



The Immersion Lab was created to help greater understanding between agencies and venues. A team member of an agency and of a venue each spend time shadowing one another at work to gain comprehensive insight into each other's challenges, daily issues, business needs and client requirements.

The Venue Perspective

Samantha Morris, Venue Hire Sales Executive at 58ve, says

“Having never worked agency side myself, all the back of house work they do was new to me! At Intel I got an overall view of the business, shadowing each team member and was walked through their roles, including day-to-day duties.

“I found the meetings and events team most insightful as this most closely resembled my own role. By listening in on calls, I was able to gain greater understanding of the agency process and the back of house activity that go into an agent sourcing and proposing venues to clients.

“It was nice to see the amount of work that goes into one client from all different departments and that the agent isn't over loading the client with countless venue options. Knowing this makes responding to enquiries a lot easier for us as we know we're not competing against the masses, but just a select few.

“I found quite a similarity between us. We're both on the front line talking directly to clients and I can relate to the benefits and pitfalls. I think it's easy for either side to get frustrated with the other. This experience helped put the human back behind the screen and to learn what and why they're asking the things they are. It's made it a much nicer relationship to be in.”



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The Agency Perspective

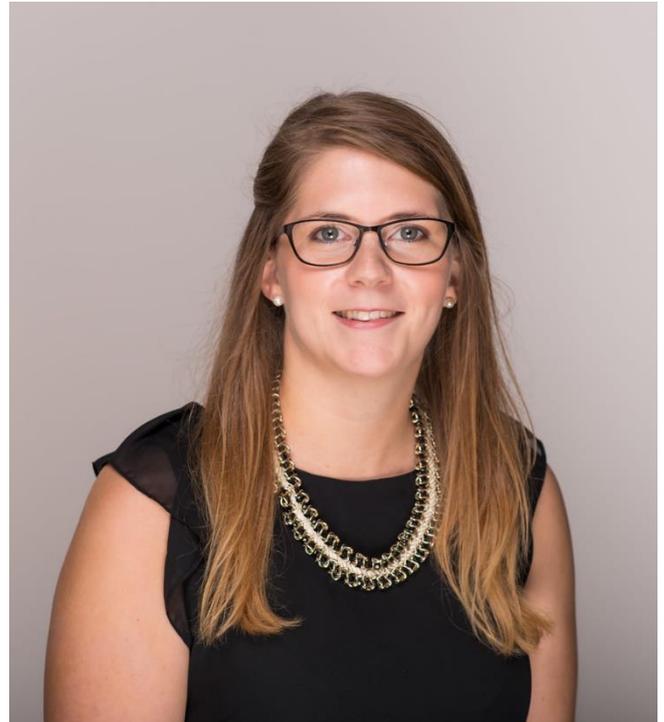
Victoria Etheridge, Team Leader (M&E) at Inntel, says:

“To get a better understanding of 58ve’s daily operations, I shadowed the meetings and events team. The experience included a full tour of the venue, an overview of catering services, an in-depth discussion about walk-up rates and new ways a venue can add value.

“I was curious to observe how a venue uses the Venue Directory system to check availability, calculate quotes and load new bookings onto Salesforce. Their approach gave me insight and has helped me structure the way I load new bookings into Venue Directory before I send to venues.

“The pressure of selling meeting rooms can be tough, especially with a seemingly endless calendar to fill. The experience has helped me understand why venue sales teams ask some of the questions they do, to ensure the correct room, facilities and catering are aligned with the correct business.

“The Immersion Lab has helped me understand that working venue side can be just as busy and I am now not too quick to ask for a speedy response!”



Victoria Etheridge, Team Leader (M&E) at Inntel

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Would you or one of your colleagues benefit from taking part in an Immersion Lab?
For more information about participating, please email executiveoffice@hbaa.org.uk.

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