CHECKLIST

This checklist was compiled with the assistance of Jeff De Cagna, former education manager for the Greater Washington Society of Association Executives, 1300 Pennsylvania Ave., N.W., Washington, D.C. 20004

THE COVER LETTER

☐ When sending an RFP to the hotel sales department, provide a timetable for the RFP process. Include the exact date by which you need the hotel's response and when you expect to make a decision.

☐ Describe your decision-making process and identify the decision-makers. Also, let the hotel know what role you play in the process.

☐ Discuss any important procedural points the hotel should know up front, such as if the hotel is expected to participate in promotional activities, or whether it is appropriate for the hotel to contact anyone but yourself with regard to the RFP.

☐ Give clear guidelines for responses, specifying the format you prefer.

GROUP AND MEETING PROFILE

☐ Provide basic information about your organization and participant profiles: Who are your attendees? For how long has the organization been having this type of meeting? What are the goals of the meeting?

☐ Provide specific information on meeting room requirements, food and beverage, sleeping rooms, VIP needs, ADA requirements and audiovisual needs.

☐ Give particulars on sleeping rooms, such as day-to-day room block; history of pick-ups; percentage of singles, multiples and suites; and room revenue history, including dates and locales.

☐ Include a wish list of extras, such as airport pick-ups and concierge service.

☐ Include any other special needs that require attention, such as language translation, dietary restrictions, floral arrangements, health club facilities, parking, additional security, signage, etc.

HOW TO WRITE A HOTEL RFP

By Martha Cooke

HOTEL INQUIRY

☐ How old is the hotel?

☐ Have there been any recent renovations?

☐ Are any renovations planned for the meeting dates?

☐ How long has the current management been in place?

☐ Ask for names and phone numbers of three to five meeting planners who have met at the hotel recently with a group size similar to yours.

☐ Ask what other groups will be meeting in the hotel during your intended dates.

ADDITIONAL QUESTIONS TO ASK

☐ Describe the convention services function at the hotel. Is there a separate director of convention services, and does that person sit on the hotel's executive committee? What is the average tenure of the convention services managers at the property? Do any members of the convention services staff have the Certified Meeting Professional (CMP) designation?

☐ Who are the hotel's three biggest competitors? What separates the property from the competition?

EVALUATING RESPONSES

☐ Was the proposal complete, addressing all your needs? Did the hotel contact follow your instructions? Was the proposal submitted on time?

☐ Did the hotel provide dimensional diagrams of the meeting space available?

☐ Did the hotel offer acceptable alternatives for requests it could not meet?

☐ Does the hotel offer any special facilities or services that would benefit your group?

☐ Were references readily given? How did your peers evaluate their experiences with the hotel?

Notes