SPECIALIST TRACK: MARKETING FOR VENUES

Your venue visuals plan

Lesson: Room photos, floor plans and virtual tours · about 15 minutes

Plan the photos, floor plans and tours that will get you onto shortlists.

Your business (name, service, main city):

1. For each room, list the empty, set and alive images you have and the ones you need.

2. List the details your floor plan must show for each room, and note any you do not yet know, such as door widths or rigging points.

3. Build a capacity chart for your main room using a rule of thumb for each layout, then check each figure against your occupant load and licence capacity.

4. **Write the route and captions for a two-to-three-minute video walkthrough.**

5. **List the accessibility features you will photograph, mark on floor plans and describe in words.**

Check: can you now

- Plan a room photo shoot that shows each space empty, set for different layouts and in use
- Create a floor plan and capacity chart with the measurements and details planners need
- Choose between a video walkthrough and a 360-degree tour, and use each to book more site visits

One change you will make this week