

The logo for King's Venues, featuring the words "KING'S" and "VENUES" in white, bold, uppercase letters stacked vertically on a red square background.

KING'S VENUES

How to choose the right venue for your event

It's the biggest decision an organiser has to take and it can make or break your event, but how do you go about choosing the right venue? Every event is unique, so there's no 'perfect' choice across the board, but if you ask yourself the following questions, you'll end up with a wish list with which to start your search.

Where?

Location, location, location. Whether you're holding a B2B or a consumer event, you have to hold it somewhere that's easy for people to get to. The content, catering and marketing are all entirely wasted if your guest list is instantly turned off by your venue's location. Take the time to find out where your intended visitors are likely to be travelling from and how their journey might look. Check out any potential site's public transport links and investigate what the journey from the station(s) would be like for your guests.

What are your catering options?

Do you have to use the venue's in-house catering team, are they any good and what are their prices like? After venue hire, it's likely to be your second biggest cost, so make sure you know what your options are. Always ask about drinks too. Do you have something special you'd like to consider with the catering? Can the venue accommodate it? Ask whether or not you can do a tasting session, or at least speak to other organisers who have used their services.

Does the venue's style suit your theme?

Consider the essence of your event. A conference for historians, a party for actors, a drinks reception for an octogenarian's birthday and an office Christmas party are all going to need very different spaces. Perhaps your guests would appreciate a room with a story to tell, or maybe their tastes would better suit a modern space.

Does it have the capacity?

You may be hiring a space that holds 250, but is that for a drinks reception or a sit down meal? Double check there's no misunderstanding about the numbers with your event co-ordinator at the venue. It's also worth considering best and worst case scenarios with your RSVPs – would the room look empty if your attendance was low and could it cope if all your invitees came?

Will they provide testimonials?

If you're using a venue for the first time, ask them if they could provide you with the contact details for some of their previous clients. You're unlikely to get bad

feedback from speaking to someone the venue has put you in touch with, but they may be able to offer you some impartial advice as to whether or not the venue would be suitable for your specific event.

What are the wet weather options?

If you're holding an outdoor event make sure the venue's Inclement Weather Plan B is every bit as good as the outside space you're hiring. Also check for any hidden costs that might accompany moving your function inside.

Do the venue staff come up to scratch?

The serving staff are integral to the feel of your event. Although you may never have met them before, they are going to be in contact with your guests all evening. Find out if the venue is open to you meeting with some of them before you commit to the booking. It's also worth taking a step back and seeing how your enquiry has been handled by the events team at the venue. Have they been accommodating? Do they understand your vision? The chemistry between the entire team working on your event is paramount to its success.

What are your priorities?

Most venues you consider for your event will come with a slight compromise. Maybe it's a late licence restriction, a lack of break out space, a limited wine selection... Try to get together a list of what's important to you and your guests so you don't end up being wowed by a venue that doesn't actually deliver on some of the most important factors.

King's Venues

At King's Venues we have over 200 unique spaces, all with their own personality. We have rooms and terraces with fabulous views over the River Thames all kitted out with the most up to date facilities and AV equipment. Give us a ring on 020 7848 1700 to discuss your next event.