

NO STRESS ZONE ENTERTAINMENT

CORPORATE EVENT OPERATOR RESOURCE

BOOKING BLOCKER TOOL

Corporate Event DJ RFP Template

The 7 questions every corporate planner should send before booking

PAGES

10

COMPLETE IN

15 MIN

nostresszoneent.com

Built by DJ Reese | Corporate Event Operator

How to Use This Template

This RFP template is what real corporate event planners send to DJ vendors before making a booking decision. The seven questions inside separate operators from vendors within the first response.

Use it in three steps.

- Copy the questions in Section 3 into your outbound RFP email or portal.
- Set a 5 business day response window. Vendors who miss it drop from the shortlist automatically.
- Score every response using the rubric in Section 4. Book the winner, not the lowest quote.

The vendor who wins on price usually loses on execution. The vendor who wins on this scorecard usually wins the room.

Event Overview

Fill this out before sending your RFP to vendors.

EVENT NAME

EVENT DATE

VENUE NAME AND CITY

EXPECTED ATTENDANCE

PROGRAM LENGTH IN HOURS

PROGRAM OVERVIEW (KEYNOTES, BREAKOUTS, RECEPTION)

PRIMARY PAIN POINT TO SOLVE

The 7 Questions to Ask Every Vendor

1. Experience

How many corporate events have you run in the past 12 months? Please provide a client list from the last 6 months up to 5 clients.

2. Run of Show

Walk us through how you would score a run of show for our program length. Please attach a sample scored run of show from a comparable event.

3. Pain Point

How do you handle our primary pain point specifically? Describe the recovery play and provide an example from a prior event.

4. Venue Walk

What venue walk deliverable do you produce and when? Please attach a sample walk report.

5. Insurance

Do you carry additional insured coverage naming our organization? What are your general liability limits per occurrence and aggregate?

6. Rehearsal

What rehearsal window do you require and how do you use it? What is your policy if we cannot accommodate rehearsal 48+ hours before doors?

7. Change Management

How do you handle last minute program changes on show day? Describe your written change workflow.

Scoring Rubric

Give each answer 0 to 3 points based on the criteria below. Total the score. Any vendor scoring under 15 out of 21 should not make the shortlist.

SCORE	WHAT IT MEANS
0	Generic response with no specifics. Vendor did not read the question.
1	Partial answer. Some detail but missing tactical depth.
2	Specific tactical answer. Named process, timing, or deliverable.
3	Full answer with evidence of prior execution. Sample attached.

Minimum threshold 15 of 21. Recommended booking 18 of 21 or higher.

Vendor Scoring Worksheet

Fill in one row per vendor. Score each of the 7 questions 0 to 3. Add up the totals.

VENDOR NAME	Q1	Q2	Q3	Q4	Q5	Q6	Q7	TOTAL

Sample Good vs Bad Answer

Question 2: Run of Show

BAD (Score 0 to 1)

"We build a playlist that matches the vibe of your event. We have done tons of corporate events and know how to read a room."

GOOD (Score 2 to 3)

"For a 7 hour general session plus reception, I score every transition 2 weeks pre event. Morning arrival 90 to 110 BPM neutral crossover. Opening session countdown build track 120 to 140 BPM cutting to zero at CEO walk on. Post lunch recovery 15 minute build from 100 to 130 BPM. I coordinate with the emcee on every mic cue via headset. Attaching sample scored ROS from prior kickoff for reference."

The good answer names timing, tempo, and coordination. It attaches evidence. Score 3.

Vendor Red Flags to Filter Out

- ☐ Resists documenting anything in writing.
- ☐ Cannot produce a sample run of show from prior events.
- ☐ Uses stock photos on their website with no real event footage.
- ☐ Quotes pricing without asking about program length or audience.
- ☐ Sends generic contract with no scope or deliverable specifics.
- ☐ Assignment clause allows them to substitute a different operator without your consent.
- ☐ Rehearsal is described as optional or something they charge extra for.
- ☐ Insurance certificate is provided only after you sign, not before.
- ☐ Cannot answer what happens if primary operator gets sick on show day.
- ☐ Delivers proposal in under 24 hours which means they did not read your RFP.

Response Evaluation Notes

VENDOR NAME

RESPONSE DATE

STRONGEST ANSWER AND WHY

WEAKEST ANSWER AND WHY

DEAL BREAKERS OR RED FLAGS

FINAL DECISION AND REASONING

Next Steps After Selecting the Winner

- ☐ Send contract for legal review within 48 hours of decision.
- ☐ Confirm insurance requirements and request certificate before signing.
- ☐ Lock rehearsal window on operator calendar 48 to 72 hours pre event.
- ☐ Schedule venue walk 2 weeks before load in date.
- ☐ Send program outline for operator to draft scored run of show.
- ☐ Confirm compliance review workflow if in regulated industry.
- ☐ Schedule pre show all vendor coordination meeting 48 hours before doors.

Ready to be scored yourself? Visit nostresszoneent.com to schedule a discovery call with DJ Reese and the No Stress Zone Entertainment operator team.