

# ***EVENT PLANNING 101***

***CHECKLISTS FOR  
BEFORE, DURING, AND  
AFTER THE PARTY***

partycenter  
software



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LET'S GROW TOGETHER.**

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# INTRODUCTION

As a family entertainment center or event venue owner or operator, one thing's for sure: you're always ready to party.

Hosting parties and events is an integral part of your operation. Parties generate the **most revenue** for your business and are an effective way to **market your offerings** and attractions.

But, what makes a *great party*?

Surely the food, decorations, games, and overall atmosphere are all important details that come together to create a successful party.

However, a great party is really about the people. Not just the customer and their friends, but your people. **Your staff.**

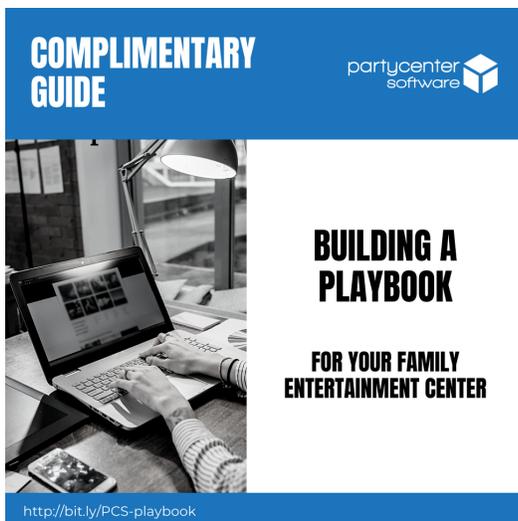
A dedicated party host can elevate the party or event experience for a customer. They keep track of the "order-of-events," make sure your customers are having a great time, and work hard to get them to come back soon!



As a leader, you have to equip your staff with everything they need to focus on delivering an incredible party and guest experience. That's why it's so important to automate some of the process to relieve your staff of the stress that comes with event planning.

In this resource, we outline the major party planning areas to consider as you prepare to host your next party.

From before, during, to after the party, each chapter includes a checklist you can use or add into your online booking software to help your staff keep track of every task. We also recommend adding these checklists and processes to your internal company PlayBook for reference.



## **DOWNLOAD NOW**

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.



By having a detailed plan in place that covers every aspect of party-prep, and by having an online booking solution to automate the process, you'll ensure that your staff is prepared to host great parties at your facility.

Be sure to subscribe to our blog for more great content, follow us on social, and join the PCS Community Group on Facebook.

**Let's grow together.**



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# BEFORE THE PARTY





# BEFORE THE PARTY CHECKLIST

Planning before the party will ensure that everything is set up for success well in advance.

Follow this checklist to iron out the details and prepare your staff before the party date.

## **GUEST COMMUNICATION:**

Once you're notified of an online booking, complete the following tasks:

- Call the party booker to confirm booking details: date and time of the party and guest count.
- Gather information about the guest of honor to personalize the party experience. Ask for their picture, desired party theme, and if they have any special requests.
- Gather any "need-to-know" information from your party booker. Are there any guests with allergies? Special dietary restrictions? Are there any guests with special needs?





# BEFORE THE PARTY CHECKLIST

- Use this as an opportunity to upsell any add-ons such as goodie bags, food, etc.
- Inform the guest of your facility rules.
- Collect the party deposit and address your refund policy.
  
- Send the party booker your digital waiver.
- Collect a waiver for each party guest prior to the party date.
  
- Send the party booker a copy of your facility rules.





# BEFORE THE PARTY CHECKLIST

## EVENT MANAGEMENT & OPERATIONS:

- Log the event information into your party booking software.
  - Document all communication with your party booker in your CRM.
- Create a schedule of events to fit within the allotted time frame for the party host to follow. Be sure to (include playtime, time to eat, cake cutting, gift opening, prize selection.
- Be sure that your facility is adequately staffed on the party date.
  - Assign the party host.
  - Assign staff to manage flow, the front counter, and to assist the party host.
- Begin to source, collect and store necessary party items.
  - Delegate tasks to other team members and check in with the team regularly to monitor progress.





# BEFORE THE PARTY CHECKLIST

- Schedule reminders in your calendar or alarms on your phone to ensure task completion.
- Check-in with staff to ensure they're prepared for the party.
- Be sure to schedule regular training sessions for new and veteran staff members.

## GUEST SAFETY:

- Schedule and/or perform regular maintenance checks on your facility and attractions.
  - Fix any maintenance issues ASAP, especially before large parties.
- Clean facility restrooms and make sure restroom supplies are stocked before every party.
- Sanitize your facility regularly and create a protocol for sanitizing high-traffic areas throughout the day.
- Clean the kitchen area daily, especially before and after parties.





# BEFORE THE PARTY CHECKLIST

- Make sure you have first-aid kits available and stocked at all times.
- If you haven't done so already, be sure to create an emergency plan for your facility and communicate it to your staff.

## INVENTORY:

- Regularly run inventory checks, especially before parties.
  - Assign a staff member to manage inventory and check-in with party hosts for insight.
  - Analyze party data and inventory checks to determine order amount per party.
  - Consider setting up an auto-ordering system.
  - Consider ordering a surplus of supplies for backup or in case of emergencies.





# BEFORE THE PARTY CHECKLIST

## *Inventory items to consider:*

- Paper products such as plates, cups, napkins, utensils, paper towels, toilet paper, etc.
- Decorations such as tablecloths, tape, balloons, party hats, themed decor.
- Kitchen items such as food, drinks, condiments, straws, storage, cleaning supplies.
- Redemption prizes.

## **ENTERTAINMENT:**

- Plan activities for the party such as a crafting activity, go-cart race, and/or laser tag game, and add to your schedule of events
- If you have a facility mascot, schedule them to make an appearance at the party.
  - Be sure to sanitize your mascot costume after each use.





# BEFORE THE PARTY CHECKLIST

- Ask for the guest of honor's favorite songs and create a custom playlist to play during their party.
- Or, consider hiring local musicians to play at your private events.
- Regularly check the facility's electrical outlets and test any audio/visual equipment to ensure everything is functioning properly.

**COMPLIMENTARY  
GUIDE**

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**IN CASE OF EMERGENCY:  
AN EMERGENCY  
PREPAREDNESS  
GUIDE TO HELP  
YOUR FEC  
OVERCOME THE  
UNEXPECTED**

<http://bit.ly/PCS-emergency>

## DOWNLOAD NOW

In this guide, we explore different emergency situations that can occur at your FEC or event venue and offer tips & ideas on how you can plan ahead.



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# DURING THE PARTY





# DURING THE PARTY CHECKLIST

The day has finally arrived. It's party time!

Now that you've ironed out the details, it's time to put your plan into action.

## **EVENT MANAGEMENT & OPERATIONS:**

- Create an updated agenda the day of the party and give one to your party host. Include items such as:
  - Final guest count including adults & children.
  - Schedule of events.
  - Key details about the guest of honor.
- Check-in with staff and make sure they're prepared. Hold a staff meeting each day to run through the agenda with your staff.
  - Be sure to designate staff leaders in case of emergencies.
  - Set time aside for an "Uplift Moment" to motivate the staff for the day ahead.





## DURING THE PARTY CHECKLIST

- Create an updated agenda the day of the party and give one to your party host. Include items such as:
  - Final guest count including adults & children.
  - Schedule of events.
  - Key details about the guest of honor.
- Prepare your party room.
  - Set up tables and chairs, plates, cups, and utensils, place settings, goodie bags, and anything else prior to guest arrival.
- Make sure facility bathrooms, the front counter, and other areas of your facility are stocked with the necessary supplies.





# DURING THE PARTY CHECKLIST

## GUEST SAFETY:

- Test all “high-risk” attractions regularly and especially prior to opening to ensure everything is functioning properly.
- Ensure your facility is clean and sanitized prior to opening.
- Double-check that you have signed waivers for all party guests in attendance before they begin playing at your facility.
- Confirm if any guests have allergies or special needs and make it a priority to cater to these individuals.





# DURING THE PARTY CHECKLIST

## ENTERTAINMENT:

- Test all audio and visual equipment prior to opening.
  - If you created a playlist for the party, make sure it's ready to go and labeled properly.
- Make sure any games or contests are set-up and ready for the guests.
- Designate a staff member to photograph the guests during the party.
  - Be sure to include a photo release clause in your waiver that gives you the permission to use photos for promotional purposes.





# DURING THE PARTY CHECKLIST

## GUEST EXPERIENCE:

- As soon as the guest arrives, greet them immediately and review the party schedule.
- Greet the guest of honor.
  - Engage with the guest of honor by asking them what they're most excited about so you can make this a priority.
  - Point out any personalized details, such as a celebratory message on your TV screens with their name or that you put together a playlist of their favorite songs.
- Check-in with your guests throughout the party and be sure to ask them if there's anything else you can do to make their experience great.
- Consider offering up a discount at the end of the party to encourage guests to book their next visit before they leave.



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# AFTER THE PARTY





# AFTER THE PARTY CHECKLIST

Congratulations! You just hosted another successful party.

Now, it's time for follow-up. This is critical to nurturing repeat business.

## **EVENT MANAGEMENT & OPERATIONS:**

- Ensure that any add-ons the guest requested during the party are recorded on the party invoice and obtain the remaining money due to you before your guests leave.
- Prior to your party guests leaving, quickly sweep your facility to check for any belongings left behind.
- Clean your party room immediately after the party and throw out any trash.
- If you have any parties scheduled after, check your online booking software and reset the room for the next party.





# AFTER THE PARTY CHECKLIST

- Have staff check the bathroom, kitchen, and front desk for any items that may need to be restocked for the next party.
  
- Hold a staff meeting at the end of each day (or week) with your party hosts and staff.
  - Discuss each party, how it went, and what could be improved.
  - Note all feedback and create a plan for how to move forward.
  - Commend your staff on a job well done and provide any coaching if needed.

## **GUEST COMMUNICATION:**

- Call, send an email, or handwritten thank you note to your party booker, no longer than a week after the event has passed.
  
- Include a coupon or discount code with your thank you note, encouraging your guests to return again.





# AFTER THE PARTY CHECKLIST

- Share a link to a survey and ask them to provide honest feedback on their experience.
  
- Make sure to follow through on any promises you make to guests in a timely manner, such as providing them with printed or digital photos you took during the event.



# CONCLUSION

## Are you ready to party?

We hope so!

Our goal is that you use this resource to plan, prepare for, and host successful parties and events at your facility.

Checklists are critical to effective event planning. Be sure to add our checklists into your online booking software to help your team keep track of every to-do.

And of course, don't forget to add this resource to your company PlayBook, too!

If you don't have an online booking software, **schedule a demo with us!** We'd love to show you around our software and discuss new opportunities for you to grow revenue.





# ***FREE RESOURCES***

***FOR THE FAMILY  
ENTERTAINMENT  
CENTER INDUSTRY***

At Party Center Software, we're dedicated to helping our industry overcome adversity and emergency situations. We've prepared a few guides to help you plan ahead with your business.

**COMPLIMENTARY GUIDE**



**2020 ONLINE PARTY BOOKING STUDY**

**A GUIDE FOR FAMILY ENTERTAINMENT CENTERS**

<https://bit.ly/PCS-2020-study>

## **2020 ONLINE BOOKING STUDY**

As a FEC owner or operator, you're probably wondering how 2020 impacted our industry data and if there's any chance of a meaningful recovery. Check out this eBook for the data, new opportunities for growth, and tips on how to maximize revenue in 2021.

**COMPLIMENTARY GUIDE**



**BUILDING A MARKETING PLAN**

**FOR YOUR FEC OR EVENT VENUE**

<http://bit.ly/PCS-marketing-101>

## **MARKETING GUIDE**

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.

**COMPLIMENTARY GUIDE**



**BUILDING A PLAYBOOK**

**FOR YOUR FAMILY ENTERTAINMENT CENTER**

<http://bit.ly/PCS-playbook>

## **PLAYBOOK GUIDE**

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.



# ON-DEMAND WEBINARS

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COMPLIMENTARY WEBINAR

## USING DATA TO DISCOVER BUSINESS OPPORTUNITIES



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COMPLIMENTARY WEBINAR

## IS FACEBOOK REALLY DEAD? SOCIAL MEDIA MARKETING IN 2021



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Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

[REQUEST DEMO](#)