SPECIALIST TRACK: MARKETING FOR EVENT PLANNERS

Your venue partner plan

Lesson: Venues as a lead source · about 15 minutes

Choose your target venues, build your assets and set up tracking.

Your business (name, service, main city):

1. List ten venues you could work with and score each from one to five on fit, volume, planner policy, existing list and your history.

2. Write the one sentence on your planner sheet that tells a coordinator what you do for the venue team.

3. Outline a venue guide for the venue you know best: capacity, layout tips, load-in, inclusions and vendor considerations.

4. Draft the email you will send a coordinator with your venue guide, including your identification and an unsubscribe line.

5. **Set up a lead-source log with the columns you will track for every inquiry, and note where you will keep it.**

Check: can you now

- Identify the five venues most likely to send you clients that fit your positioning
- Create a one-page planner sheet and a venue guide that make you easy to recommend
- Track venue-sourced leads and calculate the value of each venue relationship

One change you will make this week