MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

My demand calendar

Lesson: Seasonality and the event calendar · about 15 minutes

Build a twelve-month view of your inquiries, bookings and events, and plan your marketing ahead of each peak.

Your business (name, service, main city):

1. For each of your main services, write the typical lead time from inquiry to event, based on your own records.

2. Count inquiries, bookings and events by month for the last year. Which months are your inquiry peaks, and how do they differ from your event peaks?

3. Using your inquiry peaks, write what you will do two months before, one month before and during each peak.

4. List the public holidays, cultural dates and school dates that affect your business, and the date you will check them for next year.

5. **For corporate or public-sector clients, note when their fiscal year ends and when you will contact them about next year's budget.**

6. **Choose your two slowest months. List three marketing tasks you will do in them.**

Check: can you now

- Distinguish the event season, the inquiry season and the decision season for each of your services
- Build a twelve-month demand calendar from your own inquiry and booking records
- Schedule marketing activity ahead of each inquiry peak and plan specific actions for slow months

One change you will make this week