

SOP: Venue Scouting, Booking, and Site Inspections

This SOP details the process of **venue scouting, booking, and site inspections**, encompassing the identification and evaluation of suitable event locations, criteria for selection based on client needs and logistical factors, coordination with venue management for availability and terms, formal booking procedures, and thorough site inspections to ensure compliance with event requirements, safety standards, and accessibility. The goal is to secure optimal venues that meet event objectives while mitigating risks and facilitating seamless event execution.

1. Purpose

To provide a standardized process for scouting, securing, and inspecting venues, ensuring alignment with event objectives, client requirements, and safety standards.

2. Scope

This SOP applies to all events requiring external venue selection, engagement, and inspection.

3. Responsibilities

- **Event Coordinator:** Leads the process from scouting to booking and inspections.
- **Client Representative:** Defines requirements and approves final selection.
- **Venue Manager:** Provides details, answers queries, and facilitates site visit.

4. Procedure

1. **Identify Event Requirements**
 - Confirm expected attendance, event format, technical needs, budget, and preferred location.
 - Document special requirements: accessibility, catering, AV support, permits, etc.
2. **Venue Scouting**
 - Research potential venues that fit requirements.
 - Compile a shortlist with key details: location, capacity, amenities, restrictions.
3. **Initial Venue Evaluation**
 - Assess suitability using a standardized checklist (see Appendix).
 - Present shortlisted options to client for feedback.
4. **Contact Venues**
 - Inquire about availability for preferred dates.
 - Request preliminary quotes and terms & conditions.
5. **Venue Comparison & Selection**
 - Evaluate all options based on criteria: cost, location, capacity, facilities, accessibility, risk factors.
 - Agree with client on preferred venue(s).
6. **Site Inspection**
 - Schedule site visit(s) with venue representative.
 - Inspect:
 - Layout & capacity
 - Technical facilities (AV, Wi-Fi, power supply, etc.)
 - Safety compliance (emergency exits, fire safety)
 - Accessibility (ramps, restrooms, lifts)
 - Parking & transportation access
 - Onsite services (catering, security, cleaning)
 - Document findings and concerns.
7. **Finalize Booking**
 - Confirm final selection with client.
 - Negotiate terms if necessary (payment, cancellation, insurance).
 - Secure booking through contract or agreement.
 - Obtain written confirmation from both parties.
8. **Post-Booking Follow-up**
 - Provide venue layout and details to event operations team.
 - Reconfirm booking and arrangements one week before event.

5. Documentation & Records

- Venue evaluation checklists
- Site inspection reports
- Booking contracts & correspondence
- Client approvals

6. Appendix

Sample Venue Evaluation Checklist:

- Capacity matches requirements
- Location suits target audience
- Venue accessible (ADA compliant)
- Available on required dates/times
- Technical facilities adequate
- Clear safety and evacuation plans
- Cost within budget
- Favorable contract terms
- Positive past reviews/references