



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.

Why is event management software important?

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

The role of the lead form

First impressions are key in all areas of hospitality. Failing to meet expectations on response rate and quality can mean the interest is lost, as well as any opportunity for future business.

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.

The benefits of a shared calendar

34%

Of restaurants don't use software/booking platforms

39%

Of pubs don't use software/booking platforms

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.

The most important features of a booking system for operators

- 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

Taking payments

Transparency is 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.

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.

Managing contacts & accounts (one inbox)

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!

49%

Of operators have all communications in one platform currently

49%

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

Managing pre-orders

61%

Of operators currently have the functionality to collate and house 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.