

Our 12 step guide to picking the best venue for your event in London



Hosting a company event, social celebration or a wedding is a major milestone and picking the right venue is crucial for a successful event. In London, there is no shortage of venues - from grand ballrooms to historic buildings, gardens, and everything in between. But how do you pick the best venue for your event? In this 12-step guide, we'll walk you through the process of selecting the perfect venue for your event in London.

1. Define Your Budget

The first step in picking a venue is defining your budget. You don't want to fall in love with a venue only to find out it's not within your budget. Before you start looking at venues, decide how much you're willing to spend. This will help you narrow down your options and avoid disappointment.

2. Determine Your Guest List

Knowing how many guests you'll be inviting is essential when choosing a venue. You want a venue that can comfortably accommodate all your guests. You don't want a venue that is too big or too small. Be sure to have a rough estimate of how many people will be attending your event before you start looking at venues.

3. Consider the Type of Event

The type of event you're hosting will influence the type of venue you need. If you're having a corporate event, you might want a venue that has conference rooms or meeting spaces. If you're having a wedding, you might want a venue with a grand ballroom or outdoor space for the ceremony or dancing. Consider the type of event you're hosting and what you need from a venue.

4. Location, Location, Location

Location is key when picking a venue. You want a venue that is easy to get to and is convenient for your guests. If you're hosting a corporate event, you might want a venue that is close to your office. If you're having a wedding, anniversary or birthday party, you might want a venue that is close to where you and your guests will be staying. Consider the location of your venue carefully.

5. Catering options

If the venue offers catering services, sample the menu to ensure it aligns with your preferences and dietary requirements. Consider whether they can accommodate any special requests and if outside catering is permitted, should you prefer an alternative.

6. Check Availability

Once you've narrowed down your list of potential venues, check their availability. You don't want to waste time visiting venues that are already booked on the date of your event. Contact the venues you're interested in and ask about their availability for your event date.

7. Look at Reviews and Testimonials

Before you visit a venue, look at reviews and testimonials from other people who have used the venue. This will give you an idea of what to expect and can help you avoid any potential issues. Check the venue's website, social media pages, and third-party review sites like TripAdvisor and Google Reviews.

8. Visit the Venue

Once you've narrowed down your list of potential venues, it's time to visit them in person. This is the best way to get a feel for the venue, meet the team there and see if it meets your needs. During your visit, ask questions, take photos, and make notes. This will help you compare the venues and make an informed decision.

9. Review technical capabilities

If your event requires audio-visual equipment or technical support, verify that the venues can provide the necessary resources. Assess the quality and availability of sound systems, projectors, screens, and Wi-Fi.

10. Check the Amenities

When visiting a venue, be sure to check the amenities. Does the venue have everything you need? This could include audio and visual equipment, tables and chairs, catering facilities, and more. Make sure the venue has everything you need to make your event a success.

11. Consider the Atmosphere

The atmosphere of a venue is important. You want a venue that matches the tone and theme of your event. If you're having a corporate event, you might want a venue with a professional atmosphere. If you're having a wedding, you might want a venue with a romantic and elegant atmosphere. Consider the atmosphere of the venue carefully.

12. Read contracts and policies

Carefully review the venue's contract, terms, and policies. Pay attention to details such as pricing, deposit requirements, cancellation policies, and any restrictions or additional charges. Seek clarification on any ambiguous points before proceeding.