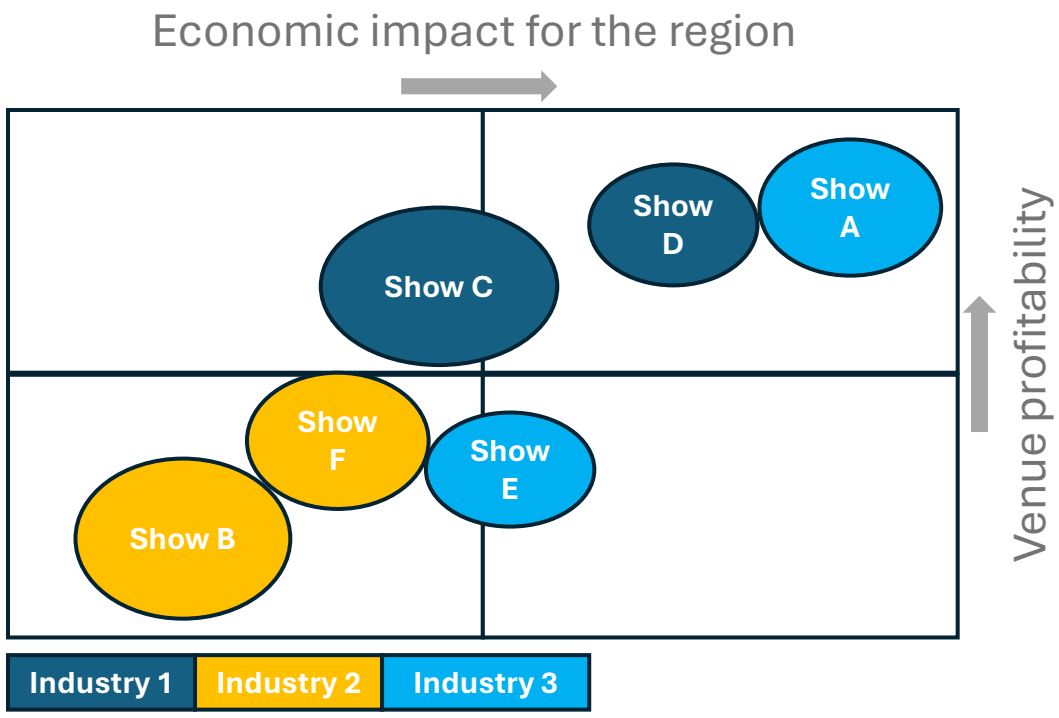
Consulting Case Venue Consulting:

Driving Venue growth and regional impact

Project concept:	A popular venue, aimed to boost profitability and strengthen its economic impact and reputation locally and regionally.
The task:	Developing a commercial strategy for a high-occupancy venue
The situation:	Our client operates a well utilised venue but sought to develop a commercial strategy aimed at increasing profitability while also enhancing the venue's reputation and its economic impact on the city and region.
Our consulting approach and work:	• We analysed more than 250 past events based on profitability, economic impact on the region, customer profile, event type, and other key criteria. • We developed a regional event reputation concept aimed at attracting more profitable events to the venue • We created a commercial framework to assess both previous and future events in terms of strategic fit and financial return • We also identified the most reputable target industries and evaluated more than 700 potential events that could enhance venue profitability and regional reputation • We designed a targeted outreach strategy to approach and secure these potential events
The result:	As a result, the client was fully equipped to drive the venue strategy to achieve new commercial levels and have a significant regional economic impact.