

# Restaurant Recovery

## Wedding and Event Partnerships

### OVERVIEW

The wedding industry has been badly affected by the COVID-19 outbreak. For the foreseeable future, large (already planned) 300-person events will be prohibited, and alternative smaller venues will be in high demand.

#### Top Vendors Hired

 **92%**

Venue

**89%**

Photographer

**87%**

Caterer

**82%**

Cake

**76%**

Beauty

**71%**

DJ

**71%**

Event Rentals

**70%**

Florist

### Opportunity for Restaurant Operators

1. **Event Planners** are actively looking for new locations and food providers
2. **Event Planners** are easy to source online
3. **Event Planners** lead to year-over-year revenue

## How to Prepare for Weddings and Events

### There are three main areas of focus:

1. Define Your Offering (*location, resources, price*)
2. Engaging Event Planners
3. Catering Outside Venues

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## Define Your Offering

Here are the top considerations, and questions that you will need to answer, to turn your unique dining space into rentable private event space.

- Dimensions of space
- Price per person - *what does it include?*
- Different table and chair set-ups - *ceremony, cocktail hour, reception, and after party*
- Load-in, load out - *yes!*
- Buffet, table service, family style?
- Can we decorate? - *Yes! Here is what is allowed...*
- Tours, virtual tours - *Film with iPhone*
- Payment - *50% down now. 50% due at time of event or after*
- Quick turnaround on proposals

## Engaging Event Planners

Event planners are the keyholders to who gets hired and how much potential clients spend at private events. Understanding how to work with your local Event Planners will help you create a long-lasting, mutually-beneficial relationship.

- **The quickest and easiest way to find local event planners** is at <https://www.theknot.com/marketplace>
- **Ask for the Event Planner, *not* the designer.** The Event Planner is the decision maker.
- **We understand that events might be smaller this year;** this is who we are, here is how we can help.
- **Your job is to make them look good.** You are now under their brand, and they are vouching for you.
- **We have space available for smaller events.** Here is all of our information. Outlined above under private space.
- **Do you have a food truck? Winner winner!** Let the planner know YOU can cater the late night snack or after party.

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## Catering Outside Venues

Taking your restaurant on the go and catering outside of your four walls can help create new business. Learn how to work with your local event venues to start catering today.

- **Perfect time to get started in catering**
- **You are an extension of the venue. Not your restaurant.** If you make the venue look good you won.
- **Questions to ask:** where to load in, where can we plug in, where should we park? How can we help to clean up?
- **Leave the kitchen or prep area spotless.**
- **Specialty bar food!** Food trucks. Late night snacks. Charge price per person. Offer a small menu. (*Grilled cheese, pizza, chicken nuggets, burritos, fries*)
- **Make the decision an EASY decision** - answer all of their questions. But allow it to be flexible.

## CheddrSuite Software

Leverage the Calendar function in CheddrSuite to manage your upcoming event details and staff communication. [Start your 14 day FREE trial now!](#)

Recordings and resources: [www.cheddrsuite.com/thrive](http://www.cheddrsuite.com/thrive)

Stats - <https://go.weddingwire.com/newlywed-report>