Do you have questions about how to win more business for your venue?
Contact us now!
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Event planners use your Cvent listing to pre-qualify your venue for their upcoming event. Receive more RFPs by showing your venues' benefits with customised and detailed meeting information.

Basic statistics are pulled from your Cvent profile onto the planner’s bid reports – make sure your data is accurate so that it can be reflected accordingly.

Ensure your sales team is familiar with your Cvent listing options, so that they can reference details and promotions from your profile easily.

Set default costs and text responses for additional information fields so you don’t have to fill them out every time you make a proposal.

Filling in additional information boxes with your hotel’s unique value will make your proposal look more robust compared to the competition.

Custom questions are created by Cvent planners, so they are sometimes the most important part of the proposal. A planner has taken the time to create these custom questions for a reason, so make sure that your responses give these questions the detail that the planner is looking for!

With a 21% increase in RFP volume sent through the Cvent system compared to last year, it is important that hotels focus their response efforts on top-quality business, particular to their needs and desired segments.

Using Cvent’s prioritisation views allows you to segment leads received by date patterns, size, first-time planners versus repeat business, response due dates, etc.

Instead of treating every proposal individually, utilise Cvent reports to look for trends in RFPs sent to your hotel.

Analyse planners or organisations that send you several RFPs and ask why you did or did not win their business in the past. Focus your energy on reaching out to them directly to build a relationship.

Find local planners you can visit or send information to any planner regarding your profile for their upcoming event.

Planners are looking for specific differentiators and facts about your facility. Include these in the very beginning of your proposal. Avoid fluff, as we’ve done here!

Especially when planners let you know their dates are flexible, give them alternate opportunities to book with your venue instead of turning down the RFP.

By offering flexible date options, you are positioning your venue as a valued partner to work with, which could lead to repeat business.

Specify exactly what concessions you are offering. Do not just agree to the planner’s request. This will help the planner when comparing bids.

Planners are very receptive to a-la-carte promotions or concessions, where they can pick and choose from a variety of offerings. This helps customise the proposal to their event.

Cvent requires that every RFP includes both an email address and phone number for the meeting planner. Use the system to send a thorough proposal, but follow up with a call to confirm they received your proposal and ensure there are no other questions.

Before sending a proposal, write a message to the planner. The message will be sent in an automated email via Cvent immediately after proposal submission. This message box is a great opportunity to highlight something from your bid. Whether it is a set of alternate dates, a great promotion you are offering, or a key factual feature of your hotel, this is an extra opportunity to catch the eye of the planner.

BEST PRACTICES FOR PROPOSALS

1. Create a profile that attracts the business you want.
2. Write a proposal introduction to tell the client about your venue.
3. Apply default costs and text responses to ensure consistency.
4. Look out for alternate date opportunities.
5. Fill out custom questions as thoroughly as possible.
6. Add value to the proposal by offering concessions and promotions.
7. Prioritise your RFPs.
8. Follow up directly with the planner.
9. Use Cvent to network for future events.
10. Write a final email message before sending your proposal.

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