

83 Questions To Ask a Venue Before Booking

An event venue sets the ambiance and heavily impacts the attendee experience: 64.6% of attendees say that the venue can make or break their experience. This comprehensive list of questions ensures you pick a venue that hits your goals *and* offers a memorable experience.

Location questions

Accessibility, inclusion, and diversity questions

Venue capacity, layout, amenities, and technology questions

Sustainability questions

Cost and budget questions

Customization, flexibility, and cancellation policy questions

Venue permitting and insurance questions

Safety and security questions

Bonus: Past events, press, and review questions

Location questions

- Is the venue easily accessible by public transportation and major roads?
- Is there ample parking available for attendees?
- Is the venue located near hotels and accommodation options for out-of-town guests?
- How far is the nearest airport or train station from the venue?
- Are there any popular landmarks or attractions nearby?
- Is the venue located in a safe and well-maintained area?
- Are any traffic patterns or road construction projects affecting accessibility during the event dates?
- Is the venue in a busy or noisy neighborhood that could affect event proceedings?
- Are there any restrictions or regulations in the area that may affect event planning?

Accessibility, inclusion, and diversity questions

- Is the venue accessible to individuals with mobility challenges? Are there ramps, elevators, or other accommodations for wheelchair users?
- Are there accessible parking spaces available for attendees with disabilities?
- Does the venue have accessible bathroom facilities?
- Does the venue have gender-neutral or inclusive restroom options?
- Are there hearing loop systems or other assistive listening devices available for attendees with hearing impairments?
- What measures does the venue have to address food allergies and dietary restrictions?
- Are designated quiet spaces or sensory-friendly areas available for attendees needing a break from the main event?
- How does the venue handle accommodations for attendees with visual impairments? Are there Braille signs, large-print materials, or other visual aids available?

- Does the venue have policies to address discrimination, harassment, or microaggressions during events?
- How does the venue handle language access for attendees who are non-native English speakers or individuals who use sign language?
- Is the venue committed to promoting diversity and inclusion internally and externally?
- Are there designated nursing or lactation rooms for attendees who are breastfeeding?

Venue capacity, layout, amenities, and technology questions

- How many attendees can the venue accommodate comfortably? What is the breakdown of capacity limits in each space?
- Where are the paths of egress? How does traffic typically flow within the space? Into the venue during arrivals? Out of the venue after the conclusion of the event?
- Can the venue accommodate different seating arrangements, such as theater-style, classroom-style, or banquet-style?
- Are there separate spaces for networking, breakout sessions, and exhibitions?
- Is there a separate green room space for talent?
- Is there a separate production office space for our team?
- Can the venue provide a floor plan or layout of the space to help with event planning?
- Is there a stage or raised platform available for speakers or performers?
- Does the venue have audiovisual equipment, and is there technical support for setup and troubleshooting?
- Are there designated areas for exhibitors or sponsors, such as booths or display spaces?
- Can the venue accommodate any unique production or setup requirements for my event?
- Is there a designated space for registration and check-in?
- Does the venue have proper ventilation and climate control systems to comfort attendees?

- Does the venue provide Wi-Fi for attendees, and is it reliable?
- Are there charging stations for electronic devices?
- What other amenities, such as catering, coat-check, or onsite staff, are offered?

Sustainability questions

- Do you have a sustainability policy or green initiatives in place?
- What steps does the venue take to reduce its energy consumption and carbon footprint?
- How does the venue handle waste management and recycling during events? Do you donate extra untouched food after the event?
- Does the venue offer sustainable catering options, such as locally sourced or organic food?
- Does the venue have water-saving measures, such as low-flow faucets and toilets?
- What is the venue's approach to transportation and encouraging eco-friendly commuting?
- Does the venue hold any LEED certifications or other eco-friendly certifications?
- Does the venue use eco-friendly and non-toxic cleaning products?
- How does the venue minimize single-use plastic and other disposable items during events?
- Does the venue support local community initiatives or environmental projects?
- Can you provide information about the venue's waste diversion rates and sustainability achievements?
- Does the venue have any partnerships with environmentally responsible organizations or vendors?

Cost and budget questions

- What is the cost of renting the venue for my event date(s)?

- Is there a different cost for a load-in or load-out day versus an event day?
- Are there any additional fees or charges (taxes, gratuities, hidden fees) beyond the venue rental cost?
- What are your labor costs? Is this a union or non-union building? Are we required to use your staff for labor, or can we bring in our own staff/team?
- Is a deposit required to secure the booking, and if so, what is the deposit amount?
- What is the payment schedule for the venue rental and other services?
- Are there any discounts or promotions available for specific dates or package deals?
- Is the venue's pricing different for peak and off-peak seasons or days of the week?
- Does the venue offer complimentary services or amenities included in the rental cost?
- What are the cancellation and refund policies?
- Can the venue provide references or case studies of past events with similar budgets?
- Are there any opportunities for cost savings through partnerships with the venue's preferred vendors?
- Can you provide a sample budget breakdown for a similar event held at the venue?
- What is the policy on overtime charges if the event exceeds the agreed-upon time?

Customization, flexibility, and cancellation policy questions

- Can the venue accommodate special requests or specific event themes?
- Who will be our onsite contact throughout the planning process? On the day of the event?
- Is there room for negotiation or customization of packages?
- What is the venue's cancellation policy, and are there any penalties involved?
- Are there any restrictions on noise levels or event hours?
- Does the venue have any policies on outside vendors or caterers?

- What are the venue's policies on decorations and signage? Can signage/decor attach/hang from the ceilings/walls etc?

Venue permitting and insurance questions

- Do you have all the necessary permits for hosting events?
- Are there any restrictions or limitations associated with the permits?
- What types of insurance coverage does the venue have?
- Is there a certificate of insurance available?
- Is event cancellation insurance available or recommended?
- Do you have security personnel or procedures in place during events?
- Are there any additional insurance requirements for vendors or exhibitors?
- Do you have experience hosting events of similar size and nature?
- Can you provide references from past clients or event planners?
- What's the process for handling emergencies during events?

Safety and security questions

- What safety measures does the venue have in place for emergencies?
- Do you provide onsite security during events?
- Are there accessible exits and emergency evacuation plans?

Bonus: Past events, press, and review questions

- Can the venue provide references from previous clients who hosted similar events?
- Can you show photos of past events and mention the vendors who worked on them?
- Have there been mentions of this venue in the press? Which brands have activated here before? Has it received critical acclaim (if it's a hotel or restaurant)?
- Have any of my coworkers looked at, hosted, or attended an event at this venue before? If so, how was their experience?

- Can my contact at the venue provide a list of vendors they have previously worked with?
- Where can I find online reviews and testimonials about this venue from other event professionals?