

Production Company Evaluation Materials

Introduction Email

Subject: Info Call for Large Event Production Partnership

Hello [Name],

I'm Luann Williams, a consulting producer with Power the Press, a boutique consulting firm that produces ideas-style events for clients across the country. Our founder, Agnes Varnum, is the former director of The Texas Tribune Festival, and we work with media clients looking to create similar large-scale civic and cultural programming.

We don't have our own production company and would like to build relationships with experienced production partners we can recommend to clients for execution. Would you have time for a brief informational call to understand your work and explore a possible fit?

I'm particularly interested in learning about your experience with campus events and multi-venue festival production.

Are you available for a 30-minute call this week?

Best regards, Luann Williams

Consulting Producer, Power the Press

30-Minute Interview Guide

Introduction (2 minutes)

1. Thank them for their time
2. Brief event overview: Multi-day public festivals (1-3 days)
3. Goal: Understand their experience, capabilities, and approach

Experience (8 minutes)

1. What's your history producing events in Austin?
2. What's your current contractor status with local universities?
3. Walk me through your most relevant events - scale, venues, your role, budget range.

Project Approach & Capabilities (10 minutes)

1. How would you staff a large event from planning through execution?
2. What's your vendor management approach - sourcing, contracting, payment?
3. Do you have experience with Cvent or similar registration platforms?
4. Describe your experience with multi-venue festival logistics: wayfinding, temporary structures, stage design.
5. What challenges do you anticipate and how would you address them?

Pricing & HUB Compliance (6 minutes)

1. What's your fee structure? (Management fee, staffing rates, vendor markup if any)
2. Are you a certified HUB? If not, how do you work with HUB vendors?

Availability & Timeline (4 minutes)

1. What's your typical lead time? (Note: This is compressed)
2. 2026 availability?

Wrap-up

- Any questions for us?
- Thank them for their time and will be in touch if anything comes up that would be a good fit.

Follow-Up Email (Send within 48 hours)

Subject: Re: Info Call for Large Event Production Partnership - Thank you!

Hi [Name],

Thank you for the conversation yesterday. It was to hear more about your experience with [specific example they mentioned]. I'll keep [Company Name] in mind for client events in the coming year.

Best, Agnes

KUT Fest 2026 Production Company Scope of Work

Project Overview

KUT and KUTX are producing their inaugural festival on May 1-2, 2026, on The University of Texas at Austin campus. This festival of ideas, music, and community will feature panel discussions, keynote presentations, performances, a street fair, and special events across multiple campus venues. The selected production company will serve as the primary operational partner responsible for event design, vendor management, logistics coordination, and on-site execution.

Production Company Immediate Task List

- Review all spaces for [program feasibility](#)
- Street closure permit review
 - The street in front of the stadium is Deloss Dodds Way. There are bus stops but no parking. If we want to close Robert Dedman, there is UT permit parking there. Presumably we need both city and UT approvals
- Review lawn spaces w/ power
- Determine the badge pickup logistics for the Friday night event.
- Establish list of vendors and estimates (current UT vendors highly preferred)

Vendor Qualifications

- Current University of Texas at Austin approved contractor in good standing

- Demonstrated experience producing multi-venue events on UT campus within the past three years
- Proven capacity to manage events with 5,000+ attendees
- Experience with festival-style programming including both indoor and outdoor components
- Staff availability for the full event period: April 27 - May 3, 2026

Scope of Services

1. Venue Design and Build

- Design stage configurations for existing UT venues (LBJ School, McCullough Theater, College of Fine Arts spaces, Texas Science Museum)
- Design and coordinate construction of temporary event structures for outdoor programming
- Develop comprehensive site plan including Street Fair layout on LBJ Library lawn
- Create wayfinding and signage plan for the festival footprint
- Coordinate load-in schedule and site access with UT facilities

2. Vendor Management

- Source, contract, and manage all production vendors including:
 - Audio/visual/lighting equipment and operators
 - Staging, tents, and temporary structures
 - Furniture and décor
 - Catering and beverage service
 - Signage and wayfinding
- Negotiate vendor contracts and manage all vendor payments
- Coordinate vendor load-in/load-out schedules
- Serve as primary point of contact for all vendors during event week

3. Logistics Coordination

Transportation

- Coordinate campus shuttle service for speakers, VIP guests, and disabled attendees
- Establish rideshare drop-off/pickup locations
- Develop parking maps for staff, speakers, volunteers, and attendees

Safety and Security

- Develop security plan for sessions and public events in coordination with UT Police
- Coordinate disability access accommodations across all venues
- Establish medical/first aid stations

Infrastructure

- Assess and coordinate additional wi-fi needs with UT IT
- Arrange power distribution for all venues and activations
- Coordinate waste management and sustainability plan

4. Permitting and Campus Compliance

- Secure all required UT permits including street closures, noise ordinances, temporary structures
- Ensure compliance with campus regulations and fire marshal requirements
- Coordinate approval process with UT Athletics for LBJ Library lawn use
- Manage all required insurance certificates and documentation

5. Registration and Credentialing

- Build registration system in Cvent platform per KUT specifications
- Manage ticket types, pricing tiers, and member discount pathways
- Coordinate badge printing and credential distribution strategy
- Operate on-site registration using Event in a Box equipment (4 stations, 250 badges, OnArrival app)

- Provide staffing for registration desk operations May 1-3
- Generate attendance and revenue reports by category

6. Program and Event Support

- Provide technical direction for all presentation stages
- Manage speaker green rooms and hospitality areas
- Coordinate run-of-show execution for keynotes, panels, and special events (Friday Gala, Sunday Jazz Brunch)
- Support sponsor activations with logistical needs
- Coordinate Kids Stage programming logistics
- Manage Street Fair stage operations

7. Volunteer Management Support

- Coordinate volunteer check-in locations and operations
- Provide logistical support for volunteer training sessions
- Distribute volunteer credentials and materials

8. Timeline Deliverables (DRAFT - To be updated by Panacea Co)

By February 1, 2026

- Complete venue site surveys and preliminary designs
- Vendor sourcing complete with preliminary contracts

By March 1, 2026

- Final site plans and renderings approved
- All permits submitted
- Cvent registration system built and tested

By April 1, 2026

- All vendor contracts executed
- Detailed load-in schedule finalized
- Run-of-show documentation complete

By April 23, 2026

- Final attendee counts provided to all vendors
- Production schedule distributed to all stakeholders

April 28-30, 2026

- Load-in and technical rehearsals
- Final venue walkthroughs

May 1-3, 2026

- Event execution with on-site production management

May 4-5, 2026

- Load-out and site restoration

By May 20, 2026

- Final reconciliation and evaluation report

Proposal Requirements

Please submit proposals including:

1. Company qualifications and relevant UT campus event experience
2. Proposed team structure and key personnel
3. Approach to project management and KUT coordination
4. Detailed fee structure
5. Three references from comparable events
6. Proof of current UT vendor status and required insurance

Submission Deadline

Proposals due: [Date]

Questions

Direct all questions to: Agnes Varnum, agnes@powerthepress.com

Note: This scope may be refined during contract negotiation based on the selected vendor's recommendations and evolving festival design.