

Venue Booking Workflow

There are a lot of moving parts when it comes to booking space at a venue. Implementing a streamlined approach with a single centralized system can simplify event operations to track and control your event spaces easily.

Manual Booking Process



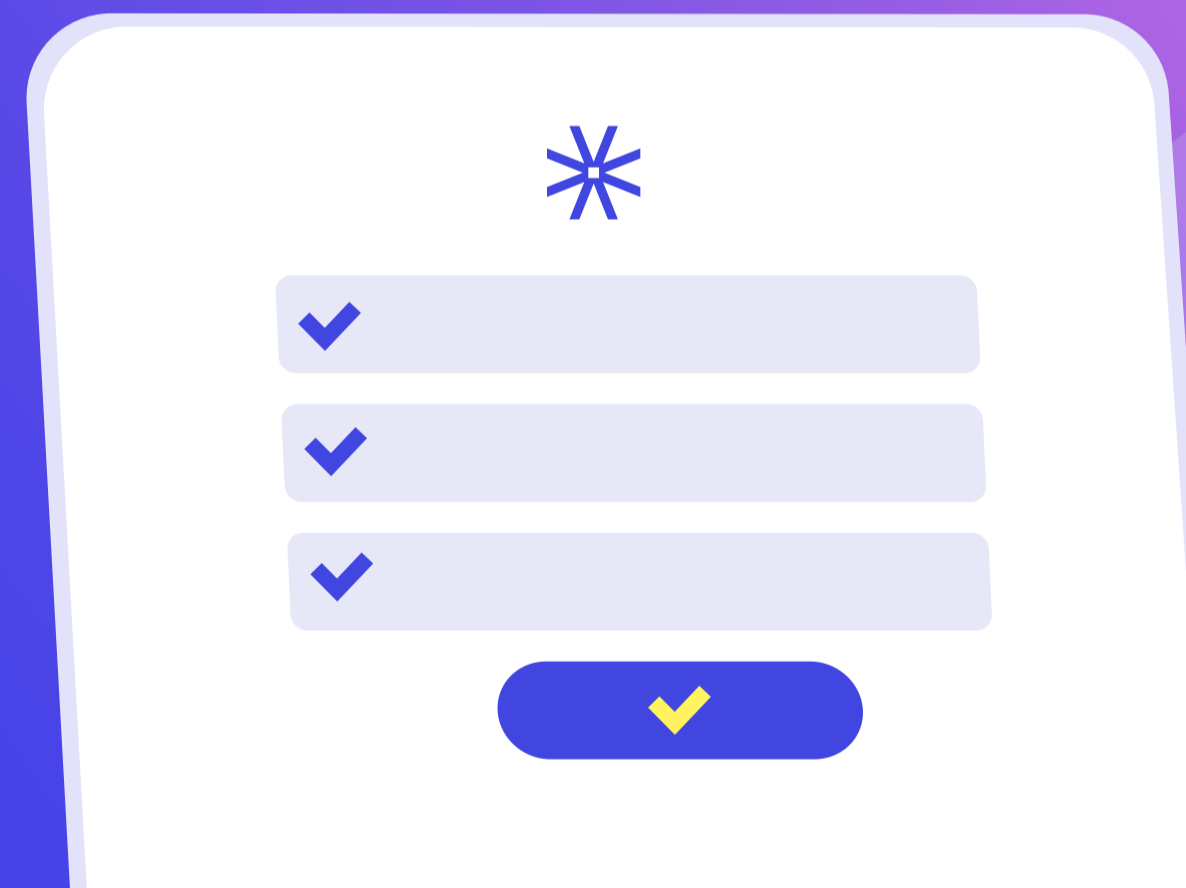
- 1. Client Inquires**
A prospective client calls or sends an email inquiring about availability.
- 2. Venue Responds to Inquiry**
Venue responds to the client to confirm availability or propose alternate dates/times/venues and provides further information (i.e., venue specifications, menu options etc.).
- 3. Client Responds**
Client confirms their preferred date/time and requests a quote for services (i.e., catering, furniture, audio-visual equipment).
- 4. Venue Prepares Quote**
Venue prepares a quotation including any venue hire fees and other services selected by the client.
- 5. Client Agrees to Book**
Client approves the quote and responds to the venue agreeing to book.
- 6. Venue Prepares Paperwork**
Venue prepares an invoice and booking form/contract for the client.
- 7. Client Books & Pays**
Client pays the invoice and signs the paperwork, and the booking is confirmed.
- 8. Venue Prepares for the Event**
Venue proceeds to the next stage of the event management process-preparing for the event!

Challenges

- Inefficient workflow caused by too many steps.
- Poor booking journey deters potential customers.
- Risk for human error by duplicating data across multiple platforms.
- Outdated payment processes make it difficult to reconcile payments.

Digital Bookings Process

- 1. Client Books Online Using Digital Technology**
A prospective client visits the website or online bookings portal, checks availability, selects their preferred date, and chooses any relevant services, (i.e., catering, furniture, audio-visual equipment), then proceeds to book, pay, and agree to any terms and conditions.
- 2. Venue Prepares for the Event**
The venue is notified about the new booking and begins preparing for the event!



Gains

- Increase efficiency and reduce unnecessary administrative work for staff.
- Improve customer experience with live space availability.
- Increase venue occupancy and improve cash flow.
- Ensure data integrity by eliminating multiple steps in workflow.

Speak to a venue management expert