



**M3 B2B Strategy, LLC**  
3810 Olive  
St. Louis, MO 63108

# Six Tips For Experiential Design RFPs

Finding the right resource to implement event and marketing strategies that keep your event living on creating momentum and brand advocates is critical when it comes to experiential design.

Definitions vary for what experiential design actually entails. Often the definition depends on who you are talking to, so it's best to be very clear about what you want when you go out to bid.

A marketing agency may think differently than an event producer, logistics company, or a decorator when it comes to experiential design. Events are part of marketing strategy, but not always top of mind in a marketing department or agency focused on branding the entire organization or marketing its products.

Here are six tips to make sure experiential design results in an event that has a longer shelf life than the ride back to the airport after it ends:

## 1. **Define Your Objectives:**

- What specific goals do you hope to achieve with this event?
- Do you want to increase brand awareness, deepen audience engagement, drive sales, or something else?

## 2. **Provide Background Information:**

- Share an overview about your organization.
- Explain your brand and marketing strategies.
- Note your target audience.
- Note your target audience demographics

## 3. **Articulate Your Vision:**

- Paint a picture of the desired experience.
- What emotional impact do you want your audience to experience?
- What are some keywords, concepts, or themes that resonate with your vision?



**M3 B2B Strategy, LLC**  
3810 Olive  
St. Louis, MO 63108

**4. Specify Deliverables Clearly:**

- Outline exactly what you expect your experiential design partner to provide.
- Select which of these services to include: Concept development, spatial design, fabrication, technology integration, staffing plans, event management, post-event analysis, etc.

**5. Define Key Performance Indicators (KPIs):**

- How will you measure the success of the experiential design?
- Identifying KPIs upfront (e.g., foot traffic, social media engagement, lead generation) will help your partner align its proposal to match your evaluation criteria

**6. Keep It Practical**

- Establish a realistic budget range.
- Outline a clear timeline.
- Detail the scope of work.
- Specify technical requirements such as specific technologies, interactive displays, VR/AR, data capture systems, etc.
- Outline the proposal submission guidelines, deadlines, decision date, and follow up protocols for questions.

Call us at 314.422.5651 or schedule a discovery meeting here:  
<https://calendly.com/michael-martin-m3b2bstrategy/30min>