



Event Ticketing for Restaurants: How To Guide

This event template can be used by hospitality marketers to promote, launch and run events in their restaurants.





THE BUSINESS

- Fast casual trendy Italian business - love of everything Italian
- 15 locations across London - neighbourhood locations with some prime tourist locations
- Challenges - come up with an event to drive incremental income on a typically quiet Tuesday evening

THE OBJECTIVES

- Target the Millennial and Gen X customer base
- Generate over £3,000 additional income on a typically average Tuesday evening
- All bookings made and managed via Fuse Event Ticketing platform
- Fully booked event with 60 covers
- Provide exclusive experience for our loyalty club members

THE EVENT HOOK

- The Art of Appertivo - an event inspired by a truly Italian drinking and dining experience with a live Italian band.
- Come along with your friends and listen to some live music and help yourself to a selection of traditional Italian cocktails from Apperol to Prosecco. We'll have a selection of Italian foods from different types of pasta to cured meats, cheese and pizzas. Unlimited.
- Tickets cost £60pp and can be pre-purchased online. £60 X 60 covers = £3,600 ticket sales
- If you're a loyalty member you'll get a free bottle of wine at the end of the evening to take away.



THE EVENT PLAN

Booking experience for customers:

- Event is listed on the website
- All data is segmented in the database
- All attendee data is to be entered when booking e.g. if one person is booking for 4 people then all 4 attendees' names and email addresses will be entered into the booking to maximise data capture opportunity
- Waiting list activated on the booking management system i.e. when tickets are sold out allow customers to go on the waiting list.
- Automatic refunds for those who cancel 48 hours before the event
- Automatic emails to be sent to those on the waiting list when tickets come available

Communication plan

- Launch the event to the membership database first for priority booking, then to the wider database and social launch
- In-house promotion on tables
- A confirmation email to be sent including details of the event, sharing/joining on social channels and adding dates & location into the calendar.
- 2 days before the event, send an automatic reminder to those who have booked
- Post-event, send an email asking for feedback and include photo's the event with a thank you for coming and link to the online shop to purchase deli items showcased at dinner (non-members)
- For loyalty members, send a post-event email asking how they enjoyed the event and if they enjoyed their complimentary bottle of wine and link to the online shop to purchase deli items showcased at dinner
- 2-weeks after the event a unique offer given to all attendees to visit the restaurant.



THE RESULTS

- Did the event sell out?
- What was the feedback from attendees?
- What was the profit of the event?
- How many visits to the event landing page were there?
- How did staff enjoy the event - what can be improved or changed for the next one?
- When will the next event run?

RUN EVENTS WITH FUZE

fuse-hospitality.com/event-ticketing

