

Corporate Venue Selection

This playbook outlines the steps for selecting an appropriate venue for corporate events. It provides criteria for decision-making and guidance on negotiating contracts with venue providers.

Step 1: **Define Requirements**

Identify the specific needs and goals for the corporate event. This includes determining the event size, type, target audience, date, location preferences, technical requirements, and budgetary constraints.

Step 2: **Research Venues**

Compile a list of potential venues that fit the event requirements. Use online databases, industry recommendations, and personal networks to find suitable locations.

Step 3: **Evaluate Venues**

Assess the potential venues based on criteria such as capacity, accessibility, facilities, services, ambiance, pricing, and availability.

Step 4: **Visit Shortlist**

Arrange to visit the shortlisted venues to inspect their facilities and discuss specific event requirements in person with the venue representatives.

Step 5: Review Proposals

After visiting venues, review the proposals provided by each site. Evaluate the pros and cons in relation to your event requirements and budget.

Step 6: Negotiate Terms

Enter into negotiations with the selected venue to discuss and finalize pricing, services, cancellation policies, and any other contractual terms.

Step 7: Finalize Contract

Once terms are agreed upon, finalize and sign the contract with the venue. Ensure all details are correctly reflected in the agreement.

Step 8: Confirm Booking

Provide the venue with any required deposits or confirmations as stipulated in the contract to secure the booking for the event date.

General Notes

Budget Considerations

Remember to keep a detailed record of all costs associated with the venue and ensure they remain within the allocated budget.

Contingency Plan

Develop a backup plan in case of unforeseen issues with the selected venue, such as a second-choice venue or dates.

Legal Review

Consider having the final contract reviewed by a legal professional before signing, particularly for large or high-stakes events.

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