



How to find New Revenue Opportunities for Your Restaurant: A Primer on Weekday Event Business

Take advantage of your slower-paced days to capture consistent and high-value corporate events.

You have a beautiful space, fantastic food, and excellent service—exactly what corporate event planners are looking for. Plus, their events are much more likely to take place on a weekday to fit the business schedule. Start here to join the more than 51,000 restaurants worldwide building their private event pipeline on the **Cvent Supplier Network**.



Who is looking for weekday event space?

Make connections with the event organizers who work in:

- Large corporations
- Financial services
- Associations or non-profits
- Government
- Higher education
- Life sciences and healthcare
- Technology

What type of events can be held at my restaurant?

Consider marketing your space as a great solution for:

- Internal meetings
- Product launches
- Client dinners
- Fundraising events
- Customer success groups
- Trainings
- Workshops
- Screeners or interviews
- Client or donor appreciation events

61%

of restaurant operators reported less traffic in 2024

48%

say competition will increase in 2025

Tuesdays & Wednesdays

are typically the slowest days for restaurants



Additional tips for on finding new revenue opportunities for your restaurant:

How to market your restaurant

When searching for a new location, having this information easily available will entice event planners to get in touch:

- Complete [online profiles](#)
- Pictures of your space
- Menus
- Clear pricing
- [Virtual tours](#)
- Parking information
- AV availability
- Accessibility details

How to manage events for multi-location restaurants

You can use the same marketing strategy for a group of restaurants as you do an individual restaurant. Technology will be even more useful for managing multiple locations, schedules, and markets. A great tech provider will support your efforts to:

- Streamline the booking process
- Optimize revenue
- Track bookings
- Coordinate between teams
- Standardize processes
- Offer consistent service and experiences across all locations

Meet planner's expectations to secure repeat business

These best practices will make your restaurant the perfect partner for event planners::

- Include information they need upfront
- Respond quickly and thoroughly to inquiries
- [Reach out proactively](#) to planners searching your area
- Offer incentives for repeat business
- Prepare your staff to deliver a memorable experience
- Collaborate with local hotels, convention centers, and CVBs to design community-based experiences for guests
- Ask for feedback- implement constructive suggestions and promote glowing comments

Ready to fill your sluggish days with corporate events?

Cvent can help you [improve your visibility and opportunities](#) for winning more event business.