

5 Tips for Managing Successful Events

Here are five strategies implemented by successful venue and event managers to deliver enjoyable events that exceed guest expectations.



1. Improve Efficiencies Using Technology

Venue and events teams need to evaluate their existing processes and consider opportunities to replace manual event processes with technology to improve efficiency and productivity of your staff. Implementing a streamlined approach to your venue and event management workflows with a centralized system can simplify your operations and deliver the best possible experiences to your staff and visitors – even with limited resources.



2. Adopt Effective Risk Management Protocols

Effective risk management has always been the key to delivering safe and enjoyable events. Technology can help you analyze and assess your event and venue risk so you can easily capture issues and ensure risk management processes are followed, tracked, documented and reported. This helps ensure guests are safe by responding to any issues that arise at the event quickly and effectively.



3. Increase Digital Touchpoints

Venues and event organizers are switching to digital “touchless” solutions to meet new consumer expectations and respond to government and public health advice. Digital touchpoints like e-tickets, digital signage, contactless payments, and online food and drink orders are becoming the new norm. Make sure your venue is utilizing technology to enhance the experience at your venue before, during and after your event.



4. Enhance the Live Event Experience

Aside from being at the live event itself, it is essential to think of other ways to entertain visitors inside your venue, with exclusive activities and experiences that cannot be replicated at home. Enhancing the in-person experience with premium hospitality packages, unique and interactive fan experiences and behind-the-scenes tours for high-profile venues. Make sure you explore innovative new tools and technologies to create one-of-a-kind experiences at your event.



5. Track Your Sustainability

The growing importance of sustainability requires venues to track and demonstrate progression towards their goals. Lacking a collective repository for sustainability data creates many issues. However, with the right tracking tools, your venue can pursue better sustainability practices and set targets for meeting your environmental, legacy, corporate social responsibility, equality and diversity and human rights goals.

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