

10 WAYS TO INCREASE YOUR RFP RESPONSE RATE

TIPS & STRATEGIES FOR MEETING & EVENT PLANNERS TO INCREASE THEIR HOTEL EVENT RFP RESPONSE RATE

BE CLEAR

Begin with a clear summary of your event's objectives. Clearly state the number of attendees, room types needed, specific dates, and any special requirements like audio-visual equipment or catering.

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Tip: Use plain language and avoid industry jargon to ensure clarity. An RFP that is easy to read and understand is more likely to be responded to promptly.

VS



Tip: Utilize templates that cater to various event types. This saves time and ensures you don't miss out on any critical information.

USE A STANDARDIZED FORMAT

A standardized RFP format helps hotels locate the needed information, leading to faster responses. It reduces confusion and helps in comparing proposals easily.

2

PROVIDE COMPLETE INFORMATION

Include all necessary details like expected attendee numbers, room block sizes, meeting space requirements, and any special amenities. The more comprehensive your RFP, the fewer follow-up queries there will be, leading to quicker responses.

3



Tip: Avoid ambiguity, clearly state your event dates, and provide alternative dates if possible. This helps hotels to check their availability more efficiently.

NOTE MULTIPLE DATES YOU'LL CONSIDER

Indicate if you have flexibility with dates or requirements. This can lead to better rates and hotel availability options since it provides more room to accommodate your needs.

A hotel unable to accommodate the original dates offers a competitive package for alternative dates, leading to cost savings and additional amenities. Being flexible can also open the door to negotiations, potentially leading to more favorable terms or added-value services.

4



Example: The RFP notes that the group will consider holding their event on three different dates:

- October 7th, 2024 - October 9th, 2024
- October 14th, 2024 - October 16th, 2024
- October 21st, 2024 - October 23rd, 2024

LEVERAGE TECHNOLOGY

Use sourcing platforms for distributing and managing your RFPs. These tools can significantly speed up the process and offer insights into response patterns.

Unlock real-time tracking, enabling you to follow up promptly or make quick decisions.

5



ESTABLISH CLEAR DEADLINES

Set Expectations and define a clear deadline for responses and your estimated date for awarding the booking. This sets a timeline for hotels and helps you plan your follow-up actions.

6



Tip: Balance urgency and realism. Offer advice on setting realistic deadlines that consider the typical response times in the hotel industry.

BUILD RELATIONSHIPS

Developing relationships with hotel representatives can lead to faster and more personalized responses. Personal connections often translate into better understanding and quicker turnaround times.

7



Tip: Connect for a call or a virtual meeting.

FOLLOW UP STRATEGICALLY

Agree on optimal times to follow up on your RFPs.

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Tip: Create follow-up email templates that are courteous yet assertive, ensuring you stay on top of the hotel's mind without intruding.

BE OPEN TO NEGOTIATION

Focusing on creating win-win situations. Emphasize the importance of understanding the hotel's perspective and finding common ground. Illustrate how you can make this a win-win.

9



PROVIDE FEEDBACK

Provide hotels with constructive feedback on their proposal during and after the RFP process. This can include aspects they did well and areas for improvement.

10

