

CASE STUDY

Showtime Event Group

Melbourne, Victoria

<https://www.venuecrew.com/au/venues/showtime-events-centre/>

With a number of breathtaking venues across outer Melbourne and varying menus to choose from, the dedicated team at Showtime Event Group prioritises customer service and works tirelessly to plan and deliver tailored experiences for each couple.

15,600

Annual listing views
(across 4 venues)

5,600

Annual direct enquiries
(across 4 venues)

190

Annual client tours
booked by our venue
specialists

27%

Viewing to booking
conversion rate

Client Summary

The relationship between Showtime Event Group, Venue Crew and Easy Weddings is an absolute dream team! Showtime's venue portfolio across outer Melbourne has proven successful on both our Easy Weddings marketplace and Venue Crew platforms as a long-term venue partner. Our venue experts have been connecting couples with the group's stunning venues, to achieve consistent bookings over the years, proving the strength of this relationship.

Getting Value

We absolutely love our partnership with Easy Weddings and Venue Crew. The way that the venues are categorised on the websites makes it easy for couples to find the ones that suit their unique style. The venues in our portfolio are right up there, first and foremost, in the imagery presented. Venue Crew is essentially an extension of our sales team, with sales executives trained in each venue's unique offer, putting forward our venues that match each couple's needs. Thanks to the team's venue knowledge, the quality of the leads generated through Venue Crew and Easy Weddings have a very high conversion rate.



"Of course we have our internal marketing team, but a very large percentage of our enquiries come through Venue Crew and Easy Weddings, so it's a very valuable investment. If a small business doesn't have a platform like Easy Weddings, they can have the best service under the sun, but not have that exposure."

Alice Hall

Head of Wedding Sales, Showtime Event Group

The Benefits

- Visibility to the right market.
- Qualified leads filtered through Venue Crew as a secondary sales team to our own.
- The team of venue experts understand which venues are best suited to each event.
- Social events offer business advice, networking, and community-building opportunities.

Top Tips

- Keep the team updated with relevant information, like new venues coming on board, or changes in minimum spends.
- Build relationships with third-party suppliers like Easy Weddings and Venue Crew. Act with integrity when paying commissions. If the lead first came through that pipeline months earlier, honour it — it's important to help that partnership flourish.
- Make venue tours feel special by greeting the couple with a smile and glass of bubbles on arrival. Take time to talk couples through the offer, rather than leaving them to wander on their own.

Connect with more couples and book more weddings

Reach more couples today, by partnering with Venue Crew, powered by Easy Weddings. Our Venue Specialists match couples with our carefully curated shortlist of venues in select cities across Australia and the UK.

venuecrew.com/list-your-venue/ · darcy@venuecrew.com