



MODULE 3

Part 3: Bidding and securing events

**Disclaimer:**

This section has been adapted from the University of Cape Town and GetSmarter's course notes for Module 6 of the Events Management elective offered as part of the blended version of the UCT Postgraduate Diploma in Management and Marketing.

Learning Outcome:

LO4: Interpret the guidelines for event bidding and best practices.

Guidelines for event bidding

The notes for Part 3 are not notes, but rather a prescribed reading. It comes from the "Guidelines for Successful Event Bidding" scholarship research report published by Auckland Tourism, Events and Economic Development. This report is a comprehensive guide to the event bidding process. It provides an overview of event bidding, explains the steps in the bidding process, and provides practical guidelines for navigating the event bidding process and winning event bids.

Read the following sections of the "Guidelines for Successful Event Bidding" report for this unit:

- Introduction – pp. 5-7
- The five stages of event bidding – pp. 8-17
- Common success factors for winning event bids – pp. 18-27
- Conclusion – p. 28

Download the report [here](#).