



# The Stadium Venue Playbook: How to Maximise Your Event Bookings



# Introduction

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Event planners are always searching for unique venues for team-building events, meetings, corporate gatherings, and special occasions. They want a venue that can provide attendees with an unforgettable experience rather than just standard event space.

**Your stadium is the venue they are looking for.**

If you're looking to increase event bookings and generate more revenue from your stadium, this playbook is the perfect how-to guide for you. It offers easy-to-follow steps, activities, and advice to help you increase awareness, attract more clients to your venue spaces, and get more bookings on your event calendar.

**Use this playbook to turn your stadium into a thriving events hub all year round.**



# The Evolving Landscape of Stadium Venues

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# Opportunities for Added Revenue Generation

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Stadiums are in a prime position to significantly enhance revenue streams by strategically leveraging meeting and event spaces. This approach isn't just about maximising stadium usage; it's about transforming your space into a versatile hub that attracts a diverse range of events throughout the year.

Consider the broad spectrum of opportunities beyond traditional sports events and concerts. Hosting conferences, corporate gatherings, and social events can tap into new markets and create consistent revenue opportunities, even during the off-season. It's also important to recognise the ripple effect this strategy can have on the local economy. By drawing visitors for various events, you're indirectly supporting local businesses, from hotels to restaurants, strengthening your stadium's role as a regional economic driver.

Embracing this model also opens up avenues for building stronger community ties and enhancing your brand. It positions your stadium as not just a sports venue, but a central gathering place, fostering a deeper connection with the community.



# A Look Into: Stadiums for Non-Sporting Events

Between January 2000 and March 2020, Pollstar reported on four different types of stadiums and how they were used for non-sporting events.

Non-League Sporting Event Stadium Usage by Type: 2000-2020			
Stadium Type	Number of Stadiums	Events Per Year	Average Attendance
Baseball	34	1.9	36,956
Football	37	2.4	37,937
Soccer	22	2.0	13,509
Basketball & Hockey	27	24.9	9,299

Results revealed a massive opportunity stadiums have to make better use of their venue spaces and open their doors to a wider range of events. During the entire period, the average stadium was only hosting an average of 1-2 events each year. The majority of these non-sporting events were also concerts or big-ticket affairs rather than events like conferences, meetings, conventions, expos, or workshops.

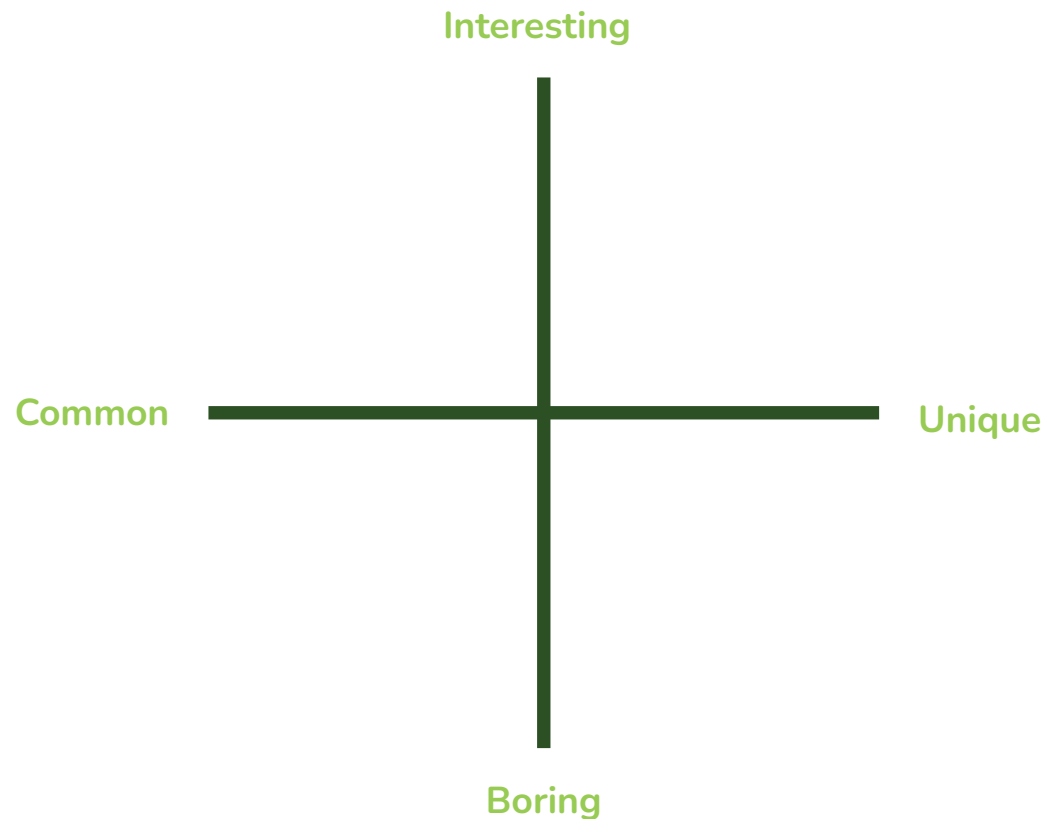
**What does this tell us? There's so much revenue potential waiting to be unlocked in your stadium. Dive into what you need to do to maximise your event bookings.**

# Assessing Your Venue

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## Understanding your Stadium's Unique Selling Points

As a team activity, fill out the template below to identify and analyse different aspects of your stadium's venue space, such as amenities, packages, and offers. Take note of where you believe they are placed on the cross-section diagram. This will help you to identify the unique selling points (any points that sit in the top-right space) to use in your marketing and communication plans.



# Stadium Booking Trends, Challenges, and Opportunities

Trend	Challenge	Opportunity
<p><b>Reimagining Underused Spaces</b></p> <p>Stadiums and arenas are finding new ways to amp up revenue and offer guests unique experiences. Unused spaces, both inside and outside the venue, are being transformed into bookable rooms.</p> <p>This means more people can enjoy the venue while bringing in extra revenue.</p>	<p><b>Maximising Venue Exposure</b></p> <p>Stadiums have plenty of space, but operators can find it difficult to boost visibility and promote the venue for non-game days or events unrelated to sports.</p> <p>The challenge for many stadiums is to come up with smart approaches to broaden their appeal and attract a wider audience.</p>	<p><b>Unique Package Offerings</b></p> <p>Stadiums have the added advantages of being easily accessible and offering unique experiences for event attendees.</p> <p>By using accurate forecasting practices, stadiums can be ready for quieter times by offering special venue packages in spaces like suites and corporate boxes for meetings and events.</p>

Trend	Challenge	Opportunity
<p><b>5G Technology</b></p> <p>Stadiums are embracing 5G upgrades to meet the needs of large crowds, enabling faster information upload and download, real-time data reaction, and an enhanced experience for visitors.</p>	<p><b>Relying on Legacy Systems</b></p> <p>Stadiums with outdated legacy systems face many challenges. Issues like old tech, limited integration, security risks, inefficient operations, and poor customer experiences are all too common.</p> <p>Furthermore, maintaining and managing data is time-consuming and manual.</p>	<p><b>Embracing Integrated Solutions</b></p> <p>Stadiums investing in integrated tech solutions enjoy a multitude of benefits.</p> <p>They not only provide visitors with immersive experiences but also enhance retention rates, boost revenue through upselling opportunities, and elevate their appeal as a preferred event venue.</p>

# Setting Realistic Goals

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Increasing your event bookings requires more than just inspiration - they require goal-oriented, actionable plans.

Use the template below to delve into the logistics behind your goals to better outline its purpose, as well as tools and resources needed to track and achieve each one.

## Smart Goal Setting Template

<b>S - Specific</b>	Make your goal specific - make sure it answers questions like who, where, what when, where, and why	Our goal is...
<b>M - Measurable</b>	How will you measure progress and success?	This goal's progress will be tracked by...
<b>A - Attainable</b>	Is this goal realistically achievable?	This goal will be achieved by...
<b>R - Relevant</b>	How is this goal aligned with your objectives? Is it worthwhile?	This goal is helpful because...
<b>T - Time-based</b>	What is the deadline? Is it realistic? How long will this goal take to complete?	This goal will be completed by...
<b>GOAL</b>	Create a new goal statement based on your above analysis	Goal statement:



# Designing Exceptional Event Spaces

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## A. Transforming Spaces for Flexibility and Aesthetic

When it comes to stadiums, thinking creatively is key to making the most of available space. It's not about the capacity or size, but rather seizing the opportunities to utilise your venue space effectively. Consider the desired event experience your stadium can offer.

Reflect on the vital factors an event planner considers when choosing a venue, such as;

- Accessibility (transportation and parking)
- Ambience
- Layout options
- Catering
- AV facilities
- Specialty add-ons (stadium tours, entertainment, or unique inclusions)

***Addressing these elements in your sales and marketing efforts will position your stadium as a desirable event venue.***



# Case Study: Tottenham Hotspur Stadium

Tottenham Hotspur Stadium is a prime example of a stadium offering well-designed event spaces. With a wide variety of adaptable event spaces, the stadium offers an impressive array of stunning venue options suitable for any occasion. It effortlessly blends distinctive experiences with remarkable architectural design, successfully crafting memorable event spaces, including:



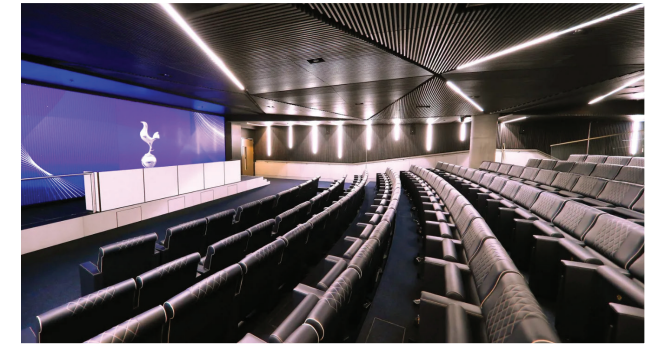
**Beavertown Lab Microbrewery provides a distinctive venue that can accommodate up to 200 guests for an unforgettable experiential event.**

Planners have the opportunity to organise a beer and food-tasting session with the expertise of the master brewer at Beavertown.



**A unique space for conferences, networking events, and product launches, Tottenham's NFL Locker Room offers a unique setting for up to 250 guests.**

Attendees are immersed in a unique atmosphere of professional athletes while enjoying the exceptional amenities of a fully-equipped event space.



**Tottenham's Press Auditorium is designed to accommodate up to 125 attendees, offering seamless arrangements for conferences, seminars, and executive presentations.**

With fixed theatre-style seating and a state-of-the-art screen positioned behind the stage, this venue ensures optimal comfort and cutting-edge visuals for every event.

# Incorporating Technology and Modern Amenities

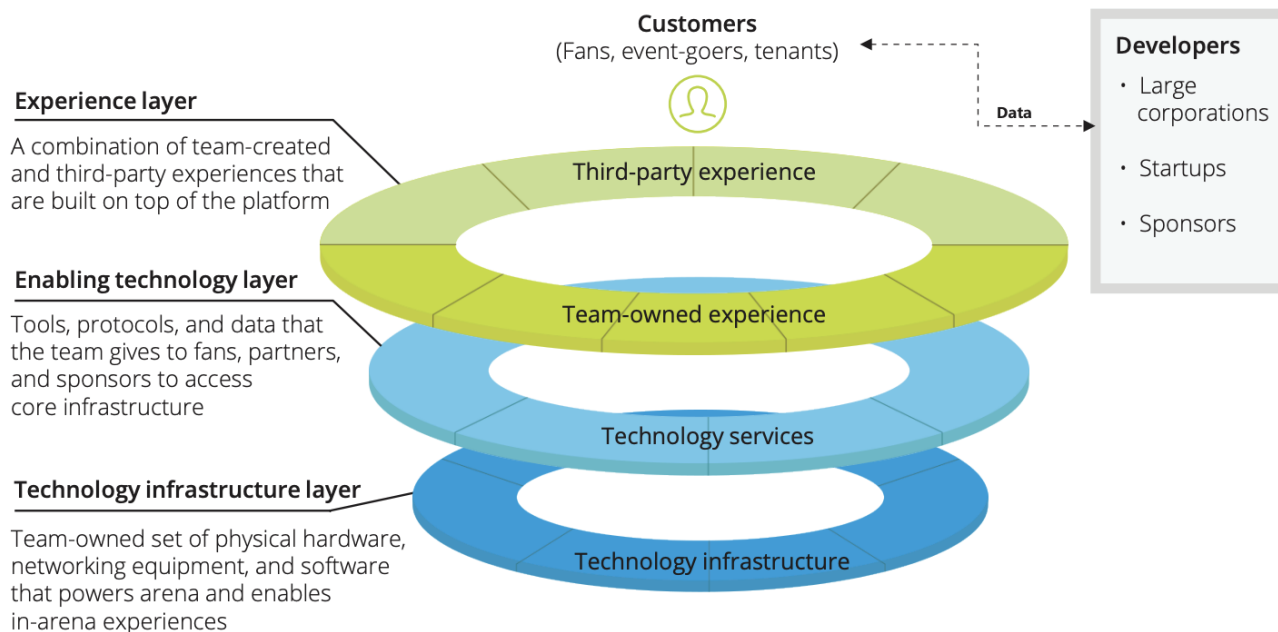
## Three Layers of the Stadium Technology Stack

Image: Deloitte

Think of your stadium technology as consisting of three main parts: infrastructure, resources, and activities.

These layers are the building blocks that make up your entire stadium tech ecosystem, impacting how you operate, as well as your overall guest experience.

Investing in your technology can offer many benefits, including greater operational efficiencies, higher customer retention, and greater venue exposure.



# Ideas for Adding to Your Tech Stack Layers

## Technology Infrastructure

- Wi-Fi access points
- Immersive display hardware - interactive screens
- Handheld equipment for on-site event staff
  - walkie talkies
- Gamification systems for guest engagement
- Networked hardware for location-based services
- Stadium tech systems that can be integrated with its environment
- Point of sale equipment and payment processing systems

## Technology Services

- APIs that let developers create apps and solutions using stadium info, including venue packages, pricing, and availability
- CRM systems for customised transactions and touchpoints
- Audio and video feeds for attendee-created content to integrate into social media
- Social listening and analytics tools to share experiences and bring awareness to any operational problems

## Stadium-Owned and Third-Party Experiences

- Stadium mobile apps that provide guests with information about the venue and event-specific details
- Payment solutions for food and beverage, and in-stadium retail
- Mobile ticketing
- Reward programs
- Social media integration

# Marketing Your Stadium Venue Spaces

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## A. Building a strong online presence

Your stadium might already have a solid online presence, grabbing attention from fans and enthusiasts. But don't forget to amp up the visibility and promotion of your unique venue spaces.

Follow this checklist to strategically build a strong online presence that showcases all your event spaces. This will expand your reach and attract a diverse range of events and clients looking for exceptional venues for their special occasions.

- **Update Website:** Ensure venue hire information on your website is prominent, informative, and makes inquiring easy.
- **High-Quality Photos:** Capture and display professional images and/or videos of each event space.
- **Engaging Content:** Create engaging, SEO-friendly content about each space and its potential uses.
- **Social Media Platforms:** Make regular mention of your venue spaces, upcoming events, and client testimonials on social platforms.
- **Email Marketing:** Build an email list of past clients and enquiries, and create personalised emails on your event spaces, and special packages.
- **Online Booking:** Implement an online booking system for easy reservations.
- **Leverage Reviews:** Encourage satisfied clients to leave positive online reviews on platforms like Google and Yelp. Share these on your website, social media platforms, and paid advertising channels.
- **Paid Advertising:** Use targeted online ads to reach a wider audience.
- **Online Event Listings:** Post your event spaces on relevant event listing websites.
- **Analytics:** Monitor website and social media metrics to track your progress.
- **Adapt and Innovate:** Stay updated with online marketing trends and adjust your strategy as needed.

## B. Expanding your event packages

Major holidays like Christmas and New Year's Eve are always fantastic reasons to celebrate. But to make sure your stadium venue stays popular all year round, it's important to get creative when designing your event packages. By thinking outside the box and exploring unique ideas, you can attract a diverse range of guests and keep them coming back for more exciting experiences.

Looking for inspiration? Keep the chart below as a handy reference when crafting your stadium's annual event campaign plan.



Prom & Graduations	Outdoor Movie Nights	Auto Shows	Community Markets
Food & Wine Expos	e-Sports Tournaments	Tech Expos	Health and Wellness Fairs
Product Launches	Award Ceremonies	Team Building Retreats	Galas
Charity Fundraisers	Leadership Summits	Industry Trade Shows	Corporate Seminars
Chinese New Year	Oktoberfest	Halloween	Cultural Festivals

## C. Customer relationship management



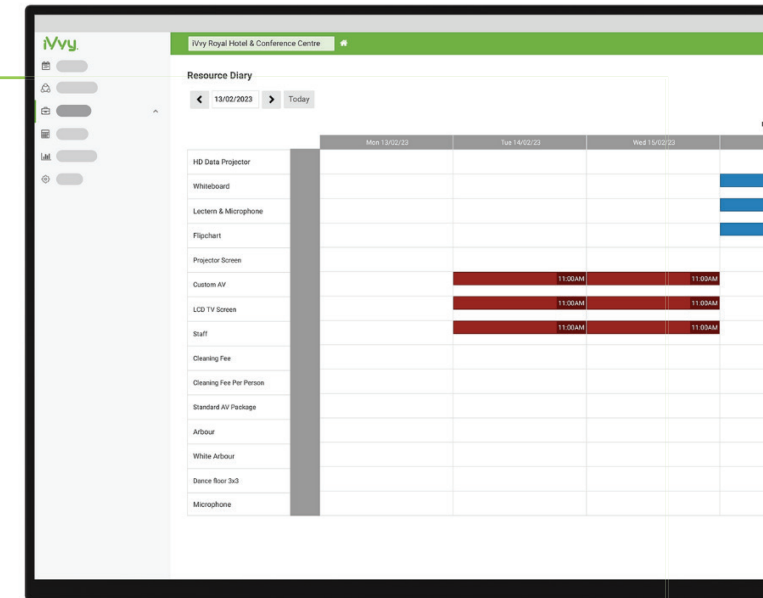




## C. Coordinating Event Logistics and Staffing

Managing multiple events in a day poses a challenge for stadiums. To tackle it, having a centralised venue function diary becomes crucial as it provides your team with a comprehensive overview of all quoted, tentative, and confirmed bookings. This, in turn, aids in determining staffing needs and facilitating logistical operations.

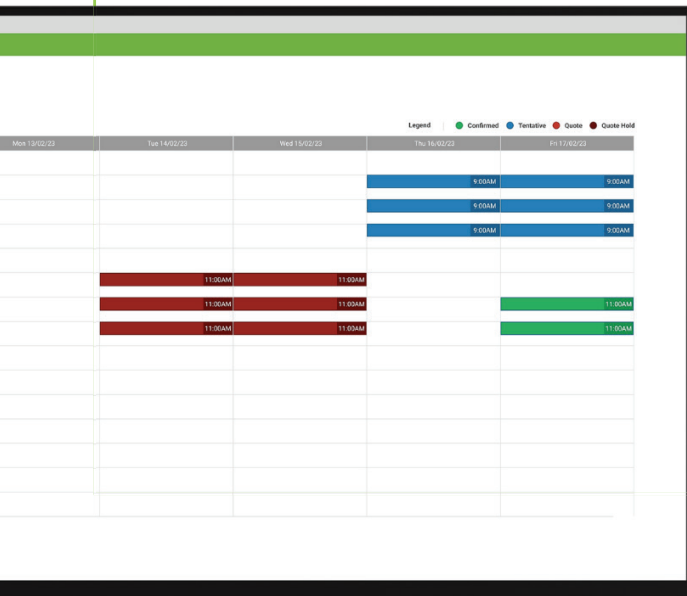
Don't forget about virtual run sheets – a fantastic tool for keeping staff updated on event progress in real-time. Whether it's last-minute changes or coordinating various departments like setup and catering, these sheets ensure everyone stays in the loop. Effective communication and adjustments ensure smooth and successful events.



## D. Facilitating Continuous Improvement

To maximise stadium event bookings and ensure ongoing success, it's important to continuously review and refine behind-the-scenes processes. This includes not only enhancing venue space visibility but also focusing on increasing sales conversion rates through strategic marketing efforts.

Using venue management software like **iVvy**, your stadium can gain access to comprehensive reporting templates. These templates offer valuable insights into key areas such as revenue per event, budgeting, and marketing performance. By carefully analysing these metrics, you can identify untapped opportunities for growth and improvement, driving increased bookings and revenue in your venue spaces.



# Case Study: Twickenham Stadium

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**Twickenham Stadium**, known as “the home of English Rugby,” stands out as one of London’s premier stadiums. Its distinctive setting offers an ideal backdrop for hosting a wide range of business and social events. With exceptional facilities and versatile interior spaces, this venue provides an exceptional location for large-scale business conferences, private dinners, social receptions, and meetings.

In the past, the lack of seamless communication between the bookings page, payment systems, and front-end website posed significant challenges for the stadium’s event management. This resulted in tedious manual tasks and time-consuming efforts to respond to inquiries, send proposals, and generate BEOs.

Now, with the implementation of iVvy venue management software, Twickenham Stadium enjoys a more streamlined and efficient event management process, efficiently overseeing the stadium’s extensive portfolio of 34 dedicated function rooms and over 150 pitch-side boxes. This includes;

- 1 Improved process efficiency through automation – leading to faster response times**
- 2 Centralised system to manage sales pipeline**
- 3 Improved customer journey when making online bookings**
- 4 Ability to generate a proposal in less than 10 minutes**
- 5 Transparent, real-time reporting**

By embracing technology and innovation, Twickenham Stadium has revolutionised its event management capabilities, delivering seamless, hassle-free experiences for all stakeholders.

# Leveraging Data Analytics

## A. Collecting and analysing booking data

Before collecting any data, it's important to determine what information is most valuable and why you need it. This will help you increase lead numbers, improve conversion rates, and secure repeat bookings. To do this, you need to understand the demographics of those interested in your venue spaces, what types of events are most popular, and whether your clients are coming back for more. This information can all be found in venue management software like iVvy.

To make this process easier, use the table and examples below as a guide;

Data Required	Purpose	How to Collect	How to Use
Information on event packages	To determine what event packages are most and least popular.	iVvy package utilisation report	Review package inclusions Determine optimal periods to promote certain packages

Examples of other reporting data found in iVvy venue management software that may be useful for your stadium include;

- Lost Opportunities - See what venue bookings have been lost, and what the reason was.
- Actual Vs Budget - Compare your cost centres for actual revenue vs the budgeted revenue per month.
- Quote & Booking Forecast - Project expected revenue for prospective, tentative and confirmed bookings.
- Event Space Utilisation - Determine how and how often each venue space in your stadium is being utilised.
- Menu and Beverage Package Utilisation - View which menu and beverage packages are most and least utilised.
- Leads Report -View leads over a set period and analyse by lead type, company, industry, stage, source and age.

## B. Identifying booking trends and customer preferences

Having a solid understanding of how clients book your stadium's event spaces and their preferences for communication, hiring, inclusions, and your venue management process as a whole can help you to adapt your strategies and offerings effectively.

### Benefits of Analysing Booking Trends and Customer Preferences

**Identify Popular Event Types:** By understanding the most common types of events booked at your stadium, you can tailor your marketing strategies and venue offerings to attract more of these events.

**Understand Seasonal Trends:** Identifying peak and off-peak seasons will enable you to adjust your pricing strategy, offer special promotions during slower periods, and prepare for high demand during peak times.

**Adapt to Communication Preferences:** Noticing trends in how clients prefer to communicate (e.g., email, phone, social media), can help you to adapt communication for a smoother booking process and enhanced customer satisfaction.

**Customise Services Based on Preferences:** Identifying services and inclusions most frequently requested by clients can help to customise event packages to include these popular services, increasing the value you provide to clients.

**Optimise Marketing and Promotion:** Understanding client preferences allows you to tailor your marketing efforts more effectively with targeted advertising, personalised email campaigns, and special offers.

**Forecasting and Strategic Planning:** Booking trends and customer preference insights can help to make informed decisions about future investments, whether it's expanding available event spaces, adjusting package inclusions, or investing in additional marketing.

## C. Refining strategies based on data-driven decisions

### Measurement Plan - Template

The below template is an example of how you can implement new strategies into your venue management planning. By listing out your wider objectives and breaking them down into specific, measurable steps, you can ensure every aspect of your strategy is targeted towards achieving overarching goals. This approach ensures all efforts are aligned with your stadium's mission and vision.

Objectives	Brand Building		Client Retention	
KPIs	Increase awareness of venue spaces			
Strategy	Create website content showcasing stadium venue spaces for different event types			
Metrics to Measure	<ul style="list-style-type: none"><li>• Page visitors</li><li>• Time on page</li><li>• Bounce rate</li><li>• Click-through rate</li></ul>			

# Maximise Your Stadium's Event Bookings with iVvy

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iVvy is the chosen venue management software provider for renowned sports facilities, stadiums, and arenas both locally and globally.

Our software suite is designed to simplify venue management, including features such as live availability and booking, lead capture, and seamless instant booking and payment functionalities.

iVvy offers automation, customisable templates, and real-time data reporting with over 50 integrations to streamline operations. These tools reduce administrative tasks and minimise the need for manual intervention. Our cloud-based platform ensures enhanced accessibility and operational efficiency.

We're always available to assist you with our 24/7 support. This includes comprehensive onboarding, training, and continuous educational resources to ensure your stadium's venue team can fully leverage our software capabilities. We're also proud of our human touch, offering direct access to real customer support personnel who have earned a 6/7 client satisfaction rating.

iVvy software boasts a proven track record of increasing venue booking conversions by up to 25% and lead generation by up to 30%, as attested to by our satisfied clients.

So, if you're interested in making your stadium the chosen venue for all occasions, contact us today to schedule a free demo.

[\\*SCHEDULE A DEMO\\*](#)

**"iVvy's software has automated manual tasks so that our Sales and Operational teams can react and respond quickly to prospective clients"**



Laura Jefferies  
Marketing Manager, Twickenham Experience Limited