

# Big Revenue Gap? Think Small First.

5 MIN READ



You're at the helm of a live event organization, scanning the financial reports that lay strewn across your desk. A significant revenue gap looms ominously on the spreadsheets, a challenge that demands immediate attention. The team looks to you for solutions – the bigger, the better. It's a familiar scenario, isn't it? The race to bridge the gap with grand gestures and radical changes. But what if we told you the key to filling this substantial revenue gap could lie in thinking small first?

Consider the unique nature of live events – a setting where you already have a steady stream of paying customers who are actively coming to your events on a daily, weekly, and monthly basis. These individuals, your loyal audience, have deliberately selected your venue, your events, and your organization over countless others. They've shown their trust and interest in what you offer, making them not just attendees, but also advocates for your brand. This is one of your most powerful assets – a ready, engaged audience whose decision to choose you reinforces the value of your offerings. Capitalizing on this existing audience base could be the first step in bridging that revenue gap. Rather than chasing new, uncertain markets, why not start by maximizing the potential of what you already have?

## The Power of Small Increments

It's time to shift our perspective and approach. Instead of viewing the revenue gap as a colossal \$100,000 problem, let's break it down into manageable chunks – manageable \$10 problems. The question now becomes, how can we inspire our customers to spend an extra \$10 each time they visit? This is a more digestible, actionable problem to solve. Perhaps it's through enhancing the customer experience with additional services or exclusive merchandise. Or maybe it's by offering enticing memberships and loyalty programs that create a sense of belonging and value. By focusing on these smaller, achievable increments, not only do we enhance the individual customer experience, but we also incrementally fill those large revenue holes. It's about maximizing the value of each customer interaction and turning those into opportunities for revenue growth. Remember, a multitude of small actions can lead to monumental results.

## Ideas to Encourage Additional Spending

Here are just a few ways you could consider driving that incremental spend per event attendee.

**1. Exclusive Merchandise:** Offer event-specific merchandise such as t-shirts, hats, or commemorative items. Exclusivity makes these items more compelling to purchase.

**2. Food and Beverage Upgrades:** Introduce premium food and drink options. A craft beer section, gourmet food stalls, or even a wine tasting area could encourage extra spending.

**3. VIP Experiences:** Create exclusive experiences like backstage tours, meet-and-greets, or priority seating options. These offers often catch the eye of those willing to spend a bit more for a unique experience.

**4. Digital Content:** Offer digital content like high-quality event recordings, exclusive online talks, or additional performances for a small additional charge.

**5. Memberships:** Develop a membership program that offers perks like early ticket access, priority seating, or exclusive member-only events. The perceived value could encourage customers to spend more.

**6. Workshops and Classes:** If applicable, offer workshops or classes related to your event. This could include dance classes for a music festival or writing workshops for a literary event.

**7. Themed Events:** Organize special themed nights or events. These unique experiences can drive excitement and encourage attendees to spend a little extra.

**8. Discount Packages:** Offer package deals on merchandise, food, and beverages. Customers often feel they are getting a deal and are likely to spend more upfront.

**9. Donation Opportunities:** Provide opportunities for attendees to donate to a charity your organization supports. Many attendees will be willing to contribute to a good cause while enjoying an event.

By implementing these strategies, you can encourage your attendees to spend a little more at each event, helping to fill the revenue gap incrementally.

## The Value of Every Attendee

Every single attendee at your event, no matter how large or small, brings value to your organization. Each one is a unique source of incremental revenue, an important factor often overlooked. Let's imagine just one attendee deciding to spend an extra \$10 during the event. It may seem insignificant at first, but when you consider hundreds or thousands of attendees making the same decision, that small sum quickly turns into a sizeable amount.

It's also essential to bear in mind the perishable nature of ticket inventory – once the event is over, the opportunity to sell those tickets is lost forever. This untapped potential can be seen as a waste, or it can be viewed as a challenge to find [innovative ways to maximize ticket sales](#). Every unsold ticket is a missed chance to generate revenue, and every additional attendee who walks through the door represents a new opportunity to boost your financial results.

Remember, it's not just about filling seats; it's about embracing the value of each attendee, recognizing their potential to contribute to your revenue, and leveraging this to achieve your broader financial goals. To leave no ticket unsold, consider creative strategies to attract a larger audience – special offers, early bird discounts, or group tickets could be a potential solution. In this way, you can ensure your inventory is put to the best possible use, supporting your organization's sustainability and growth.

## Leveraging Partnerships and Indirect Channels

While maximizing your attendee base is crucial for increasing revenue, it's essential to balance this with maintaining the inherent value of your events. Flooding your venue with non-paying customers or resorting to deep discounts on ticket prices may inadvertently devalue your events and content. Instead, consider exploring creative strategies such as partnerships and indirect channels for extending your reach and ensuring more people attend your events.

Partnering with complementary businesses or organizations could yield mutual benefits. For instance, working with local restaurants, cafes, or retail stores for combined ticket and meal or shopping deals could be an attractive offer for potential attendees. Similarly, engaging with local influencers or community leaders who can promote your events among their networks can increase visibility and drive attendance.

Leveraging indirect channels like social media platforms, podcast sponsorships, or local radio stations can also be effective in reaching a broader audience. These channels provide a platform for showcasing your events, highlighting unique experiences, and engaging with potential attendees more informally and interactively.

Beyond augmenting your audience and revenue, these strategies have the additional advantage of generating more data for your organization. Every new attendee represents a data point that can provide insights into customer preferences, behaviors, and spending patterns. This valuable information can inform your future decisions and strategies, enabling you to build stronger relationships with your customers, enhance their experiences, and ultimately, drive sustainable revenue growth.

## **Remember – Start Small**

When it comes to addressing financial challenges, it's important to break down the problem into smaller, more manageable pieces. The next time your organization's leaders convene to assess your financials and identify a significant gap, it's worth considering these incremental strategies. From leveraging every single attendee's value to maximizing merchandise sales, food and beverage upgrades, VIP experiences, workshops, and partnerships, each seemingly small revenue stream can cumulatively result in a substantial impact. Rather than focusing solely on large, sweeping changes, these smaller, achievable steps may be the keys to turning the tide and driving your organization toward sustainable financial growth.