

Hybrid Event RFP Questionnaire

PURPOSE

What is the objective of the event? _____

Is the event for internal team members or external customers? _____

What VIP speakers/presenters will be included? _____

Event theme: _____

Additional event purpose notes: _____

Risk level for this event (high, medium, low): _____

SELF SERVE (GoToMeetings, Zoom, MS Teams) VS. MULTI-FUNCTIONAL VIRTUAL PLATFORM

Determining event objectives will help identify the correct solution, in-person, virtual or hybrid. Simple hybrid self-serve options include WebEx, GoToMeeting, MS Teams or Zoom. More complex events will likely require platforms with more functionality and features. The next two sections will help identify the virtual platforms needed.

“Does your hybrid event require collaboration with everyone on same screen/gallery view? GoToMeetings, Zoom, MS Teams and WebEx are great options for chat, polling, recording and break-out sessions.” _____

If you have a need for any of the below, you may need a more robust virtual platform. Some of these could be solved with add ons plugged into a virtual platform. In some cases they may use a platform such as Zoom to meet but plug it into a virtual provider that controls the below add ons, etc. _____

Will you be live streaming presenters?yes no

Will you be pre-recording content?yes no

Describe any gamification needs. _____

Describe any polling needs. _____

Describe your desired live chat. _____

Will you be hosting virtual exhibits or 1:1 appointments? If so, describe strategy/ plan: _____

Is audience engagement important? yes no

Will you have sponsors? yes no

Will you have on-site exhibitors, 1:1 appointments, etc.? yes no

If so, describe strategy/ plan: yes no

Will you require certification or accreditation? yes no

Will you be doing on-demand hand-outs? yes no

VIRTUAL AND ONSITE AV AND BANDWIDTH

Consider the below questions as you start to plan the event and discuss options with your AV or production company:

	CITY 1	CITY 2	CITY 3	CITY 4
Virtual content flow? One way, two way or both? <i>*TWO WAY: conducting multiple simultaneous events where content flows between meetings</i> <i>*ONE WAY: content is made available virtually to registrants/attendees anywhere</i>				
Do you have a virtual platform provider(s) yet?				
Will you be pre-recording at any of the locations?	Locations: (Indicate with an X)			
	Dates: (Include all potential dates)			
Will you be live streaming? If so, answer below (3) questions for each city:	Times: (include local time)			
	Appx # of live streams per location			
	Appx # of simultaneous live streams per location			
Appx # of attendees to watch live stream from their room by location:				
Will you be selling e-sponsorships? If so, will you carry branding over to onsite?				

	CITY 1	CITY 2	CITY 3	CITY 4
What is your on-site (at hotel) branding budget?				
How will rehearsals be managed, virtually or on-site?				
Do you have an estimated bandwidth need or a history usage report? <i>Each live stream needs 5-10 MBs (could be more based on complexity).</i> <i>Good practice to separate general attendee need from live stream need.</i>				
Will an agency or producer be assisting in this area, if so, who?				
Who will be providing your Audio Visual needs (equipment & labor)?				
High Speed Internet/ Bandwidth Budget?				
Who will be providing your Audio Visual needs (equipment & labor)?				
Additional digital experience notes:				

LOCATION/S, DATES & ROOMS

	CITY 1	CITY 2	CITY 3	CITY 4
How many simultaneous live events are being considered/ # of locations?				
Preferred, second and third option dates?				
What cities or regions under consideration?				
Why these cities or regions, e.g. drive/feeder market, speaker, etc.?				

	CITY 1	CITY 2	CITY 3	CITY 4
Hotel location considerations—city center, airport, suburban, convention center, close to office or HQ				
Hotel brand considerations—luxury, full service, focused service, extended stay				
How many peak nights in each city?				
How many rooms peak in each city?				
How many staff rooms in each city per night?				
How many room upgrades per city per night?				
Room rate budget/guidance to consider?				
Commission/Rebate? If so, who is Intermediary?				
Anticipated self-parking needs at each location (# of cars)?				
Additional guest room notes:				

EVENTS

	CITY 1	CITY 2	CITY 3	CITY 4
In-person attendee count in each city?				
Anticipated combined virtual and in-person total attendee count?				
Desired meeting space flow or key planner priorities:				
Event room rental budget per location:				

	CITY 1	CITY 2	CITY 3	CITY 4
Event space protocols (besides Hilton's or local jurisdiction):				
Overall meeting space needs in each city:	Registration			
	General Session			
	Break outs			
	Exhibits (open schedule or 1:1 appointments)			
	Meals			
Additional meeting space notes:				

FOOD AND BEVERAGE

	CITY 1	CITY 2	CITY 3	CITY 4
Meals per day; welcome reception, breakfast, breaks, lunch.				
Desire to serve similar/same menus across all locations?				
Any special menu restrictions?				
Proximity of meal space to meeting space?				
Special requests; outside venues, VIP receptions, virtual happy hours, staggered meals or breaks?				
F&B Budget per city?				

	CITY 1	CITY 2	CITY 3	CITY 4
Food/Beverage protocols (besides Hilton's or local jurisdiction):				
Additional F&B notes:				

RESPONSIBLE MEETINGS: SUSTAINABILITY, COMMUNITY SERVICE & WELLNESS

Is sustainability important to your organization and this event?yes no

Are you looking to hold a community service event to benefit the local needs?yes no

Will attendees be able to participate in a community service project or bring a donation with them?yes no

Is wellness important to add to this event?yes no

What are some things you have done in the past such as yoga class, boot camp, 5K run? _____

Additional sustainability, community service & wellness notes: _____

CONTRACTING & CONCESSIONS

Additional concessions/considerations: _____

Cancellation/Attrition: _____

Safety measures (COVID-19 related): _____

Additional budget and contracting notes: _____

DECISION PROCESS

Proposals due: _____

When are you presenting and to who? _____

Do you need assistance with your presentation? _____

Who will be making the decision and when? _____

What will drive the decision? _____

Anything else we need to solve for? _____

CONTACTS

Hilton Worldwide Sales Contact

Name: _____

Phone: _____

E-mail: _____

Hilton Hotel Contact

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E-mail: _____

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