

How to Use This Roadmap

This roadmap is designed to help you guide stakeholders through the AV partner selection process with clarity and structure.

As you move through the process:

- Use the roadmap slide to show where you are
- Use each stage slide to explain what's happening
- Gather input where appropriate
- Confirm alignment before moving forward

What to expect at each stage:

Early stages (1-3):

- Align on goals, identify vendors, issue the RFP
- Stakeholder input is most valuable here

Middle stages (4-6):

- Evaluate proposals and meet finalists
- Focus on understanding approach, not just price

Final stage (7)

- Planning begins and the working AV budget is developed
- The selected partner builds the production plan with you

*For best results, please open this PDF in Adobe Acrobat Reader (free). Some browsers may not display interactive fields correctly. Yellow fields are editable and should be updated to reflect your event.

Important context :

Early proposals are evaluation tools, not final budgets.

The final production plan and working AV budget are developed during planning.

Tip: You don't need to use every slide in every meeting- use the stage that matches where you are in the process.

Presenter reference only – do not present

AV Partner Selection Roadmap





Process Alignment

What You Can Expect From This Process

We will follow a structured process to evaluate AV partners and make a recommendation.

Along the way, you can expect:

- Visibility into each stage of the process
- Opportunities to provide input
- Updates at key milestones

Please Note:

- Early proposals are evaluation tools, not final budgets
- The final production plan and working AV budget are developed during planning



Identify Vendors

Event Overview

Event Type:

Estimated Scope:

-
-
-
-
-



Additional Production Elements

-
-
-
-
-



Identify Vendors

Develop shortlist of qualified partners

If you know AV compies who may be a strong fit for this event, please share them here.

| Suggested Company: | Contact: | Notes: |
|--------------------|----------|--------|
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| | | |
| | | |

Suggested companies will be reviewed alongside other qualified AV partners before the RFP is issued.



Issue RFP

Purpose: Request proposals based on core event structure

Why This Matters: Creates a consistent basis for comparison

RFP Includes:



RFP ISSUED



PROPOSAL DEADLINE



Evaluate Proposals

Approach - Clarity of the plan

Scope - Alignment with requirements

Team - Ability to execute

Value - Fit within Budget



EVALUATION PERIOD



FINALISTS IDENTIFIED





Meet Finalists

Meeting Dates:

Key Questions:

- Approach to event planning
- Team Structure
- Support during show week
- Risk management approach



Partner Selection

AV Partner Selected:

Rationale:

Initial Proposal Review

-
-

Finalist Interview

-
-

Overall Fit

-
-



Planning & Budgeting

Now that the AV partner has been selected:

- Detailed production planning begins
- Event scope is finalized
- The working AV budget is developed



Planning Start Date



Working AV Budget Developed

Important Reminder

The proposal submitted during the RFP stage was an early estimate, not the final production plan.