



MODULE 3

Part 1: Bidding and securing an event



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Learning Outcomes:

LO1: Explain the different processes around event bidding and pitching.

LO2: Outline key factors to consider before bidding for an event.

1. Introduction

There is a competitive process involved in securing an event, especially a large-scale event, which is known in the industry as “bidding”. In the past decade, there has been an increase in the number of event companies in South Africa; clients therefore have more choices, resulting in a more competitive bidding environment. For a lot of corporate and public events, the right to organise is the result of a bid process. Competitive bidding ranges from hosting an event as large as the Olympic Games, to a private entertainment event for a corporate client.

The bidding process can be quite arduous, but it does help to maintain the competitive nature of the industry. It can also be very time consuming and may require considerable resources. In the case of private events, there may or may not be a bid process, depending on the client. For example, a bride may not request more than one proposal for her wedding – she may be happy with one and therefore no competition for the job exists. When it comes to government or large-scale national events, there is usually a bid or tender process.

The bid process differs slightly depending on the type of event. A successful bid results in a contract between an agency or Events Company and the client.

2. Defining the bid process

Bidding for events is an everyday part of the event industry and covers a wide range of event types. The bidding process applies from the conference sector to the corporate sector, right through to the private sector. Within this spread of event types lie significant differences in the scale, form and size of the bidding process. The most costly and complex bids are for large-scale events, for example the FIFA World Cup. These types of bids can cost millions and take years to prepare. On the other hand, a bid for a corporate event, which is by no means simple, remains a lot more straightforward than a large-scale event and may call for a few thousand rand and perhaps less than four weeks to prepare.

Event bidding is basically a form of communication between two main players: the event owner and the event bidder. The event owner is the entity, such as an international sporting organisation, that owns the rights to an event and is seeking a company to organise it successfully and professionally. The event bidder is the entity or organisation that is competing to secure the event management contract.

There are a number of terms used within the industry to describe the process of securing an event. These are bidding, procurement, tendering and pitching.

Smart tips:

To secure business, an event manager will have to take part in bidding, tendering, or pitching processes. Here are a few guidelines to help you make sense of the various processes. Please note that these are not set in stone, they are merely explanations to aid your understanding. Interpretations of these terms do tend to vary across the industry:

Pitching: This is a less-formalised approach to securing business, and is most often in the form of an in-person presentation to a potential client. Sometimes a pitch document may be generated and sent to the client prior to, or following, the pitch. Pitching is closely associated with marketing and has a more personal and sales-oriented element than bidding or tendering. Most often, event managers pitch their ideas to clients to win the rights to manage or organise events such as weddings, corporate road shows, or festivals.

It can also refer to the process of developing a proposal that aims to persuade, and often involves a lot of creative input. The term is generally used in reference to entertainment and corporate hospitality events or social events.

Bidding: This is a formal, process-driven attempt to secure business that requires the involvement of multiple stakeholders and role players during the bid phase. Bidding involves preparing a formal bid document to present to the event rights holder, followed by an in-person presentation if the bid is selected to go through to the next selection level. Bidding is generally associated with mega-events (for example, the Commonwealth or Olympic Games) or very large sporting competitions and national events. Bidding is also a process that is frequently used in the conferencing industry, where cities may bid to host an international conference (such as the Conference of the Parties gatherings on climate change).

Tendering: This is similar to bidding in that it is a formal process that involves the submission of a tender document to the event rights holder, followed by an in-person presentation if the tendee is shortlisted and invited to present their tender. However, the key difference is that tendering is most often the term used for bidding on all government or municipal work contracts, whereas the term bidding applies to other events.

2.1 Event bidding

The term event bidding is generally associated with large-scale events, particularly international events, which are also referred to as hallmark or mega-events. These are often once-off events or are staged infrequently and tend to be either sporting events or events like international conferences. As they usually change location each time they are held, there are often several cities bidding against each other to host them. For example, the FIFA World Cup and the Olympic Games are held every four years; each time, host destinations will bid for them. Securing these large-scale international events means massive economic opportunities for the host destination, hence the competitive bidding process. The right to host an international sporting event has become one of the most valuable prizes in sport today. Winning an event bid is both prestigious and, in most cases, beneficial to the host destination as it increases awareness of the destination internationally and boosts tourism numbers to the destination both during and after the event.



There are various role players involved when compiling a bid for a large-scale event or conference. These players are what one could call “the bigger picture” contributors. They provide the information about the destination that is bidding to host the event. They may offer support in terms of funding, research, statistics, and are often included in the bid to give the bid good standing in the eyes of the client. For example, if the South African government gave a letter of support it would give the bid campaign greater strength. Other examples of role players could be destination marketing companies, education institutions, relevant boards or commissions or society’s linked to the event, government departments, municipalities, tourism bodies, private and public sector organisations, sponsors in some cases and also the venue if it has already been decided upon. Role players are often confused with service providers. Service providers are the people who make the event happen once the bid has been awarded. They are the suppliers to the event and are awarded the contracts once the bid has been won. Examples of these are décor companies, AV companies, travel agencies, caterers and transport companies.

Case Study: London 2012 Olympics

Why did London win the bid?

Paris and Madrid were scoring better on location, public support and other areas. London bid had David Beckham and a good team behind it. Their bid included an emotional video called inspiration about young footballer’s dreams and this was said to sway the vote their way. They also used East London as their catalyst for urban regeneration and created a sustainable legacy project.

Ticketing

There were 9.6 million tickets for sale – 8 million for the Olympics and 1.6 million for the Paralympics. Up to 75 per cent of all ticket costed less than £50 and offered free travel on London transport. Tickets for the athletics started at £15 and there were 20,000 £10 tickets for the Olympic park to watch events on big screens.

Olympic village

The village had 17,320 beds and each athlete had 16sqm floor space. Each apartment will have a TV, internet access, a private courtyard. The dining hall catered for 5,500 athletes at a time.

Legacy

The Olympic village polyclinic will be converted into a lifelong learning centre for the east London community, with a nursery, primary and secondary schools. The village will be converted into 3,600 apartments, most of them will be affordable housing. The media and press centre would become a creative industries centre for east London. After the games four arenas would be 'deconstructed' and relocated to other parts of the UK along with the swimming pools that are used for water polo and the 50m training pools. Charities will be given the sports equipment used in the games for free.

Why host the Olympics?

Each competing city hoped to boost its international reputation and their number of visitors. Sydney received around AS\$6 Billion in “free publicity” from coverage of the 2000 Games. In addition, the Games has helped to regenerate the infrastructure and tourism industry of cities such as Barcelona and Athens.

(Source: BBC Sport, 2005)

Costs of hosting the Games	Benefits of hosting the Games
<ul style="list-style-type: none"> • 380 businesses were relocated away from the Olympic Park; • 9,000 jobs were moved or lost; • The final cost of hosting the Games is estimated at nearly £10 billion paid for by the lottery fund, meaning that other industries (for example, the arts) lost funding; • Massive construction scheme lasting years disrupted local communities; • Loss of homes, allotments, and areas for fishing, and • Cost of living in the area for poorer people increased. 	<ul style="list-style-type: none"> • £1/2 billion gained from tourist spending; • 3,000 new jobs created; • 9,000 new homes built and provided; • Olympic Park was claimed to be the “largest urban park in Europe for 150 years”; • London and East End developed a more positive image internationally; • Increased participation in sport for young people, and • Development of new sports venues around London and elsewhere, for example, sailing in Weymouth.

What are the considerations before bidding for an event?

Cost benefit analysis is a way of comparing the costs versus the benefits and helps you to decide on whether to bid on an event.

Here are the types of questions you should ask:

- Are there more benefits than costs?
- Is it financially viable?
- Where are the funds coming from and should they be used for more pressing issues?
- Do we have the manpower needed?
- Are the timeframes feasible?
- Are communities going to be negatively affected?
- What are the communities' feelings towards hosting the event?
- Will there be urban regeneration?
- How will the environment be affected?
- What are the deliverables? Are they achievable?
- Will it enhance the image of the destination?
- What is the legacy going forward?
- Will there be measurable benefits in years to come?

2.1.1 Requests for proposal

In some cases, before a formal presentation or bid is presented, the event owner issues a request for proposal (RFP). This is an initial screening process and a shortlist is drawn up from the proposals submitted. An RFP is very important, as it is the event owner's first impression. One could compare an RFP to a type of entrance exam. The proposal document should be professional and eye catching and clearly present the event organisation's ability to host the event. It needs to persuade the client to give the organisation a chance to present more formally.

The following page has an example of a request for proposal by a pharmaceutical company to selected event organisations in the UK.

Case study:

A leading UK pharmaceutical company issues an RFP to a number of event agencies to tender to handle all their internal and external events. The agencies receive an invitation by letter from the pharmaceutical company, inviting them to submit a proposal and providing them with some background information about the company and the four main business sectors that exist. The pharmaceutical company states that its offsite meetings are decentralised and that experienced meeting planners do not run them. The company's objective for the RFP is to qualify for a shortlist of event management agencies, covering both logistics and production, to help manage all meetings and events generated by UK budget holders within the organisation. They give some statistics on meeting volumes and some examples of past budgets.

The pharmaceutical company requests that the agencies provide details on their background, fee and organisational structure, as well as demonstrate their ability and experience to handle meetings, conferences and group requirements. This information should include a full description of services and a summary list of projects managed in the past few years. They also invite the agency to explain their vision for the pharmaceutical company's global meetings. The pharmaceutical company states that they have formed a 10-member team to coordinate the implementation and roll out of the event program. This team will evaluate and select proposals that best fit the company's overall business needs and adhere to their corporate culture. They stipulate that seven agencies have been selected to participate in this process and they give a deadline for the submission.

This case study is a good example of how a RFP usually works in a corporate environment. The event owner stipulates its requirements and then looks for the proposal that presents the "best fit" with their event objectives and company ethos. RFPs are also commonplace in other sectors of the event industry, from entertainment to educational events, and even social events like gala dinners.

What does a bid proposal look like?

Each proposal is unique. Here is an example of a sports event bid from the World Flying Disk Federation. Note the structure and flow of information in the example. It will guide you on putting together a bid proposal of your own. [Access the article here.](#)



2.2 Procurement

Procurement is a difficult term to define as it has many associated activities. It is understood to be “the business management function that ensures identification, sourcing, access and management of external resources that an organisation may need to fulfil their strategic objectives” (Silvers 2008:173).

From an events perspective, it requires an understanding of the client’s needs and objectives and involves selecting suppliers, and then negotiating the contract and managing the suppliers.

The procurement process takes place when a company tries to secure event business. It conducts the necessary research and provides the client with evidence of its ability to deliver the event. Event procurement is generally used within the conference and meetings industry where there is a lot of corporate and public sector involvement. Visitor bureaus act in a procurement capacity when they actively seek to attract new events to a destination in order to increase visitor numbers to that location.

2.3 Tendering

Government and public sector client events require what the industry refers to as “the tendering process”. A government or public sector client will generally put an event out to tender and will look for one candidate who is best able to offer a turnkey solution (i.e. the candidate will organise all aspects of the event and subcontract in where necessary).

Tender documents tend to be rather lengthy and time consuming. In formal tenders, criteria are often weighted so that it is clear to the company tendering what should be given the most consideration. A tendering process is open to all competitors within the event industry. However, each candidate completes a pre-qualifying questionnaire that cuts the list down to a manageable number of potential tenders. A tender is similar to a bid document and is a proposal of sorts that outlines the criteria set out in the tender document. Shortlisted tenders may be asked to do presentations for the decision-making committee. There is an example of an event tender in the additional readings section. It will give you an idea of the length and complexity of the documents. Tenders can be rather intimidating on first encounter, but the key is to take one section at a time and address the points it requires.

A tender bulletin for South African tenders is found in the reading material for this module. The tenders are separated according to their corresponding government department, and you will need to look in each one to see if there is an event tender within that department. For example, the Department of Arts and Culture may post a tender for an upcoming arts festival.

Smart tips:

- Always make sure your tender is on time. No late tenders are accepted.
- Always make sure you price competitively when compiling the required budgets.
- Make sure your tender is professionally presented and eye catching.
- Remember that only BEE applicants will be considered for large-scale government tenders.

Note that most city and municipal events also go out to tender.

2.4 Pitching

Pitching is more of a marketing term and involves the event management company or industry professional developing a proposal that aims to persuade the client to offer them the event contract. For small to medium-sized event companies, pitching on events is a very common activity and it forms part of the quoting process. Some pitches are more informal than others; it all depends on the client's requirements and the size and scope of the event. A pitch often includes an in-person presentation. Pitches require selling skills and should show elements of creativity to catch the attention of the decision makers. Even large-scale bids and tenders have a pitching element to them, usually found at the end of the document.

What are the important things to remember when pitching?

- Ensure that you interpret the brief correctly and that you understand what the client wants from you;
- Obtain as much information on the event as possible;
- Know who else is pitching and what their strengths are;
- Play to your strengths;
- Know crucial information pertaining to the event (for example, place, date, objectives, stakeholders, etc.), and
- Learn more about your audience and design your pitch accordingly.

Knowing who you are pitching to is crucial. Consider the personality traits of your client and structure your pitch in such a way as to appeal to their traits.

First impressions count. This includes your appearance and verbal communication. Like any good story, your pitch should have a beginning, middle, and an end.



- **Beginning:** This is the introduction. It should capture the audience and have them eager to hear the rest of your pitch. It is at this point where you state the objectives of your pitch. You need to have a “hook”. For example, starting by posing a question to your audience by stating something interesting from current affairs, stating a quote, or using shock tactics or even humour. You should also introduce yourself and declare your credentials.
- **Middle:** This includes all the facts, what you are going to do, and how you are going to do it. It is important to use visuals and graphs to get your point across. Only include vital information and keep this section clear and concise.
- **End:** Summary of your presentation. It should include a call to action and should be powerful. At the end of your presentation you should aim to incentivise your audience to want to act on what you have just presented. It is much like the closing argument of a court case.

Decide on what media you are going to use and make sure you comfortable operating the necessary presentation equipment. Design your presentation to be visually stimulating. Lastly, allocate time at the end of your presentation answer any questions. It is crucial that the presenter knows the content very well in order to leave a favourable impression, from start to finish.

Be pitch perfect!

Understanding and having researched the individual or company you are pitching to is very important. Here is an example of two well-known personalities, if you were pitching an idea to them you would need to tailor your pitch to their personalities.

Steve Jobs

- Revolutionary
- Creative
- Showman

Barack Obama

- Charismatic
- Empathetic
- Intelligent

Your pitch to Steve Jobs would be more focused on creative elements; it would potentially have more showmanship in the way you present it. On the other hand, your pitch to Barack Obama may focus on the social elements of the event; it may be a pitch which invokes feeling and emphasises factual evidence.

First impressions are essential. This includes your appearance, how you enter the venue, and the first words that come out your mouth!

Like any good story, your pitch should have a beginning, middle, and end.

Beginning: This is the introduction. It should impress the audience and have them captivated and eager to hear the rest of your pitch. It is where you state the objectives of your pitch. You need to have a hook. You could start off by posing a question to them, stating something interesting from current affairs, start off with quote, use shock tactics or even humour. It is also when you introduce yourself and your credentials.

Middle: This is the substance of your pitch. Here you share all essential information with the audience. It is important to use visuals and graphs easily explain your arguments. Keep it short and punchy.

End: This is a summary of your presentation. It should have a call-to-action, be powerful, bold, and incentivise the audience to act on your presentation. It is much like the closing argument of a court case.

Remember: The presenter should always be well informed and prepared.

Presentation equipment: Decide what media you are going to use. Ensure you are comfortable operating your chosen equipment. Make the presentation visually stimulating. Leave time for questions and answers.



What's in a title? Using a movie analogy.

Consider the movie title *Snakes on a Plane* (2006). You immediately know what the movie is about. The movie garnered a considerable amount of interest, even though it mostly received negative reviews. This is known as having a high concept with no follow through.

However, there are high concept movies that have followed through. Consider *The Bourne Identity* (2002), for example. What if a man with amnesia has forgotten he's the world's most dangerous assassin? This is a great premise and concept and was highly successful because of its delivery.

The difference between these two movies and their reviews lies in their execution. What makes a brilliant concept is how it is executed.

The same applies to an event. You can have the best idea for an event, but if you can't execute your ideas and follow through, the idea will essentially be meaningless.

When pitching an event, you need to have a catchy title and the ability to develop and follow through with a stellar concept. This requires you to formulate a plan and design practical measures as to how your concept will be practically and materially realised.

Smart tip:

When pitching for an event, always try and find a unique selling point (USP) to distinguish your proposal from others.

Case study:

Event Company Rouge – return on investment – bidding, cost, and value

The principle that Rouge work on is a round 5–7% of return will be used to bid for an event. So, for a recent bid to a major supermarket chain, who wanted to put on a huge celebratory event, the budget was \$1 million. Rouge are transparent in their financial dealings and openly declare that they will take 20% of the budget as their income, in this case \$200,000, which absorbs the costs of their pitch, leaving \$800,000 to run the actual event. The 20% effectively buys Rouge's expertise, expenses and staff time, and for this event they had a nine-month lead in time. Out of the \$200,000 they invested just under \$17,000 in the bid. This is the most they had ever spent and was a gamble.

The gamble was worthwhile as it took into account other aspects of return on investment (ROI) such as satisfaction and perceived value. Traditionally, these are viewed as post-event measurements; however, they are also pre-bid factors. Rouge's satisfaction and value were related to bidding for a major client and the perception value of that, even if they lost. There is an aspect to bidding that is influenced by marketing and the need of the agency to put themselves forward as serious bidders. If not successful now, they gamble that they will be invited to future bids where they might be. Hence, satisfaction is drawn from the bid and presentation itself, and the knowledge that Rouge did as a good a job as they could.

The perceived value is, of course, met if they win the bid. If not, it is met by their perception of the value of bidding – as a marketing exercise or as a shop window for their skills. Hence, it is important that before bidding, the agency does its research on the client to be able to make more than just a financial judgement on whether or not to bid.

However, satisfaction and perceived value, as indicated, are also post-event measurements, and here Rouge became caught up in a "satisfaction" conundrum. Out of the \$200,000 income, they absorbed the bid at \$17,000 and they also set aside a contingency budget of \$40,000 for any expenses that were not planned for. Owing to the complexity of the event, the contingency was used up fairly quickly and, as the time drew closer, decisions had to be made about the how the event would work. Rouge felt it unethical to go back and ask for more money from the client, since the event costing was theirs, and so, once again using a perception value measurement, they elected to add a further \$40 000 to fund overrun costs, in effect now using up around 50% of their income. The result: the event was a huge success for the clients and guests, and Rouge subsequently won more event work from the client.

3. Key factors to consider before bidding on an event

There are a number of reasons why bidding occurs. In the case of large-scale international events like the Olympic Games and the FIFA World Cup, the process provides a degree of transparency. As the whole world is privy to the bid and each bid is given consideration, political agendas are minimised as much as possible. The bidding process raises the profile of the event and creates anticipation for the decision. It also gives destinations the chance to develop event strategies by consulting with various stakeholders. Even for smaller events, bidding is important, as it ensures the best candidate for that particular event is selected.



Before event management companies bid for events, it is very important that they conduct feasibility studies to determine whether they will achieve a ROI (return on investment). They need to weigh up the potential benefits against the predicted running costs. By conducting a feasibility study, the bidder will be able to establish whether the event is worth bidding for or not. At this early stage of the bid process, it is also important to establish the deliverables of the event and who will be responsible for delivering them. This helps to establish whether you as the bidder are able to realistically handle the management of the event.

The feasibility stage of the bidding process requires the evaluation of the event's short and medium-term impacts on the local community from a social, economic and environmental perspective. In the case of large-scale international events, purpose-built facilities and existing infrastructure needs to be in place for the destination to even be considered. Large-scale events need to be planned in a sustainable way and planning needs to incorporate a legacy element – all of this needs to be taken into account before bidding on an event. When planning works successfully, the local community benefits from an increased sense of pride in their city or town, a sense of togetherness and an increase in their geographic identity. In the case of very large-scale events, the community should also benefit economically from the event.

Bidders often overstate the potential benefits to a local community. Estimated long-term benefits are also very difficult to measure. Ethics come into play at this stage: bidders need to understand the event's predicted impact on the host destination and still be comfortable with bidding for the event.

For a small- to medium-size event management company, it is important to weigh up the time and cost of the bid against the estimated outcome. It is not always feasible, for example, for a small events company to bid against a lot of larger industry giants on large-scale events as the likelihood of them being awarded the event is slim and their time and money could have been better spent elsewhere. This is not to say that all small events companies should never bid on large events, it is just important to know when the company has a chance and when it doesn't.

3.1 Social, economic, and environmental impacts

At the root of most rationales is economic impact, as well as social and environmental impact. When deciding to bid on an event, the event management company needs to research the potential impacts to the local community and produce evidence of such impacts. It is imperative to meet the requirements laid out by the event owner, but the community and environmental objectives also need to be met.

Researching and developing impact studies generally applies to large-scale events or conferences and is not always applicable to smaller social functions or weddings. The potential issues that an event manager or management company would need to consider for smaller social functions would be issues like parking and noise, as these are aspects of the event that may impact on the local community, especially if the event is taking place in a suburban area.



3.2 Urban regeneration

Many events have proven to have a positive economic impact on the host destination. Sporting and other large-scale events have aided in the upliftment and development of small towns or cities. They have also been catalysts for urban regeneration, by necessitating improved infrastructures, facilities and transport systems in a destination. The focus, however, needs to be on sustainability. The infrastructure should be able to function properly going forward.

Event venues or infrastructure can oftentimes remain unused after an event, as there is either not enough demand for it or there is a lack of funding to maintain the venue or infrastructure. Plans to avoid such problems should be carefully thought out before building. Hosting events at a destination can help to promote it from a tourism perspective too, as the events add to the tourism offering of the destination, giving tourists things to do while on holiday. If the event is televised, this publicity can market the destination to potential tourists as well.

3.3 Environmental development

By their nature and design, events do produce a lot of waste. Since the mid-1990s, there has been a move towards developing more sustainable practices around events and, as a result, the term “event greening” developed. Event organisers need to be more aware and proactive regarding the carbon footprint they produce with each event. This type of planning needs to be incorporated into the bidding process and proposed event design. Environmental development and event greening will be discussed later in this short course.

3.4 Destination image

Destinations use events to enhance their image and gain an increase in tourism, both domestic and international. Events act as draw cards with the potential of pulling in large numbers of visitors to a destination. Sports events are one of the most popular sectors for aiding in what is termed the “re-imaging” of a destination. Events allow destination marketers to reposition their destinations as well as fulfil specific target market and stakeholder needs. Sports events are seen to enhance destinations through their positive associations and international image.

3.5 Common factors of successful bids

The decision to bid for an event or not is dependent on a number of factors, including understanding the event objectives, the bidding timelines, other competitors bidding, the potential benefits and the risks involved. There is always a cost to bidding for an event, from administration to marketing and preparation, which needs to be taken into account before deciding to go ahead and bid.



If you do decide to bid, keep in mind some of the factors that are common to successful bids:

- Meeting specified as well as unspecified requirements within the bid document.
- Demonstrating the ability and skills to manage the event.
- Showing previous experience at successful event bidding.
- Presenting added value to the bid and the event.
- Showing evidence of government support (on large-scale events).
- Developing strong partnerships with stakeholders and local communities.
- Conducting thorough research and providing useful information.
- Providing community involvement and passion for the event.
- Invoking an emotional response from the decision makers.
- At times, having figureheads or celebrities fronting the bid.

These factors refer mostly to large-scale events. For small to medium-size events, for example, corporate events like gala dinners or social events like 50th birthday parties, the bidding process is a somewhat different. This process usually takes the form of a quote and a proposal that elaborates on the quote. These proposals are far less detailed and require less research than those that are compiled for large-scale international events. However, the key bidding guidelines, such as showing capability to host the event, competitive pricing, meeting bid requirements and conducting relevant research, are equally important. These principles relate to a bid of any size or scope.

Smart tip:

When developing a proposal, it is important to keep in mind the client's budget and desired outcomes for the event. If you do not address the client's objectives, you are not going to be successful in securing the job. A unique idea or concept will often sway a client who has to choose between similarly priced proposals, so it's good to always be innovative in your approach.

3.6 Planning and organising the bid, tender or proposal

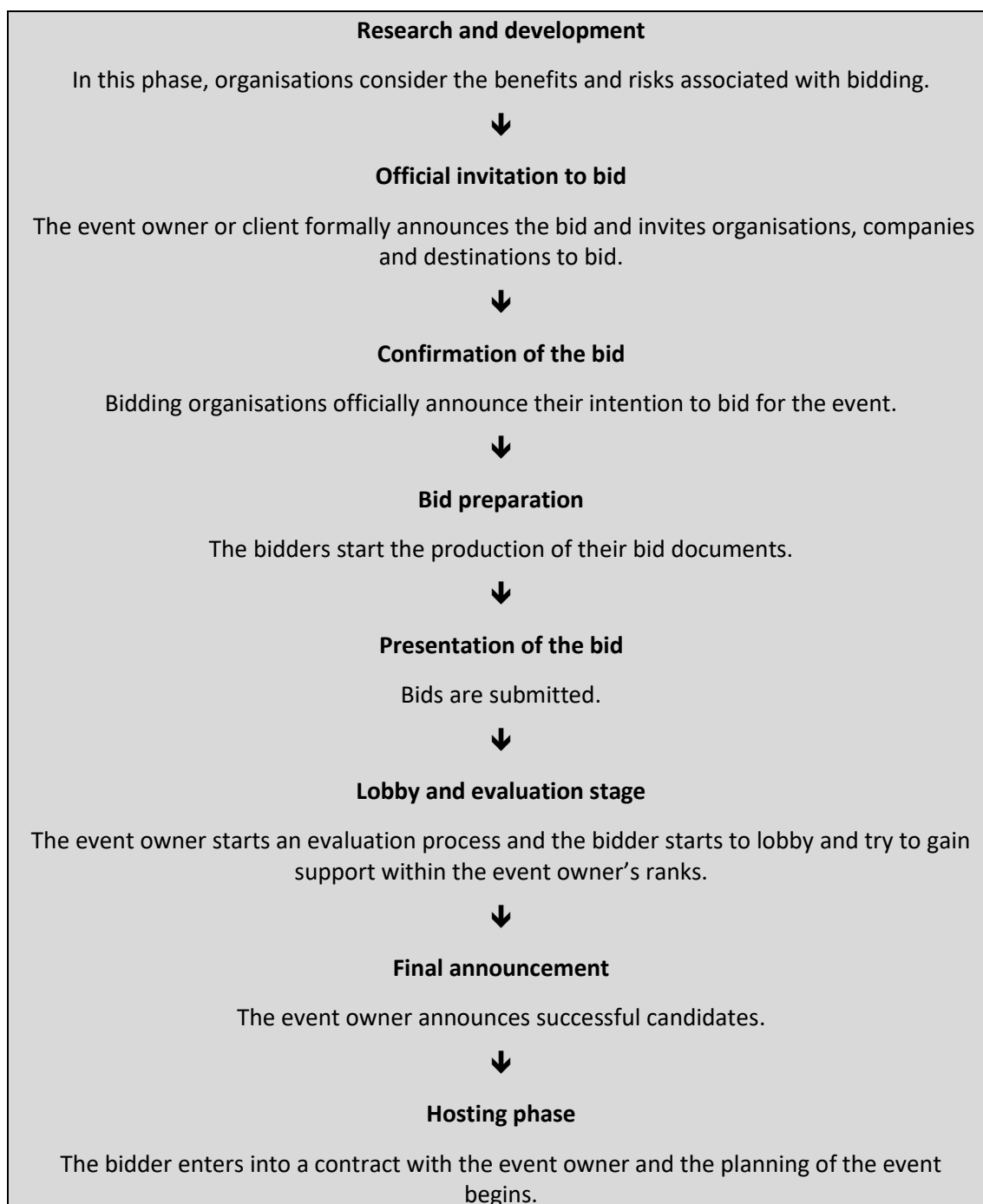
The planning document generally covers all aspects of the event concept and planning process, and this is then submitted to the client or organising committee.

In preparing the bid document, many third party intermediaries are often used to help gather information, such as tourism bodies, destination marketing companies, airlines, accommodation establishments, entertainment companies, catering companies and others.



On receipt of the brief, it is usually important for the event manager to make contact with the client or event owner to clarify the exact requirements. Following that, a critical path or schedule needs to be prepared and realistic deadlines set. Time must be allowed for all third parties to get back with their quotes or information. Allow time for the compiling and printing of the document as well.

Typical phases in the bid process can be seen below.





These bidding phases relate more to formal bids, for example conferences or large-scale events. The phases of a proposal or smaller-scale bid may be far simpler. For example:

- Event owner announces a planned event to the market place and a request for proposal is issued.
- Event companies submit their proposal or bid.
- The event owner goes through the proposals or bids and creates a shortlist of potential candidates.
- Candidates are called in for an interview or perhaps to present their bid in person.
- Event owner chooses the “best” candidate.
- Candidate and event owner enter into an agreement for the specified event.

4. Conclusion

This module has outlined some of the main elements involved in bidding for events – from small-scale events like corporate functions and meetings to large-scale events like the FIFA World Cup. It has established that while the term “bidding” is commonly used, the actual process of bidding can include procurement, pitching and tendering.

Whether you are bidding, procuring, tendering or pitching for a large or small event of any type, there are certain universal criteria:

1. Ensure that all of the stipulated requirements are met and addressed.
2. Provide information on the event company as well as any proposed role players.
3. Ensure that the budgets are competitive, fairly transparent and realistic.
4. Present any proposed ideas in a way that is easy to understand and visualise.
5. Ensure all crucial planning elements are covered: marketing, administration etc.
6. Make a good first impression with a bid, tender or pitch that looks good too.
7. Ensure that you have done the necessary research and that the required role players are on standby.
8. It is always a good idea to include some visuals, as this helps to break the monotony of a written proposal.
9. Consult the experts in the various fields before developing the bid.
10. Lastly, the bid should demonstrate passion and a commitment to the project.



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