



Ten point venue sales and marketing checklist

We have created a ten point checklist that will help you to see how healthy your venue is. How many of these points can you say yes to?

- My venue has clearly defined goals for its proactive marketing in the next six months
- My venue can accurately measure the return on investment from both the marketing spend and the team time spent on marketing
- My venue marketing plan is innovative and relevant to our target event bookers
- My venue marketing accurately reflects the customer experience and the event service we provide
- My venue can measure and manage how its website engages visitors and leads to conversions
- My venue measures the effectiveness of its social media content with metrics that relate to our sales and marketing plan
- My sellers and coordinators understand that Covid has changed the event sales landscape forever and have adapted their skills and attitudes to succeed
- My venue has the right team and tools to regain at least pre-pandemic sales levels within 12 months
- My venue has embraced virtual, hybrid, and in-person events and my sellers are equally confident talking technology or menus
- As the person ultimately responsible for the venue sales performance, I know exactly what good looks like and how to manage my team to maximise yield

