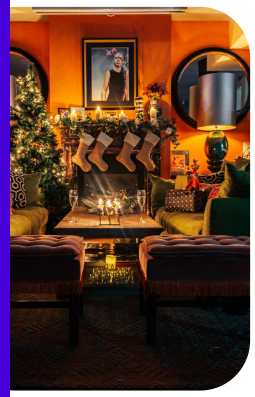
Setting Up Your 2027 Event Calendar

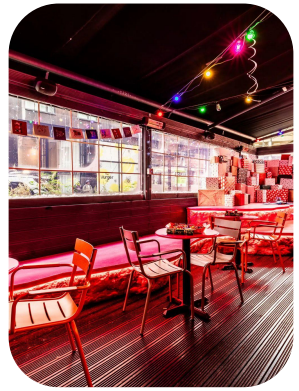
VenueScanner

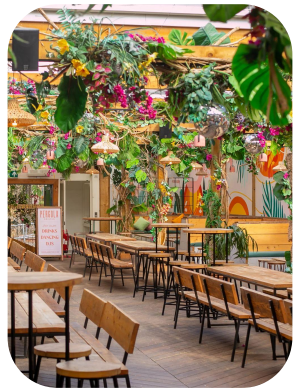












OPENING POLL

What's taking up the most headspace on your 2027 event calendar right now?

- A Conferences or SKOs
- B Workshops or trainings
- C Team socials or away days
- D Product launches or awards
- E Honestly, all of it

Most Companies don’t schedule the 2027 budget conversations until early Q4. Getting your event calendar ready before that meeting means you’re steering it, not reacting to it.

Source: ACG Strategic Insights, “Q4 Budget Planning Starts in August Whether You're Ready or Not”

THE MARKET IS SHRINKING

574

UK hotels are forecast to close in 2026 alone.

That's before a single 2027 SKO, offsite or party gets booked. ***The venue market is shrinking while demand for corporate events recovers*** - waiting isn't neutral, it's losing ground.

Source: UKHospitality, 2026 hospitality closures forecast — 2,076 closures forecast overall (574 hotels, 963 restaurants, 540 pubs) without a business-rates fix.

WHY PLAN NOW

The Full Range of Events You Might Own Across a Year

Business-critical

- Conferences
- AGMs
- Sales kick-offs
- Product launches

Internal engagement

- Workshops & trainings
- Team away days
- Team socials

Celebrations

- Awards
- Summer parties
- Christmas (just one of many)

WHY PLAN NOW

Peak months for bookings

Every event type here books later than the classic '6–9 months' rule of thumb. However, getting in earlier is always better

EVENT TYPE	WHEN IT PEAKS	MEDIAN LEAD TIME	START PLANNING BY
Conference	Sept–Oct (31% of bookings)	~17 weeks (3.8 mo)	**~4 months ahead**
Christmas party	December - 88% of all bookings	~13 weeks (3.1 mo)	**As early as possible**
Summer party	Jun–Jul (71% of bookings)	~11 weeks (2.6 mo)	**Mid-April**
Private dining	November (clearest peak, 17%)	~9 weeks (2.1 mo)	**September**
Team away day	May / Sept / Oct (spread)	~7 weeks (1.6 mo)	**~2 months ahead**
Drinks reception	Fairly flat all year	~8 weeks (1.9 mo)	**~2 months ahead**
Meeting	Fairly flat all year	~6 weeks (1.4 mo)	**~6 weeks ahead**

Source: VenueScanner booking data (HubSpot), 2,533 confirmed bookings since 2019. Lead time = median days between enquiry (deal creation) and event date.

A FRAMEWORK FOR THE YEAR

Set Your Objective and Budget First

Before you map a single date, know the goal and the budget.

1

Large-Scale Events

Objective: pipeline and alignment with wider business usually revenue related.

Budget: capacity and AV drive cost - budget per head.

Event types: Conferences, AGMs, SKOs: capacity and AV lead the brief.

2

Residential Events and Off-Sites

Objective: cohesion and retention.

Budget: driven by travel and overnight stay, not headcount.

Event types: Away days, retreats: travel, overnight stay, and logistics lead time.

3

Meetings, Dinners, and Social Events

Objective: engagement and morale.

Budget: atmosphere and flexibility cost more than headcount.

Event types: Workshops, socials: atmosphere and flexibility matter more than scale.

A FRAMEWORK FOR THE YEAR

Plan Around the Moments That Matter

INTERNAL MILESTONES

- All-hands
- Quarter-end
- Financial year-end
- Product launches

EXTERNAL CONSTRAINTS

- School holidays
- Bank holidays
- Industry peak seasons

BUDGET & INTERNAL BUY-IN

Build the Case Once, for the Whole Year

Rather than event by event, bring the year's event budget to stakeholders as a single case. It's an easier conversation and it protects the calendar you've just mapped out.

What the annual budget should cover

- Venue hire
- Catering
- Drinks
- AV
- Production
- Entertainment
- Travel
- Contingency

POLL

“Do you currently plan events one at a time, or for the whole year?”

COMMON MISTAKES

1

Leaving high-demand periods too late

Christmas parties, SKOs, awards season: these fill up first.

2

Clashing with other big company moments

All-hands, launches, quarter-end can quietly collide with your event.

3

Not accounting for lead times

Catering, AV, and décor all need different runways depending on event type.

4

Missing hidden costs

VAT, service charge, security, cloakroom staff, furniture, production, delivery, overtime, and supplier access all add up.

QUICK POLL

What is your biggest blocker for planning your 2027 events calendar?

- A Leaving high-demand periods too late
- B Clashing with other big company moments
- C Not accounting for lead times
- D Missing hidden costs
- E None of these — we’re on track

KEY TAKEAWAYS

1 Plan the year, not the event

Treat your 2027 calendar as one exercise, not several separate asks.

2 Plan around the moments that matter

Map internal milestones against external peak seasons before anything else.

3 Group by type, not date

Big event, offsite, or intimate: each needs its own lead time and brief.

4 Planning early protects your choices

Christmas, SKOs, and awards season fill up fast. Whoever asks first gets the date.

BEFORE YOU BOOK

The minimum event brief

Whatever the event, these are the details worth having before you reach out.

- [ ] Event objective
- [ ] Preferred and alternative dates
- [ ] Guest numbers
- [ ] Location
- [ ] Budget
- [ ] Event format
- [ ] Room layout
- [ ] Catering and drinks
- [ ] AV and production
- [ ] Accessibility
- [ ] Accommodation or travel
- [ ] Internal approval and PO deadlines

LIVE Q&A

Ask us anything about planning your 2027 calendar.

Thanks for joining, Taylor & Hannah