The Art of Venue Negotiation

How to get the best deal from your next event venue

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Executive summary

By Julius Solaris

> **"Hi Julius, I am looking for a cheap venue in California. Does not have to be by the beach. Can you help me?"**

This message sums up the need for writing a report about venue negotiation. According to our research over 65% of event professionals rely on word of mouth to source their venue. While this may seem like the right approach, in 2017 we can do better than that.

The world of venues as we know it is changing rapidly. Political, economical and technological turmoil are profoundly affecting the way we choose where to host our events and creating unprecedented opportunities.

Executive summary (cont.)

For the first time in decades event professionals are in command of the venue negotiation and selection process.

Why Do Event Planners Have a Dominant Position in the Venue Negotiation Process?

- **The sharing economy** is giving power back to the user. Against the establishments, against lobbies, against price setting, the user is finally winning. By having direct access to venues, event professionals can cut out the middleman. They also have the chance to explore the unknown, the unique, the unconventional.

- **A generational shift** (mostly driven by technology and online interaction) is forcing large hotel chains to create new brands with a completely overhauled meeting and event offering.

- **Venue selection technology** has substantially evolved. More sophisticated tools are available for event professionals looking for the best deal. Virtual reality, eRFP, online reviews - the amount of information available to make the best possible venue decision is unprecedented.

- **The volatility of the current political climate** is affecting destination and venue selection. Venues that could previously rely on the compelling leverage of their destination are suddenly under the fire of uncertain geopolitical environments.

How does that translate for event professionals? The rules of the game have changed and will change even more in the foreseeable future.

For years the experience of the event had to suffer from the limitations imposed by large venue conglomerates imposing their rules. Well, it seems that the party is over. Event professionals finally hold a position of power in a negotiation they lost too many times in the past.

It's time to leave compromises behind. It's time to get the venue we want, at a price we can afford, on conditions we feel comfortable with. Moving hundreds, thousands, tens of thousands, hundred of thousands of attendees cannot be taken for granted by venues anymore. You are entitled to get the best possible deal.

Let us help you to make the most out of the strategy, opportunities and tools available out there.

About the authors

Julius Solaris is the editor of Event Manager Blog. Started in 2007, Event Manager Blog is the number one website worldwide for event professionals, covering topics such as event planning, social media for events, event technology, event trends, event inspiration but also destination management marketing, meeting planning

He has been named one of 25 most influential individuals in the Meeting Industry in 2015 and 2016.

Julius Solaris
Editor
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Pádraic Gilligan is currently Managing Partner at SoolNua, a boutique marketing consultancy helping destinations, hotels and venues with marketing, strategy and training for the MICE marketplace. Prior to founding SoolNua, Gilligan was Vice President of Ovation, MCI's global DMC network and Vice President of Industry Relations at MCI.

He has written and spoken all over the world on many aspects of meetings and events, regularly contributing to SITE, MPI, FICP, ICCA , IACC, ADMEI and other industry bodies. Areas of interest include Workplace Culture, Digital Marketing, Branding and Service Marketing. His interests in these areas and in destinations in general are reflected in his award winning blog which may be accessed on www.padraicino.com.

Pádraic Gilligan
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Becki Cross set up UK based event management company and SME, Events Northern Ltd, in 2004. Becki has organised events ranging from conferences to exhibitions, festivals to awards ceremonies, fashion shows to golf tournaments and everything in between.

Organising conferences and corporate events is Becki's passion and she believes that conferences should never be boring! She enjoys incorporating event technologies and social media into the mix and working closely with a diverse range of clients to achieve their event objectives. Becki is also interested in innovation and how entrepreneurial thinking and skills can be encouraged.

Becki is the Deputy Editor and Contributor to EventMB, which she describes as her dream job alongside event planning! Follow Becki on Twitter @beckitrain.

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About EventMB

Event Manager Blog is the first online resource for event professionals worldwide. It offers education, innovation and inspiration through daily articles and industry reports.

Founded in 2007, EventMB has been widely referenced as the go to resource for innovative event professionals willing to learn more about trends in the event planning industry.

EventMB releases industry reports and intelligence about event technology, social media and engagement at events. Thousands of event professionals downloaded EventMB free reports at eventmanagerblog.com.

About Aventri

Aventri is the first true live connection management platform. Continually transforming the way event managers execute their events while transforming the market, Aventri allows clients to create valuable in-person experiences, grow influential communities and expand brands. The comprehensive integrated solution starts with meeting request to venue sourcing, to every component of event management including registration, event marketing solutions, travel management, mobile apps to the all-important "experience" at the event with badges and onsite solutions. The platform connects event attendees and drives real-time attendee engagement while capturing meaningful data and analytics to help understand an event's success and provide real-time ROI.

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