



## **PARTY PROMOTING 3.0**

### **FREE SPECIAL REPORT**

#### **7 Things To Consider When Scouting For A Venue**

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1. **Compatibility** - Your venue needs to line up with the overall feel of the event you are trying to conduct. For example, if you're trying to do an upscale black-tie event, you shouldn't be looking at booking a venue that's known for rave parties! And vice-versa, you shouldn't look to do a crazy "Girls Gone Wild" themed party at a dress code enforced lounge. The theme and the venue need to coincide.
2. **Cost** – Some venues may require a rental fee or bar guarantee in order for you to use the space. Try to find a venue that doesn't require any fees or upfront cost, but if they do, you'll want to make sure you budget properly for that.
3. **Location** - Ask yourself, "Is the venue already a well known destination?", if it's not, "How hard is it to find?" Also, think about what part of town the venue is on. Is it far from your focus of clientele or is it near a bad neighborhood where customers may not feel safe to come? These are all good questions to ask yourself when deciding.
4. **Capacity** - You want to make sure that you don't pick a venue that is too big for what you speculate your turn out to be, nor should you choose a place that is too small that can't accommodate an expected large crowd. If you plan on promoting a party to your neighborhood or your college class mates, you may not need a venue that holds anymore than 300-400 people. But

if you are promoting an event to an entire city of people and you have a big celebrity hosting the party, you may need a venue that holds 1500-2000 people. Just think practically about it when making this decision.

5. **Parking** - Parking can be a major issue. If there isn't enough parking or if it's insecure, you may have problems with your customers feeling safe about leaving their cars in undesignated areas around the venue. If the venue has a paid parking lot or mandatory valet parking you'll want to be conscious of that too.

6. **Age requirement & Dress Code** - Be aware of what the age requirements are to enter and if the venue has a dress code. If you're doing a college event, you may miss out on a lot of your clientele if the venue requires guest to be of age 21 and up and if they don't allow sneakers and hats.

7. **Sound system** - Make sure that the sound system of the venue is up to par and that they have any special equipment that you may need for your event. Poor sound can ruin a night. There is nothing worse than a hot DJ playing great records and no one is enjoying the music because the sound system has no bass, or some of the speakers in the venue are blown. Bad sound will definitely lose your crowd.

Ready to Get To The Money and Start Eatin' Gooooood!?

Get the complete Party Promoting 3.0 program for a step-by-step guide to becoming a Successful Promoter. Plus, I'm Revealing All The Nightclub and Party Promoter Secrets You Won't Find Anywhere Else!

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-Trent