

Crash Course #2:

What Makes a Good Listing?



Lesson No. 1:

Give your guests a closer look.

While the Closer Look fields are not required to fill out, they are highly useful for event planners!



EventUp's venue directory hosts over 15,000 unique venues across the nation and allows event planners and guests the ability to browse and book a party with only a few clicks. With so many venues, it's imperative to make sure your venue captures any event planner's attention. Use these lessons within this Crash Course to help optimize your listing!

For a more in-depth look at how to add these details to your listing, watch our [video!](#)

REVIEWS (1+)

- Use reviews from Google, Yelp, and Facebook.
- More than 80% of people trust reviews online.
- Planners are more likely to request a quote when a positive review is visible.

VIDEOS (2)

- Videos can be ads or promos, testimonials, or virtual tours.
- Record a few virtual tours with both empty space and set up for varied event types.
- Helps event planners envision the possibilities for an event.

FLOOR PLANS (1)

- Helpful to have for larger events or corporate functions.
- Can create with software or DIY design tools:
 - Software: Social Tables, AllSeated
 - DIY: Photoshop, Canva

FAQ (3)

- Copy over FAQs from your main website to maintain consistency.
- Questions always appear during the browsing phase for event planners.
- Don't have any FAQs? Now is the right time to create some!

[Click here to access an editable floor plan template!](#)

[Click here for a list of popular venue FAQs!](#)

Lesson No. 2:

A (good) picture is worth a thousand words!

use this...



1080

1920

This [blog post](#) explains further how to include professional photos on your listing, and this [checklist](#) includes everything you need to make sure your photos are marketing your venue!

not that!



Blurry or pixelated photo and unprofessional quality.



An empty venue with no imagination for an event.

Event planners always look at pictures!

- Venues with at least three photos see a **33%** increase in listing page views.
- Use professional photography when it is available.
- Photos should be high quality with as much natural light as possible.
- Larger, landscape photos look better on the listing!
- Best Practice: The first photo should always be on the largest event space without any guests.



Dark with no natural light.

Notice one thing these photos also have in common? They are not properly sized for EventUp! Watch our [video](#) to learn more about why photos matter.

Tony's Lounge

Standing Capacity: 100 Sitting Capacity: 50

The lounge is located on the bottom floor of the restaurant and has a much more masculine vibe and decor. The lounge has leather couches, long tables for family-style dining, and alcoves allowing for more intimate conversations. The lounge menu is completely customizable to the needs of your event. Work with the head chef directly to compose the menu of your dreams.

Priscilla's Tea Room

Standing Capacity: 75 Sitting Capacity: 30

This private dining room, located on the top floor of the restaurant, is quaint and feminine, offering floor to ceiling windows that flood the space with warm natural light. The team room serves petit sandwiches and pastries along with a wide assortment of global teas. This space is perfect for bridal or baby showers and birthday celebrations. Sit back in our oversized couches and enjoy a warm cup of exotic tea.

Full Restaurant Buyout

Standing Capacity: 400 Sitting Capacity: 200

With a full restaurant buyout, every detail of your event is customizable from the floral arrangements to the menu. Work directly with our chef and event manager who will help you every step of the way in orchestrating an event to remember.

Lesson No. 3: Embrace your space!

#BragAboutYourself

- Each private event space or area should have its own labeled section.
- What to include in each description:
 - Description of space
 - Ideal events to hold in space
 - How many guests it can hold
 - Unique details that make the space one-of-a-kind (menu, design, etc.)
- Include keywords and phrases within descriptions to help with the overall Search Engine Optimization of the listing.
- Include details for a full buyout and upsell your entire space!

Another way to help give your guests a view of your space is to provide a virtual site visit! Read our [blog post](#) about how to easily record your own video to use as a virtual site visit and add to your EventUp listing.

Best Practice: Include at least one photo of each space to also use as inspiration for the area description.

Re-read the description of Tony's Lounge above to see how well the description matches our photo of the space!

