

CUSTOMER SERVICE AND HOSPITALITY

Event Marketing and Event Sales

Fill more events and close more bookings. Over four weeks your team learns to plan and promote events, from private parties to conferences, then turn enquiries into signed bookings and repeat business.

LENGTH	SESSIONS	FORMAT	PRICE
4 weeks	8	Live online or at your workplace	\$995 Per person, plus tax

What your team will learn

- Plan an event marketing calendar around your slow and busy seasons
- Turn enquiries into bookings with clear proposals and prompt follow-up
- Promote events through social media, email, listings and local partners
- Price event packages, handle objections, and win repeat and referral business

Week by week

WEEK

1**Know your events and your market**Session 1 **Your event offer**

The events you host, who books them, and what makes your venue the one they choose.

Session 2 **Planning the calendar**

A marketing calendar built around holidays, local happenings, and your slow and busy seasons.

WEEK

2**Getting the word out**Session 3 **Social media and email**

Posts, photos and emails that fill a room, and when to send them before an event.

Session 4 **Listings, partners and reviews**

Event listings, local partners, suppliers and reviews that bring bookings to you.

WEEK

3

From enquiry to booking

Session 5 **Handling enquiries**

Replying quickly, asking the right questions, and finding out what the client really needs.

Session 6 **Packages and proposals**

Building event packages, writing clear proposals, and pricing so every event is worth hosting.

WEEK

4

Closing and coming back

Session 7 **Closing the sale**

Following up, handling objections about price or dates, and getting the contract signed.

Session 8 **Repeat and referral business**

Delivering on the promise, asking for reviews and referrals, and booking next year's event.

How the sessions work

Role-plays

Practise enquiry calls, venue tours and price conversations, with the trainer guiding.

Your own event plan

Build a marketing calendar and a sales proposal for a real event at your business.

Feedback and coaching

Feedback from the trainer on your plan and proposal as you build them.

Who it's for

- Restaurants, hotels, venues and caterers that host private or public events
- Sales and catering staff who answer event enquiries
- Owners who want to fill quiet nights with events

Book this course for your team

At your workplace or online. We'll send a written quote and dates that suit your team.

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