
Venue Case Studies

Kerry's Nightclub



Problem: Brand new club that needed their Thursday nights generating more revenue

What we did: Using our direct messaging method found a comedy night event organiser to fill 2 out of 4 Thursdays on average

Result: Every comedy night held was able to fill the venue at 80% seated capacity resulting to profitable Thursdays



Book more events from just £50 ad spend per week

The screenshot displays a social media application interface. On the left is a sidebar with navigation icons (home, search, post, share, heart, plus, bar chart, profile) and a list of users: amoola7abooba, HOUSE DISTRACTION, Tanya A, LOUIS, KING SULLY (highlighted), Meet. Mingle. DUMO., Krash, Dani Ranks, and Meka Meeks. The main content area shows a conversation with KING SULLY SL. The chat history includes a message from the user: "Hi Sully, thanks so much for reaching out! We're Elements Bar in Lewisham — open Thursday to Saturday, and sometimes Sundays for events. We mostly take on hires for Thursdays and Saturdays, but we're always open to hearing about different ideas. If you'd like, we can jump on a quick call to chat through what you have in mind and get the ball rolling, or if there's a specific type of hire or collaboration you'd like more info on, don't be afraid to ask here. Best, Sahla". A reply from KING SULLY SL follows: "Hi Shala, I'm a event organiser done a lot of events and looking for venues to work with Ideally I was thinking of every last Saturday of the month". A subsequent message from the user states: "We have a semi regular event on last Saturdays however October is free". The chat ends with a reply from KING SULLY SL: "Okay that's fine I will have to come round and have a look". The interface includes a search bar, tabs for Primary, General, and Requests (3), and a bottom navigation bar with icons for home, search, post, share, heart, plus, bar chart, and profile.

elementsbarldn2.0

Primary General Requests (3)

Search

amoola7abooba
You: Sure thing what information would you... · 1m

HOUSE DISTRACTION
You: Hi Chris didn't manage to hear from yo... · 1m

Tanya A
Ok my WhatsApp number is: 07745212873 · 1d

LOUIS
Lovely a call would be great. 07943212346 a... · 1d

KING SULLY SL
Okay that's fine I will have to come round an... · 4d

Meet. Mingle. DUMO.
We're planning for a Saturday in Oct but tha... · 4d

Krash
Liked a message · 4d

Dani Ranks
You: Hi Dani, thanks so much for reaching o... · 4d

Meka Meeks
You: Hi Meka, thanks so much for reaching o... · 4d

Loyalty city events

KING SULLY SL

Hi Sully, thanks so much for reaching out!

We're Elements Bar in Lewisham — open Thursday to Saturday, and sometimes Sundays for events. We mostly take on hires for Thursdays and Saturdays, but we're always open to hearing about different ideas.

If you'd like, we can jump on a quick call to chat through what you have in mind and get the ball rolling, or if there's a specific type of hire or collaboration you'd like more info on, don't be afraid to ask here

Best,

Sahla

Mon 22:08

KING SULLY SL replied to you

Hi Sully, thanks so much for reaching out! We're Elements Bar in Lewish...

Hi Shala,
I'm a event organiser done a lot of events and looking for venues to work with
Ideally I was thinking of every last Saturday of the month

Mon 22:41

We have a semi regular event on last Saturdays however October is free

Tue 08:52

Okay that's fine I will have to come round and have a look

Message...

Corporate Events

Get more local business interested in celebrating their staff party at your venue.

Live call demonstration (click play):



Organising Live Artist Performances



**SL Live Performance: Sold Out -
TICKETS ON THE DOOR**

Get at least a 30% fee reduction on UK artists from names.

We'll organise the whole event from fee negotiation to ticket sales

Overview

Total Sales
100

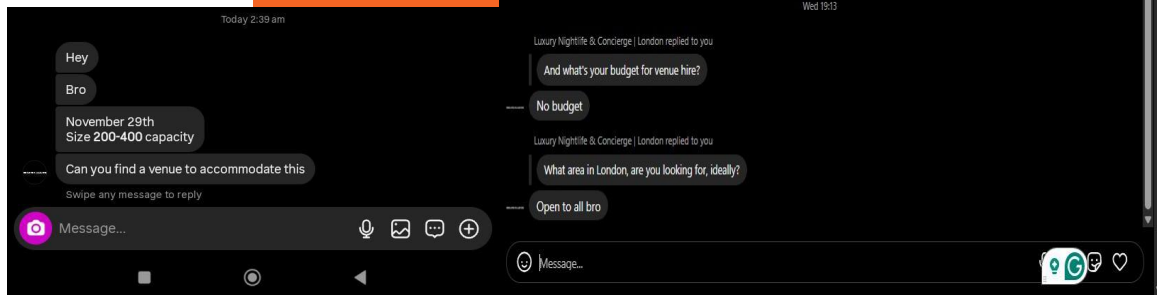
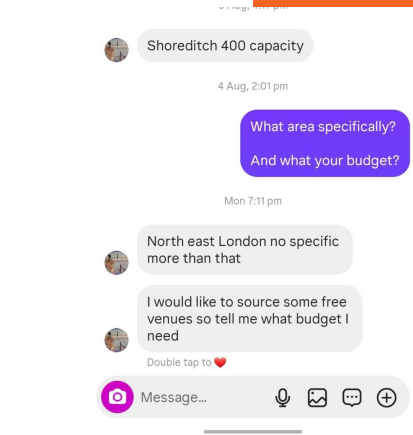
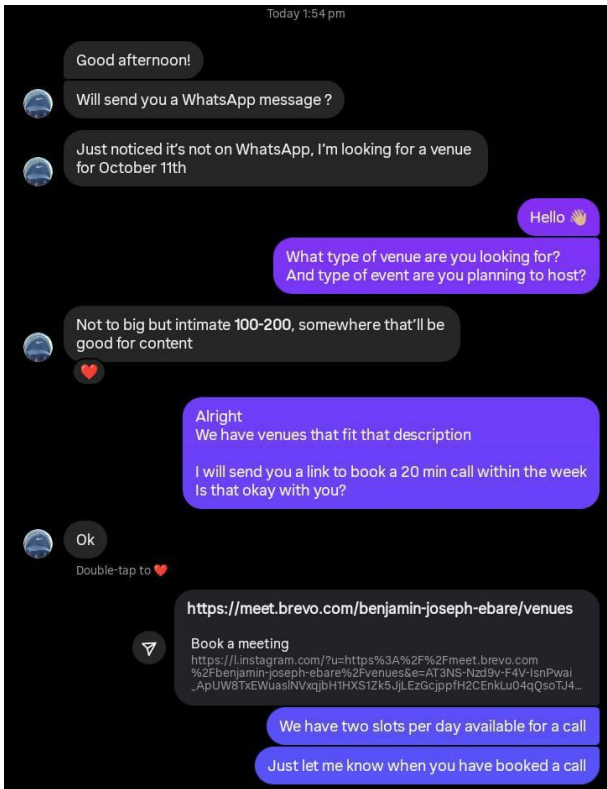
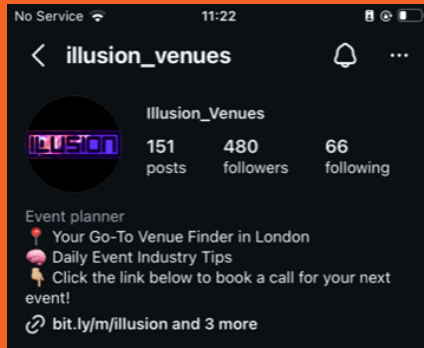
Total Revenue
£1,152.00

Sales

Overview Tickets (100) Incentives (4)

Name	Sales	Revenue
Tickets	100/100	£1,156.00
Incentives	4	(£4.00)
	100/100	£1,152.00

Increasing your private booking intake



Energy, Croydon.

Company: Energy Bar & Club, Croydon.

Problem they had: Quiet nights on Fridays.

What we did: Found them different event organisers to hold nights at their venue for those Fridays.

The result: They have more dates in the diary being filled with each having an average bar spend of £3,000.

Pal23, Elephant and Castle.

Company: Pal23, Elephant and Castle.

Problem they had: To engage with the local community more.

What we did: Actively reached out to communities of interest in the local area on Facebook.

The result: Held an event with the local latin American community in Lambeth.

Mez Lounge, Walthamstow.

Company: Mez Lounge, Walthamstow

Problem they had: Launching the venue and having no customers.

What we did: Help utilise their social media by creating a unique offer tailored from their business on the food they serve.

The result: After launching social media campaigns at £50 per week on instagram they were able to get an average of 4 bookings from that which each had an average spend of £40 per booking.
