

# Explaining Venue Relationships

During our tenure, we've seen many "copy-cat" companies come and go that have tried (and failed) reproducing what they think is the formula that makes Prom Night Events the national market leader.

Some think that copying the inclusions in our packages will work but they don't understand how we manage to make it all work so inexpensively without sacrificing quality control. Others think that having catchy names and flashy web sites will do the trick but they don't know enough about this industry to provide credible and useful information, which is what people really need. The worst of them think that cyber-bullying, false and misleading advertising and uncompetitive behaviour will sour our taste for what we do and make us quit the industry we love. Nothing could be further from the truth.

What none of them understand, and they probably never will, is that the strength of any company will always be built on the quality of the people and the human relationships that exist between them. Clientele, suppliers, staff, contractors, coordinators and agents. The school formal industry, like any other, runs like a machine with many moving parts and the human relationships are like the oil that keeps it all running smoothly and efficiently. Without it, things just seize and nobody wins.

Of course people will only place that level of faith and trust in companies of good repute with products and services of high quality that deliver on all promises and expectations.

One of the most important strengths of the Prom Night Events position in the marketplace is the very special relationship that we have with each of the venues that participate in our programme.

Since the start of our programme in 1990, we've never approached a venue to join our ranks. Every currently participating property has voluntarily asked us to include them. Each one has been through a relationship-building process, a set of carefully negotiated criteria on both sides, and a period of trial and assessment before finally launching into commerce. Some venues have taken up to 2 years to navigate this careful process and

once completed, some venues have been with us since we started.

The school formal market is a difficult and tricky niche. In order to succeed without error or problem and survive, you need to be an expert in logistics, legal compliance, harm minimisation, risk assessment, marketing, sales, supply coordination, accounting, crowd management, occupational health & safety and above all, be able to make this all work within a teen-culture environment. Most major prestige venue brands will be the first to admit that they can't manage it alone.

Major Branded Venues are faced with 2 different decisions to make when thinking about formals...

- 1/ Are we ready and willing to accept formal bookings at all? ... and...
- 2/ If we are, then are we ready and willing to handle them ourselves?

Around 90% of those venues answer "Yes" to question 1 and "No" to question 2.

To date, Prom Night Events is the only company that has been able to make it possible for them to answer "Yes" to both.

That's why when faced with the choice of whom they'd accept school formal bookings from, they choose to go exclusively with Prom Night Events. That means they won't accept school formal bookings from anyone else, not schools, not committees, not parents and certainly not "copy-cat" agencies pretending to be like us.

Prom Night Events has maintained a 100% success record since the start. That's been achieved purely due to the very special relationships we've forged with our venues, our client schools, our suppliers and our teams.

If you see anyone else claiming or boasting that they have the same access to book your formal into our venues, and you want to know for sure, just ask the venue who their preferred formal company is, then give us a call to book you in.

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