



Communications RFP Questions and Answers

General Questions

What is the overall goal for the communications consultation?

Support clear branding, marketing, and media communications that help drive strong attendance, and provide materials that assist the partners' sponsorship outreach.

What's the anticipated budget for these communications services?

No budget is being published. Respondents should propose a reasonable, streamlined budget aligned with the narrowest scope needed.

Would you share the 2025 plan, post-event report, metrics, or attendee list?

Not for the purposes of responding to this RFP. Applicants should base proposals on the information included in the RFP. Additional information will be shared with the selected consultant.

Do consultants need to attend planning meetings in person?

No, virtual attendance is acceptable and consultants will not need to attend all planning meetings.

How many representatives are on the planning group?

Approximately 6–8 representatives from the three partner organizations.

What are the primary marketing KPIs?

Registrations, sponsor leads, and general engagement metrics (social, web, and media).

Who solicits sponsorships?

The partner organizations. The consultant only produces the sponsorship materials and is not responsible for soliciting sponsorships.

What was the attendance at the 2025 event?

Roughly 250 attended the 2025 event. For 2026, we are aiming for 275–300.

How many media interviews were conducted on-site?

2–3 media interviews were conducted during the event in 2025.



Brand Review & Digital Assets

Will the consultant have access to previous event assets (copy/photos/video/analytics)?

Yes, existing assets will be made available to the selected consultant.

How deep is the brand review session?

A single 1.5–2 hour workshop with the core planning team (as described in the RFP). No additional interviews, surveys, or extended discovery is expected unless the applicant includes them in their proposal.

How many people will participate in the session?

Roughly 6–8 planning group members.

Is there existing audience research or messaging work to consider?

Nothing formal beyond the 2025 event materials.

Should proposals include a separate estimate for a rebrand, in case partners choose that option?

Yes. Provide separate pricing for the optional refreshed identity/new logo package, noting that any brand refresh should be as streamlined as possible.

Naming, Visual Identity & Deliverables

What depth of visual identity is expected?

A practical, minimal package suitable for use on the website, social graphics, and sponsorship materials.

Which digital assets are expected?

Core assets needed for the conference website and communications include:

- New logo (if applicable after brand review)
- Social templates
- Email header
- Simple slide template
- Sponsor-facing graphics

The asset package should be simple and streamlined.



Communications, Marketing & Social Media

Will consultants have direct access to speakers/SMEs for quotes or briefings?

Yes, access will be provided as needed and coordinated through a single point of contact.

What is the approval process for press materials?

A single consolidated review through the planning group, coordinated by one point of contact.

Is there a paid media budget beyond boosted posts?

No. Only light paid promotion (boosted posts) is expected.

Media Relations & On-Site Communications

Should outreach be local, regional, or national?

Primarily local and regional.

Should subcontractors be identified even if final needs aren't known yet?

List subcontractors only if you already expect to use them. It's fine to propose the use of subcontractors without naming them at this time.

Photo/Video

Do you need any pre-event video or photography?

No. Coverage is limited to June 3–4.

What will the photos/videos be used for?

Basic documentation, post-event communications, and future event promotion.

Should the consultant develop the shot list?

Yes, with input from the planning group.

How many simultaneous locations require coverage?

We would like photo and video coverage of the following:

June 3rd – Bus tour and networking reception (late afternoon/evening)

June 4th – Conference



- Main stage
- Three concurrent breakout sessions
- General event coverage (breaks, exhibitors, candid conversations, etc)

Do you need simultaneous photo and video?

Not necessarily – only the breakout sessions will run concurrently and we do not need video footage of all sessions at all times – a videographer could float among them to sample various moments.

Do you want testimonials/on-camera interviews?

Optional. Simple attendee or partner interviews are welcome but should be kept low-lift.

What deliverables are expected?

- 1 highlight reel
- A few short social clips
- Edited photo set
- Raw photos/video files

Do edits need to be delivered same week?

No. While we would love some photos for use on social media immediately following the event, editing can occur after June 4, with final deliverables by early July.

Is venue A/V provided?

Yes, basic A/V will be available through the venue/PlanIt. No additional rentals are expected in your scope.

Will the team have access to all needed rooms, including backstage?

Yes.