SPECIALIST TRACK: MARKETING FOR VENUES

Your off-peak plan

Lesson: Filling off-peak dates · about 15 minutes

Find your empty dates, the buyers who want them and the offers that will fill them.

Your business (name, service, main city):

1. Mark last year's calendar by demand and count the empty dates in each off-peak period.

2. List the three buyer groups most likely to book your off-peak dates and where you can reach each one.

3. Design one off-peak package with its fences, inclusions and all-in price before HST.

4. Calculate your direct costs per event and set the minimum contribution you will accept on any booking.

5. **Write the name, page headline and first email to planners for your off-peak package.**

Check: can you now

- Identify the event types and buyers most likely to book your off-peak dates
- Design off-peak packages with fences that protect your peak prices
- Calculate the contribution of an off-peak booking and present its price honestly

One change you will make this week