

# SOP: Reservation and Event Review

This SOP details the **reservation and event review** process, covering the steps for booking management, confirmation procedures, event coordination, and post-event evaluation. It ensures accurate scheduling, seamless communication among stakeholders, and thorough assessment of event success to enhance customer satisfaction and operational efficiency.

## 1. Purpose

To standardize the process for managing reservations and reviewing event execution, ensuring effective customer service and continuous improvement.

## 2. Scope

This SOP applies to all staff involved in reservation management, event coordination, and post-event activities.

## 3. Roles and Responsibilities

Role	Responsibility
Reservation Staff	Manage bookings, confirmations, and initial customer interactions.
Event Coordinator	Organize the event setup, liaise with relevant teams, and oversee event execution.
Supervisor/Manager	Conduct post-event reviews and implement process improvements.

## 4. Procedure

- Reservation Management**
  - Receive reservation request (via phone, email, or online form).
  - Record reservation details (date, time, customer information, specific event requirements).
  - Check availability and confirm booking in reservation system.
  - Send booking confirmation to customer, outlining event details and policies.
- Pre-Event Coordination**
  - Communicate event order and requirements to relevant departments (e.g., catering, AV, maintenance).
  - Schedule pre-event meeting if needed with internal teams and customer.
  - Verify all arrangements at least 48 hours before the event.
- Event Execution**
  - Ensure setup is completed as per event plan.
  - Welcome guests and address on-site needs or issues.
  - Coordinate with staff during event for smooth operation.
- Post-Event Review**
  - Conduct debrief with team to discuss event performance.
  - Request feedback from the customer (survey, call, or email).
  - Document lessons learned and recommend improvements.

## 5. Documentation

- Reservation forms/records
- Event checklist
- Customer feedback form
- Post-event review report

## 6. Review and Improvement

SOP to be reviewed annually or after significant events. Updates should be made based on staff and customer feedback.