RFP - Request For Proposal

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| **BASIC INFORMATION** |
| **Brief topic:** | *Short description* |
| **Company:** | *Short description* |
| **Brand:** | *Short description* |
| **OFFER PROCESS PLAN** |
| **Handing the Brief to the Agencies:** | *date* |
| **Additional questions oft he Agency/possibly date of Debriefing meeting:** | *date (deadline)* |
| **Providing answers to additional questions:** | *date (deadline)* |
| **Deadline for submitting offers:** | *date (deadline)* |
| **Project completion date:** | *date* |
| **Contact person for the Brief:** |  |
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| 1. **Întroduction** (general information about the company/brand/event) |
| *Answer* |
| 2. **Purpose and main assumptions of the project/event** (what does the company want to achieve with the project) |
| *Answer* |
| 3. **Typo of projekt** (what is its character: integration event, conference, training, product presentation, picnic, road show, facility opening, online event) |
| *Answer* |

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| 4. **Participants** (number of participants, target group, to whom the project is addressed) |
| *Answer* |
| *5.* **Message** (what should the participants remember after finishing/exiting the event) |
| *Answer* |
| 6. **Agency tasks** (creation, logistics, production)The agency's task is to develop a leitmotif/creative concept, therefore it is necessary to define as detailed as possible the project assumptions as to the message (points 2, 3 and 5 above). This information is crucial for developing a theme/creative concept. |
| *Answer* |
| 7. **Scope of responsibility, area for which the client is responsible in the realisation of the event** |
| *Answer* |
| 8. **Did a similar event took place in the past?**If so, please outline the concepts used in the previous events in order to avoid preparing a concept identical or similar to the one that was previously realised. |
| *Answer* |
| 9. **Location/Locations**(city, preferred type of place, special place requirements) |
| *Answer* |
| 10. **Transport** (does the event require transporting participants?) |
| *Answer* |
| 11. **Initial agenda of the event** (optional) |
| *Answer* |
| 12. **Lecturers, stars, speakers** (if they are to appear, are there special requirements for these people/should they be media people?) |
| *Antwort* |

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| 13. **Attachments to the brief** (e.g. maps, pack shots of the product, photos) |
| *Answer* |
| 14. **Budget amount** (net amount + information, if any items are to be excluded from the cost estimate, e.g. accommodation or catering) |
| *Answer* |
| 15. **Expected KPIs - measures of the success of the event** |
| *Answer* |