



Association News - A critical look at the RFP process of associations.

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The report issued by [Conferli.com](https://conferli.com) in July 2022 is based on the results of a completed survey, discussions with international associations and two roundtable sessions of the UIA. The survey was carried out in order to gain a clear understanding of the Request for Proposal (RFP) process concerning the selection of a destination for conferences held by associations.

A questionnaire was sent to Conferli – a database of associations, [the Boardroom](#), [UIA](#) (Union of International Associations) and [ESAE](#) (European Society of Association Executives). 49 associations answered the questions of the survey. Apart from the survey, a Zoom meeting was held on 12th April 2022 to discuss RFP processes, in which 10 international associations took part. In addition, Conferli held two roundtable sessions in the UIA in Brussels on 20th May 2022 that were attended by around 35 associations. The market survey is a combination of these three sources.

The report contains different terms concerning the RFP process for associations and a description of the procedure used by various organisations, because there is no globally unified nomenclature in this respect and there are differences in decision-making processes concerning the selection of a venue for congresses.

55% of respondents state that the decision-making process concerning the congress venue changed during the pandemic. The following factors have changed:

- technological capacities and their costs are now taken into account;
- flexibility with regard to the contract is a must;
- health and the safety regulations play a very important role;
- implemented risk assessment;
- the increased importance of partnership and the strong commitment of the candidate destination.

According to the survey results, the most important criteria concerning the selection of a destination are:

- distance from the nearest international airport;
- event organisation costs;
- costs for a delegate;
- a wide choice of hotels;
- an available local member.

Times have changed and requirements are no longer limited to event logistics and availability. Sustainability, the legacy of events and DEI (Diversity, Equality, Inclusion) are now taken into account, but they are still less significant than availability and costs. In 35% of cases, sustainability plays a role in the RFP process, but it is not a decisive factor, and legacy is of minor significance for the decision-making process.

[Conferli.com](https://conferli.com) is a platform connecting organisers of conferences with cities, countries and venues. The report can be downloaded for free from their website.



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