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VENUE SELECTION GUIDE



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CREATE · EAT · INSPIRE

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As an experienced event planner and designer, you understand that choosing the right venue is a pivotal step in creating memorable and successful events. Whether you're organizing a corporate event, a beautiful wedding, or an extravagant celebration, the venue sets the stage for the entire experience.

This comprehensive guide is designed to assist you in navigating the intricate process of venue selection, offering expert insights and practical advice to ensure your events leave a lasting impression. From intimate gatherings to grand soirees, our guide equips you with the knowledge and tools needed to make informed decisions that match your vision and expectations.

1. Event Requirements:

- Define the event's purpose and objectives, including any specific goals or themes.
- Determine the event's size, specifying the expected number of attendees.
- Establish the event date and time, considering any flexibility in scheduling.

2. Location:

- Choose a convenient location that is easily accessible for attendees.
- Consider factors like proximity to hotels, airports, and public transportation options.
- Evaluate parking availability and consider valet services if necessary.

3. Venue Style and Ambiance:

- Match the venue's architectural style and interior design to the event's theme and ambiance.
- Consider the overall aesthetic, including the use of natural light, colors, and textures.

4. Capacity and Layout:

- Ensure the venue can comfortably accommodate the expected number of guests, considering both seating and standing room.
- Explore different seating arrangements and layouts to maximize space utilization and flow.

5. Amenities and Facilities:

- Confirm the availability and quality of essential amenities such as restrooms, catering facilities, and dressing rooms.
- Check for additional facilities like built-in bars, coat check, and green rooms for VIPs.
- Assess the condition and cleanliness of all facilities.

6. Technical and AV Requirements:

- Verify that the venue has adequate technical infrastructure, including power outlets and internet connectivity.
- Confirm the availability of AV support, including sound systems, projectors, screens, and lighting.
- Discuss compatibility with any specialized AV equipment required for the event.

7. Rental Restrictions:

- Inquire about any restrictions on decorations, lighting, or furniture arrangements, and request specific guidelines if available.
- Clarify load-in and load-out times and any restrictions related to these processes.

8. Insurance and Liability:

- Ensure that the venue carries liability insurance and request proof of coverage.
- Understand the venue's policies regarding damage and liability, including any security deposits.

9. Contracts and Agreements:

- Carefully review the venue's contract, paying close attention to terms, conditions, and cancellation policies.
- Ensure that payment schedules and methods are clearly defined.
- Understand any penalties or fees associated with changes or cancellations.
- Negotiate the terms of the venue rental, including pricing, payment schedules, and any additional services.

10. Contingency Plan:

- Develop a contingency plan for unexpected scenarios such as inclement weather or technical issues.
- Identify alternative venues or indoor spaces that can be utilized if needed.