



Gather

How to Make a Stellar
Private Events Packet



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Your private events packet is probably one of the first things a potential client sees when considering whether or not to book your venue. It can be the first impression telling others what you're about, what you offer, and how you're unique. A well-done private events packet shows off your aesthetic, your menu options, and offers details to help someone visualize their get-together in your space.

In this checklist, we've got expert tips, quotes from industry pros, and helpful ideas that'll allow you to create a stellar private events packet that stands out.

What the Experts are Saying

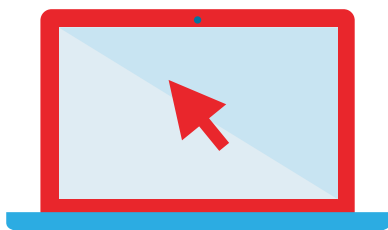
Gather talked with Demi Meeker, senior event manager at [Cannon Green](#), an acclaimed farm-to-table restaurant and private event venue, about the process of creating a private events packet that stands out, what should be avoided, and more.

What are the most important elements of a private events packet?

Making the experience simple and easy for a potential client. Sample menus with tiered levels, easy-to-read pricing, inclusions packet, floor plans, etc.

What's your #1 tip for a venue beginning to plan a new private events packet/brochure?

Print collateral is everything! Take the time to make it visually beautiful and simple.



How has having a high-quality events packet helped your event sales?

Our clients most certainly notice and appreciate the attention to detail, time and effort that was put into our print materials. From easy-to-read brochures, to our inclusions package insert and our fun style guide, having high-quality collateral that a potential client can take home with them keeps our venue ever-present in their decision process.

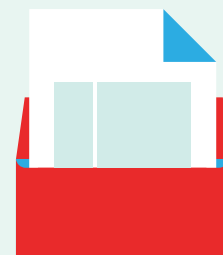


How does your packet help market your venues and experiences?

By having visually beautiful collateral to present our clients, it helps back up the five-star, high-touch experience I'm selling.

Is there anything you think should be avoided when creating a private events packet?

Too much information – you don't want it to look busy and overwhelm a client.



How does your packet design help your venue stand out?

I have been told countless times how beautiful our print materials are and how they're some of the prettiest they've ever seen!

Gather also talked with Curry Uflacker, marketing director at [Easton Porter Group](#), a luxury hospitality company, about the must-have elements of any good private events packet, and why it's worth it to go the extra mile.

“**Floor plans** go a long way! Mock up a few different examples for your brochure. For example, we show sample floor plans for our top-selling event types: 50-person seated with 1 bar, 100-person seated with 2 bars, and 120-person stationed dinner with 4 stations and 2 bars. The floorplan configurations reinforce that the space is flexible and can accommodate a range of events.”

“Always have a **table of contents** at the beginning. Clients can easily flip to the info they are looking for such as floor plans, sample menus, FAQs or bar package details.”



“A **picture** speaks a thousand words! When selecting photos, choose images that show different room setups such as a seated dinner, a stationed dinner and reception. Our venue includes complete tabletop rentals, so we use photos that show the standard setup of ‘what’s included’ and also examples of how rentals have been used in the space such as a farm table or different linens. We also recommend images that show the space as a ‘blank canvas’ especially for larger private events where an event planner may be involved.”



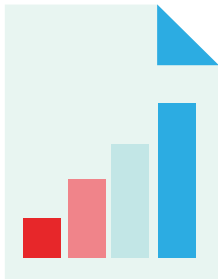
“My best advice is to hire a **professional copywriter!** Painting the picture of the full services offered in a compelling narrative will make your marketing collateral stand out.”



Pro Tips

Keep design in mind

The visual elements of your private events packet will be what draws in potential clients. With that in mind, the aesthetic and look of your packet should reflect your space, whether it's modern and sleek, rustic and vintage, or something in between. Have fun with elements like design and font choice (without going overboard to the point that it's distracting, of course).



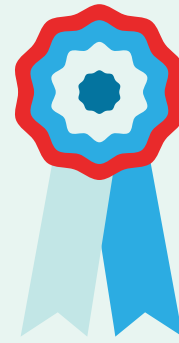
Don't forget photos

Help potential customers envision their get-together at your venue with photos that show off things like the interior, past events, and dish selections. Hire a professional photographer to snap your space, or work with a photog from a past event to see if you can get permission to use their photos with credit. This will also help your packet appeal to the eye.



Include sample menus

Give people an idea of the menu options you offer at your venue. It helps to include a few sample complete menus, versus a handful of dishes. Include a few options for each course if applicable – bonus points for things like signature cocktails, wine pairings, and passed app options.



Details, details, details

The crux of a good events packet lies in the details. Yours should include everything a potential planner or client would need to know to determine if your space is a good fit. This means everything from square footage, chair and table rental numbers, linen and decor offerings, and pricing (if you want to include), to time block options, venue coordinator contact info, and parking availability.



Make your messaging clear

You can have a picture-perfect venue, but it won't translate to potential clients if your messaging isn't clear and well-written. Some experts suggest hiring a professional copywriter for your packet to ensure your verbiage is on-brand, concise, informative and easy to read. It's crucial to find a balance between getting caught up in fluff language and not providing enough information.

Be thorough

If it seems like a lot goes into creating a good packet, that's because it does! This is a one-stop-shop for your events program, so you want to be thorough. Don't leave out important details like add-on options, opportunities for customization, event types that are suitable for your venue, and special amenities that make your business stand out.



Leverage past event clients

The best way to convince clients your venue is their best choice? Have proof! Leveraging happy past clients is an easy and highly effective way to show prospects that they'll be satisfied at your space. This can be in the form of past event photos or feedback quotes, especially those that highlight things like food quality and customer service, which can be harder to convey.



Highlight any preferred vendors

Have certain vendors you particularly like to work with or can vouch for? Include them in your packet! This can help an event planner when they're considering elements like flowers, linens, and photography services. You can partner with these vendors for a fee or offer slots in-kind, depending on your relationship with them.



Consider fact sheets

While a table of contents will help navigate where info can be found, it's a good idea to include a fact sheet in your packet that offers a birds-eye view of what you offer. Include breakdowns of applicable details like rooms, menu types, guests maximums, food and beverage minimums, security options, service charges, and any regulations that need to be followed.



Keep it updated

Don't be stuck giving misinformation to a potential client! If there are changeups affecting your space, menu, minimums, or contact info, you'll want to update this in your packet as soon as possible. You can edit your online packet and reupload it to your website, then have new copies printed out for in-person inquiries and walkthroughs. That way, you'll be confident your guest has all the proper info they need.

The Checklist

- Keep design in mind
- Don't forget photos
- Include sample menus
- Details, details, details
- Make your messaging clear
- Be thorough
- Leverage past event clients
- Highlight any preferred vendors
- Consider fact sheets
- Keep it updated

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