

SOP: Venue Selection and Booking Procedure

This SOP details the **venue selection and booking procedure**, outlining the criteria for choosing suitable venues, evaluating availability, negotiating terms, securing bookings, and maintaining communication with venue providers. The aim is to ensure the seamless coordination and timely reservation of venues that meet event requirements, budget constraints, and logistical considerations, thereby supporting successful event planning and execution.

1. Purpose

To establish a standardized procedure for selecting and booking venues for events, ensuring all requirements and expectations are met efficiently and professionally.

2. Scope

This SOP applies to all staff involved in event planning and management responsible for venue selection, assessment, negotiation, and booking.

3. Responsibilities

- **Event Manager:** Oversees venue selection and booking process, final approval of venue choice.
- **Event Coordinator:** Gathers venue options, communicates with providers, prepares documentation.
- **Procurement/Finance Team:** Reviews and approves contracts and payments.

4. Procedure

1. **Define Event Requirements**
 - Identify event type, size, dates, and required facilities.
 - Set budget limits for venue rental.
2. **Identify Potential Venues**
 - Research available venues that meet criteria (location, capacity, amenities, accessibility).
 - Create a shortlist of suitable venues.
3. **Assess and Compare Venues**
 - Use evaluation criteria (see Sample Evaluation Table below) to compare shortlisted venues.
 - Arrange site visits or virtual tours, if necessary.
4. **Check Availability**
 - Contact venues to confirm availability for preferred dates.
5. **Negotiate Terms and Pricing**
 - Discuss rental costs, included services, terms and conditions, and any additional fees.
 - Request written quotations or proposals.
6. **Obtain Approvals**
 - Submit preferred venue selection and proposed contract to management and/or procurement for approval.
7. **Secure Booking**
 - Sign contract or agreement per company policy.
 - Arrange and confirm payment as required.
8. **Maintain Communication**
 - Establish main point of contact with venue representative.
 - Share event timelines and requirements in writing.
9. **Confirm Logistics**
 - Coordinate setup, breakdown, technical needs, and catering with venue.
10. **Document and Archive**
 - Save all contracts, correspondence, and receipts for record-keeping and future reference.

5. Sample Venue Evaluation Table

Criteria	Venue A	Venue B	Venue C
Location	Central	Suburban	Downtown
Capacity	150	200	120

Facilities/Amenities	AV, Wifi, Parking	AV, Wifi	AV, Wifi, Parking, Catering
Accessibility	Wheelchair Accessible	Limited	Fully Accessible
Availability	Available	Available	Unavailable
Cost	\$2,000	\$1,800	\$2,200
Notes	Preferred	Too far	Unavailable

6. Document Control

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