

How to Plan and Manage Profitable Restaurant Events


✓ Restaurant event ideas

✓ Best practices

✓ Tips for managing with the right tools



NOW
BOOKIT



44% of customers
are more willing
to spend on
experiences outside
of standard meals
at venues

Restaurants today already make 21% of their revenue through non-food spending, while the \$7.6 billion event catering industry is seeing real competition from restaurants, cafes, and bars.

Event ideas to get your creative juices flowing



Bar trivia events

Seasonal events

Themed nights

Chef's table experience

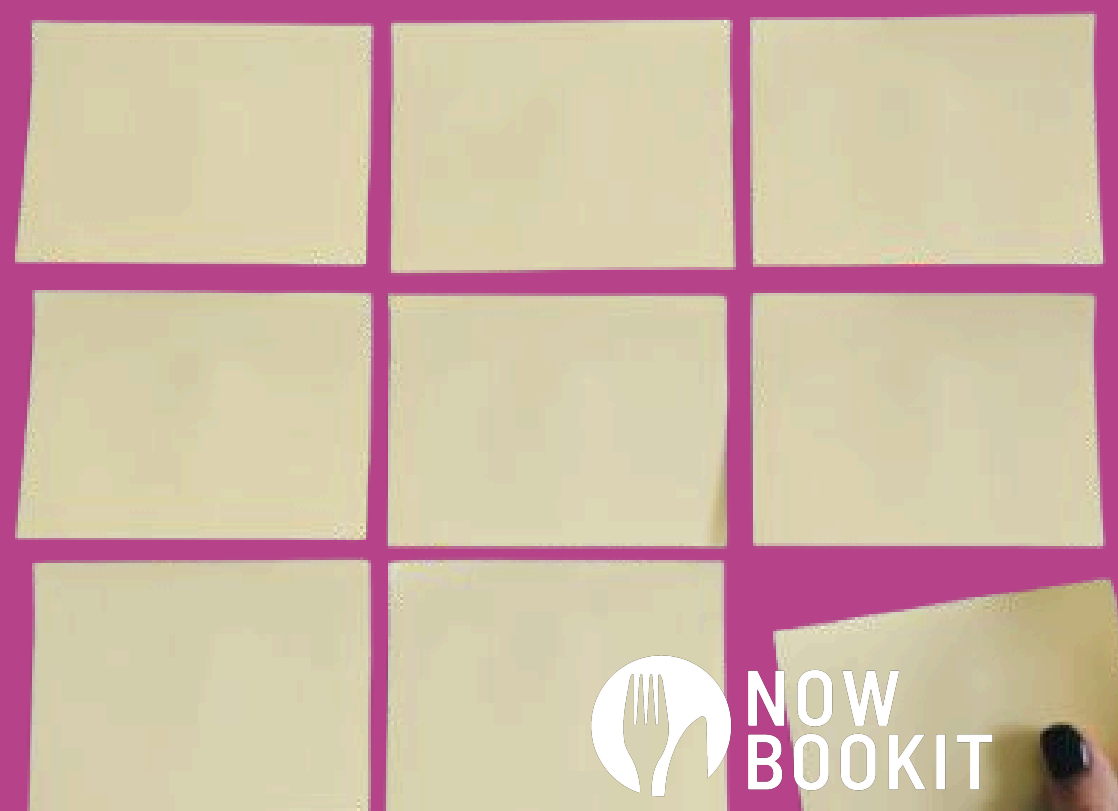
But don't let these limit you in your ideas for a unique event that reflects your personality, strengths and what your customers might enjoy.

You know your venue best!



Best practices for planning an event

- ✓ Define your event goals, budget and timeline, including any contingencies
- ✓ Menu, layout and ambience matter, and don't forget drinks!
- ✓ Spread the word on your social media platforms & send invitations early to your customer base
- ✓ Don't look past pre-event prep and a test run to get your team ready
- ✓ Reach out to guests to thank them after the event and turn them into regulars
- ✓ Gather feedback that will come in handy for the next event!



NOW
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Tips on managing events with your reservation system

Take event enquiries & bookings 24/7



Our built-in AI assistant Sadie can help — from answering enquiries about the event to logging reservations directly in your booking diary.

Master your event floor plan

Whether you need to put in blockouts for certain areas or rejig your entire venue layout to accommodate the event, Now Book It's seamless floor plan view lets you do it all in one place.



Tips on managing events with your reservation system

Let guests book your event with ease

Top tip: Make the event visible on your existing booking widget.

Once you've locked in the event on your Now Book It system, grab the dedicated event booking link to share on all your channels.

For Motel Mezza Kitchen Take Over!!

☒ Motel Mezza Kitchen Take Over!!

Join us on April 10th as Motel Mezza, the OG Mezza experience, takes over Little Miss Mezza for one night only!

Indulge in a signature banquet menu crafted by Chef Josh and Chef Manuel, featuring all the bold, vibrant flavors you love from Motel Mezza. A plant-based option is also available.

\$70pp | Limited seats | book now!

Which section would you like to be in?

☐ Dining Room ☐ Bar Seating ☐ Cocktail Seating

Little Miss
MEZZA



Maximise revenue with upsells



Give customers the option to arrive to a bottle of champagne or get first dibs on appetisers while waiting on the rest of their party, and boost your bottom line while you're at it.

Learn how Now Book It
can help you go from
planning events to
perfecting them
in one
single
seamless
system.

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