



tripleseat

The Ultimate
Event Management
Software

The Ultimate Event Management Guide

In partnership with

KAM



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A close-up photograph of a chef with a beard, wearing a light-colored button-down shirt and a dark blue striped apron, looking down at his work in a kitchen. The background is slightly blurred, showing warm lighting and kitchen fixtures.

60% of UK hospitality operators say large bookings & events are important to their business

Events are crucial for most hospitality venues, there's no disputing that. With the well documented challenges in hospitality and society as a whole, there is a clear synergy between making the most of event bookings and a successful hospitality business. Building a busy events calendar can support with pre-booked revenue, reducing the financial uncertainty of the future months. The pre-planned nature of event bookings can help with staff rotas, ultimately providing foresight to help with staff shortages or reducing costs in quieter periods. And finally, being able to order the right amount of food or drink can support with reducing waste and costs at a time when every cost is being looked at.

To be a venue that is great at events from first interaction to the delivery of the actual event, there are an array of elements to get right. This is made even more tricky by the fact that all events require flexibility from the service levels to specific venue details. Despite the challenges posed to venues to deliver great events and booking experiences, the majority of operators think they are doing a very good job, a partially contrasting sentiment to what we heard from event planners. So what do operators want?



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Working with KAM, an independent hospitality insight agency, we've spoken to your customers and we've listened to venues to demonstrate the importance of event bookings and seasonal opportunities. To understand what we do well and how to do it to deliver a best-in-class experience.



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All data shown in this document is sourced from exclusive, independent operator research, conducted by KAM, an independent hospitality insight agency. Conducted via telephone interviews in February 2024 from a sample 150 decision makers within pub, bar and restaurant venues that take bookings for larger groups / events / private hire or have a private dining room.



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Role of the lead form

From experience, you could probably think of 95% of your needs to communicate to the venue straight away. But if they had a template that covered such things as dates, times required, type of room, layout of tables, AV requirements etc. that would really help.

Event Planner Quote

92%

of event planners prefer a phone call for initial contact with a venue

First impressions are key in all areas of hospitality. Whether it is a great interaction with FOH staff or a brilliant first sip of a drink with a great serve, the impact of this can have a huge influence on the overall view of the experience. This is no different for those looking to book events.

For most of the event planners we spoke to (10 out of 12), an initial phone call was the preferred method of communication. This is due to the time saving element but also this can give an indication as to how attentive they are and ultimately how good the event will be. Event managers must be flexible in their approach to initial contact as the organiser may want to visit, pick up the phone or send an email. Failing to meet expectations on response rate and quality can mean the interest is lost, as well as any opportunity for future business.



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Benefits of a Shared Calendar



34%

of restaurants
don't use
software/booking
platforms

39%

of pubs
don't use
software/booking
platforms

A venue may take large bookings everyday or once a month, but this shouldn't alter the importance placed on that event as to the organiser, that event will be extremely important. Therefore organisation and care is needed to make sure the logistics are clear and transparent. A shared calendar (between employees or venue and booker) is a great way to be able to achieve this, removing human error through automated booking platforms or software, something that not all venues are currently using.



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Automated documentation

“I really can't emphasise enough the ease of having everything in one place. I mean, I get hundreds of emails every week and just trying to find emails relating to events. You file them or you've not filed them, you end up searching and spend time just trawling through finding stuff, whereas if everything is in one place it's so much easier.” - Event Planner Quote

The most important features of a booking system for operators are

- 1 | Speedy responses to enquiries with professional/branded documents
- 2 | All documents in the system - function sheets, proposals, contracts, etc.
- 3 | Anyone in the team can jump on and can pick-up where everything is at
- 4 | All communication in one platform (no shared inboxes)
- 5 | Being able to issue VAT invoices / receipts

Most people have felt the feeling of frustration when trying to find an old email or document that someone has sent, a feeling that people who plan events will be all too familiar. Simplifying this process through housing all information or documents within an online portal is vital for both the organiser and the venue.

There is a significant interest in utilising digital portals for managing event logistics, which consolidates booking details, payments, and communication, minimising the reliance on back-and-forth emails.



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Taking payment for contracts



The thing that would make life easiest for me is the payment system because some of the venues just only accept bank transfer payments. If there's a portal where there's an express payment system, you just click and pay, then that would be a hassle free for us.

Event Planner
Quote

The important bit, taking deposits and payments! As mentioned previously, flexibility is at the forefront when it comes to payments. Some might want to send payment links to guests for a Christmas party, others might want to do an international bank transfer. To ensure venues don't lose any type of event it is important to offer solutions to each of these. Operators rated this as the lowest importance feature of a booking platform, but to some bookers, they would choose the venue based on a payment method that suited them, so it really is integral.

Transparency is also paramount through cost clarity and invoicing. Those event planners we spoke to expressed frustration with hidden costs and the lack of upfront pricing, emphasising the need for transparent and itemised cost breakdowns from venues.



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Managing contacts & accounts (one inbox)

49%

Of operators have all communications in one platform currently

It can be really frustrating having lots of different contacts for different parts of the event. Whereas if they've all got it all in one place on a platform so they know who's spoken to who and they know what you've asked about, that would be that would be a big advantage.

Event Planner Quote

The staff and communication with them is seen as a manifestation of the venue itself. If communication is not quick, professional and personable, this will reflect badly on the event. Therefore it is very important communication with a venue, not just an individual, is up to scratch.

49%

Of operators have the functionality to have anyone in the team to jump on and respond currently

Less than half of venues said their booking platform allowed anyone in the team to jump on and respond with less than half of venues having all communication in one platform. This means that if staff are away or busy and unable to respond, momentum may be lost with a potential booker and the business could be lost with it!



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Reporting performance

One of the benefits of using modern, cloud-based business software is all of the reporting and data your restaurant, hotel, or venue can access anytime, anywhere, on any device. And that data equals revenue.

The Tripleseat Advanced Report Platform (TARP) enables sales and event professionals to take a closer look at their data, identify trends and patterns, pull more than 20 reports, and help your venue make smart decisions to grow your events business.

The types of report can be split into 3 main categories which include pace, revenue, productivity, lost and many more.

- 1 | Events**
- 2 | Bookings**
- 3 | Sales**

What we like about Tripleseat is it took something complex and streamlined the whole process.

**Sales Development Manager,
TAO Group Hospitality**

Hakkasan Case Study Making business decisions

The team at Hakkasan love to dive into the data to make both day-to-day tactical business decisions as well as planning longer terms for key-events. They harness the customisable reports in Tripleseat to manage their team performance and overall business performance and action this to drive their event business.



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Taking and managing pre-orders

61%

of operators currently have the functionality to collate and house pre-orders

Would say what's been really helpful is when it's big orders, they have actually given you like a link where people can go in and do their pre-order by picking their own box rather than asking your people to send you a pre-order and then you end up doing a spreadsheet and then people are like, oh, I can't remember what I've ordered.

Event Planner Quote

An event can be made with great food and drink, so if the venue requires pre-orders this is another important part of the process that can make or break the experience. Event planners didn't display a favouritism to pre-orders, a la carte, buffet, as this ultimately depends on the type of event, but the one constant is that the information needed to be transparent and flexible.

50%

of operators say reducing food waste is the most important element of collating pre-orders

Dietary requirements have become more prominent meaning information is needed to be accurate and up to date, with an element of flexibility for late changes within reason. How those pre-orders are taken requires flexibility also, with some wanting links for guests to do themselves and others wanting to input them all via a portal.



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Event Management Advice

Define the space in your venue

Strategise about the space or spaces you have and define the purpose of each. Think about what types of events can be hosted in each space. From smaller rooms for team lunches to larger rooms that could host workshops alongside food, even outdoor spaces for summer parties are all wonderful uses of space! Also, make sure to consider which spaces need which tech. AV equipment can be super beneficial and is often required for corporate get-togethers. Clearly defining the intended purpose of each space for your corporate audience is key. Make sure you understand the needs of the corporate customer and you'll be able to show your spaces that meet market demand.

Target to UK corporate event planners

The power of social media cannot be underestimated. Invest in a mix of organic and paid (targeted) social media activity across platforms – focus on LinkedIn to target the corporate event planners. By using LinkedIn's targeted tools, you can ensure you have a geographically relevant audience and target those businesses and event planners within your area. Ensuring you showcase or "tease" the space and link them back to the website to see more is key – get them excited on social and unpack the spaces available on your website.

Use the power of referrals

Once you host a few successful events of varying sizes, use those as case studies. Profile the event planner, what they were looking for, and how they found the experience end-to-end, and then capture that. With their permission, feature them in a case study and use that as a proof of concept to showcase your venue. Publish a video and photo along with a written case study so that other event planners with similar needs will be able to envision themselves hosting events at your venue. You could also offer a referral code to those who have booked and pass on your details to others!

Get to know your local area

The power of getting involved in your local area is key. Which corporate businesses are nearby? Do you know them? If not, you should! Many large corporate businesses have a presence across the UK, from Central London to Leeds and Hammersmith. Drop into these businesses with cards, flyers and even special offers. Invite the businesses along for a happy hour, or even better, host a try-before-you-buy event at your venue to show off and provide everyone who attends an offer if they book. Inviting prospects to see the space in person is a great way to engage and let them ask questions. What better way than with an incentive like complimentary food or an offer if they book?

Show your venue off

Now that you've defined the use cases of your venue's space for corporate guests, you really need to get behind it. This means showcasing your venue! Ensure your website has a section that signposts corporate guests – especially if you're close to a city or business centre. Do this by clearly outlining the use cases for each space, including capacity and any equipment or multimedia options like audio and TV. Make sure you have photos, or even better, a fly-through video of the space to ensure those corporate event planners know what your space looks like.

I'd like a website that eliminates certain venues, based on certain factors/wants. It would save time on both ends. Just filter it out and narrow it down to the places that can really cater for your needs. That's something I would love to see on all of these event sites.

Event Planner Quote





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Please get in touch for an obligation free demo where we better understand your venue's needs and how you can increase revenue by up to 30% with Tripleseat.

Contact



tripleseat.com

**Book a FREE demo with
our UK team today**