this section, provide a directory of local supplier options that the conference convener could keep on hand if needed for their event.

External Caterers

The conference convener may be looking at unique offsite dining experiences for their delegates. In this section, provide a directory of recommended local caterers to highlight the food and beverage options available in your destination.

It is a key point of difference for many destinations to be able to showcase local food and wine producers and product. Consider promoting caterers and food/wine suppliers who showcase local produce where possible.

Speakers/Local Talent

To support local talent in your region and further demonstrate the added value of hosting an event in your region, provide a list and description of local entertainers or speakers that could be engaged for the conference content. For example, motivational speakers, local celebrities, unique business owners, choirs, bands or other performers. In addition, many event owners seek to have a Welcome to Country as part of the official opening of an event, so you may wish to provide information on this and/or details of your local Aboriginal Land Council.

Environmental Credentials

The environmental credentials of your property or destination are an increasingly important deciding factor for clients when reviewing bid submissions. Therefore it is important to highlight environmental sustainability practices that your property or destination adheres to. Where applicable, consider including information relating to procurement, energy/resource use, greenhouse emissions, waste and transport.

Medical Information

One common concern amongst event organisers is access to medical care in the event of an emergency. To assist, include a list of medical and emergency care providers such as medical centres, hospitals, dentists, chiropractors and General Practitioners in the region and near the conference facility.

Testimonials

Include evidence of capability to deliver including testimonials, awards, case studies or other similar events held in the destination/property.

Page 11: Contact Details

Provide the contact details of the bid team on the last page of the document.

BEFORE FINALISING YOUR TEMPLATE

Visual Assets

In your bid submission, include a range of imagery taking into account these tips:

- Include eye-catching images of venues, accommodation and examples of previous events
- Images should be print-ready and high resolution, not pixelated
- Use images to entice people to your region
- Use images of conference sessions under way; no empty meeting rooms or stages
- If there are tables in shot, style with note pads and pens to indicate a learning environment
- Try to show perspective from the side or front of the room; not just backs of heads



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Checklist

- Have you registered as a COVID-19 Safe business?
- Is your document professionally presented, attractive, creative, clear?
- Do you need a professional graphic designer or copywriter to help you?
- Does it include letters of support from the Mayor or other key public figures?
- Does it convey your enthusiasm to host the event at your destination or venue?
- Is it fresh and original, avoiding a cut-and-paste, formulaic style?
- Does it address all relevant issues of the host organisation?
- Is it an electronic version with hyperlinks?
- Are you able to submit it by deadline?