

Mastering the Art of Responding to Meetings and Conventions RFPs

With Small Market Meetings

Speakers

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What can iTIP partners do to better highlight themselves to planners?

- Give **gifts** ahead of site visits to get planners excited.
- Be **flexible** (you have more ability to be flexible than larger cities).
- Be **personable** (you might not be the top RFP, but if the planner enjoys working with you, it gives you a better chance no matter what).
- Build solid relationships so planners know they can **trust** you.
- **Believe** in your city. Planners want to work with those who are passionate about their city and show it.

Tangible things to showcase yourself to planners

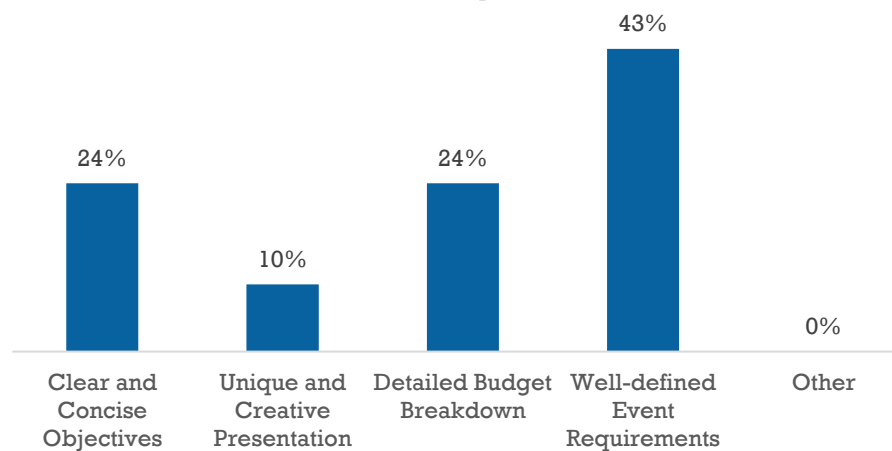
- Offer more creative **incentives, tax breaks and or grants.**
- Join **professional organizations** (MPI, PCMA, etc.) if not already involved.
- Join other **MPI Chapters** other than your own. Look at locations that are relevant to your destination.
- Promote yourself and services with **e-blasts** to planners. Even include **incentives** in subject line.
- **Sponsor** events, speakers, whatever you realistically can at conferences. This could be local chapters or larger conferences.
- Do what you can with your **budget.**

Key questions asked to other planners

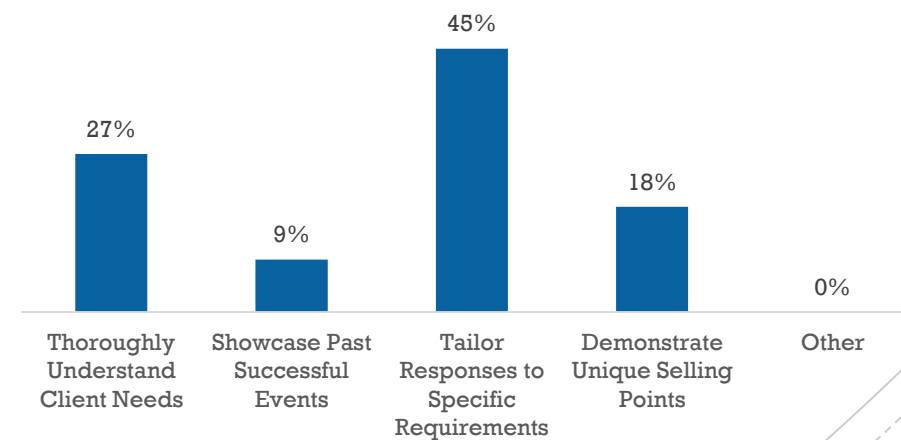
- What key elements make an RFP stand out to you?
- Do you have any specific tips for filling out RFPs that you find effective?

Answers

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Do you have any specific tips for filling out RFPs that you find effective?

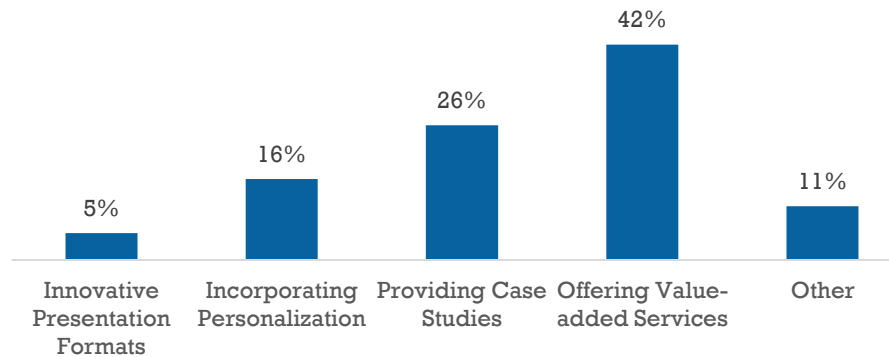


Key questions asked to other planners (continued)

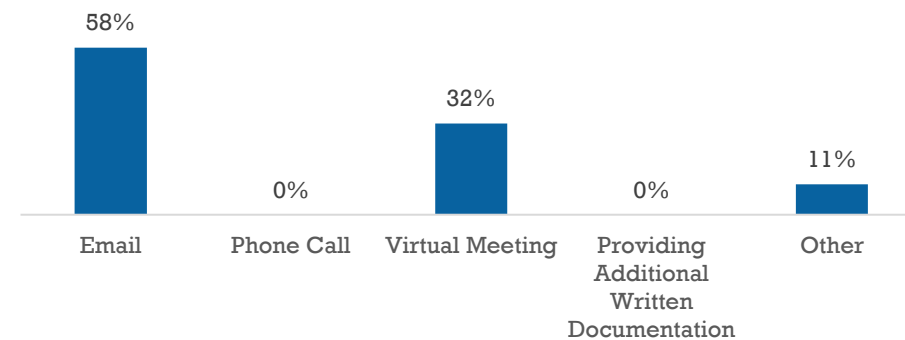
- As a planner, have you come across any unique strategies that suppliers use to capture your attention when responding to RFPs?
- What communication methods do you prefer when suppliers follow up on their RFP submissions?

Answers (continued)

As a planner, have you come across any unique strategies that suppliers use to capture your attention when responding to RFPs?



What communication methods do you prefer when suppliers follow up on their RFP submissions? Please select one or more options:

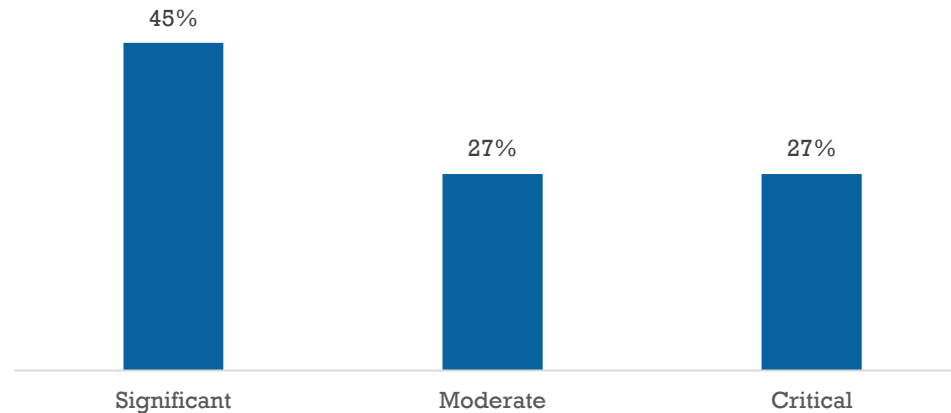


Key questions asked to other planners (continued)

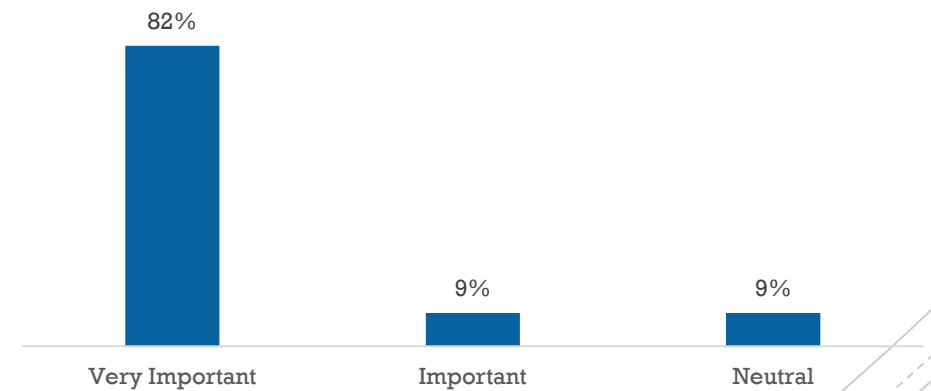
- In your experience, what role does the supplier's reputation play in your decision-making process for RFP responses?
- When reviewing RFP responses, how important is transparency in pricing and fees?

Answers (continued)

In your experience, what role does the supplier's reputation play in your decision-making process for RFP responses?



When reviewing RFP responses, how important is transparency in pricing and fees?



Any other advice
or insights you'd
like to offer
regarding RFPs?

- “I want to work with suppliers that want the business and will go the extra mile to make my job easier.”
- “Building relationships with which vendors and I use is essential to success
- “If someone I've known for a while transitions to a new vendor, and I have a well-established relationship with them, I'm more inclined to consider doing business with that vendor. However, if all options are new to us, we tend to prioritize budget considerations over relying solely on feedback from other planners who might have worked with these options previously.”

Q&A