



WANT MORE REVENUE?

HERE'S WHY CORPORATE EVENTS ARE THE SMARTEST PLAY FOR LBE OWNERS (AND HOW TO TAP IN)



Turn downtime into prime time with high-revenue, high-impact team events.

THE UNTAPPED GOLDMINE IN YOUR VENUE

In a post-pandemic world, the **experience economy is exploding**—and companies are racing to reconnect their teams in more meaningful, human ways. As hybrid work becomes the norm and workplace culture evolves, the demand for **face-to-face interaction** is at an all-time high.

That's where **entertainment venues have a massive edge**.

Forget dull meeting rooms and lifeless luncheons. Today's teams want something more—**something that feels like a break, not an obligation**. They're seeking out experiences that are energizing, social, and memorable. And that's exactly what you offer.

Location-based entertainment centers —whether they're multi-attraction, VR arcades, escape rooms, axe-throwing or karting —are **designed for engagement**. The high sensory environments have been created for entertaining and naturally encourage **social interaction, laughter, competition, and collaboration**.

From corporate offsites and innovation workshops to client celebrations and year-end parties, businesses are looking for **turnkey venues** that make them look good and their teams feel great. You can deliver all that—and more.

This is more than an upsell opportunity. It's a strategic shift:

- **Turn quiet weekdays into your busiest slots**
- **Unlock high-margin group revenue**
- **Drive repeat business and powerful referrals**
- **Amplify your brand through organic social sharing**

If you're not actively marketing to corporate clients, you're missing out on one of the **most scalable, repeatable, and profitable revenue streams available to LBE operators today**.

INSIDE THIS PLAYBOOK, YOU'LL LEARN:



How to attract and close high-value corporate bookings



How to fill slow slots with premium team events



How to deliver unforgettable experiences that keep companies coming back

Whether you run a cutting-edge VR arena or a high-energy entertainment center, this guide will show you how to **transform your venue into your city's go-to destination for team-building and corporate events**—and build a business that thrives all week long.



WHY CORPORATE EVENTS?

1. Revenue That Fills Your Off-Peak Gaps

Corporate bookings typically happen on weekdays, outside peak hours. That means you're activating space and staff during times that would otherwise sit idle.

2. New Customers on a Silver Platter

Many corporate attendees are first-time visitors. When they have a great experience, they come back—with family, with friends, or with more coworkers. One event can generate dozens of repeat visits and referrals. That's organic growth without paid ads.

3. Built-in Word of Mouth Marketing

Employees share. Whether it's over Slack, at the water cooler, or on social media, a memorable team outing becomes the talk of the office. This is your chance to turn corporate groups into loyal evangelists.

WHAT COUNTS AS A CORPORATE EVENT?

At its core, it's any private booking paid for by a business. Common formats include:

- Team-building activities
- Workshops, off-sites and all-hands
- Team incentives
- Holiday or end-of-year parties
- Client entertainment
- Product launches or media events

These events often need more than just your core attractions. Think food, drinks, AV gear, meeting space, prizes. The good news? **That's where the margins grow.**



THE SMART PLAYBOOK:

How to Build a Winning Corporate Events Strategy

Let's break this down into a step-by-step system that works for any location-based entertainment center.





1. PROSPECTING: KNOW WHO TO TARGET

- Start with **every business within 30 minutes** of your venue.
- Focus on **event organizers**: office managers, executive assistants, HR/People and culture teams, or small business owners.
- Use LinkedIn and local business directories to build your list.

Bonus Tip: Segment your outreach by seasonal opportunities like end-of-year parties or quarterly team outings—and begin your campaigns at around 120 days in advance.

2. LEAD NURTURING: TOUCH POINTS MATTER

In today's hyper-distracted world, it takes 12–14 touches over 10–21 days to land a meeting. Use a CRM to track every email, call, in-person visit, or DM.

Post-event, stay in touch quarterly. Offer follow-ups, referral discounts, or vouchers and VIP invites for decision makers to try out the latest attraction to keep the relationship alive.

3. MARKETING THAT CONVERTS

WEB & DIGITAL PRESENCE

- **Build a Dedicated Corporate Events Page**

Showcase your value proposition and package tiers clearly—what they get, how it works, and why it's perfect for teams. Have various enquiry methods, most corporate event organizers have unique requirements so it's important they have the option to discuss with your team prior to committing to booking.

- **Emphasize What Sets You Apart**

Highlight immersive technology, exclusive venue access, easy logistics, and customization options. For example, immersive experiences can break down personal barriers with groups that have extroverts and introverts, generate genuine excitement, and provide memorable moments that participants will discuss long after the event concludes. Showcase how your activities encourage teamwork and team bonding that also offer excitement and fun.

- **Mobile-First & SEO Optimized**

Most corporate bookings start with a Google search. Make it fast, clear, and action-oriented.

- **Capture Leads with Downloadables**

Offer lead magnets like “5 Steps to a Killer Team-Building Event” in exchange for emails—perfect for prospects still in research mode.





PAID ADVERTISING & SOCIAL PROOF

- **Ads That Speak to HR**

Go where your decision-makers are—and speak their language. Target HR professionals, People & Culture teams, executive assistants, and office managers with messaging that focuses on outcomes they care about: boosting morale, building team connection, reducing planning stress, and offering inclusive fun for everyone. Use visuals that highlight group engagement and polished, modern spaces in addition to the on-site entertainment activities.



- **Local Business Media Exposure**

Position your venue as *the* go-to team-building destination in your area by partnering with local business media. Sponsor advertorials in business publications, submit features to chambers of commerce newsletters, or collaborate on SEO-rich listicles like “Top 10 Corporate Event Venues in [City].”

This type of exposure builds credibility and keeps you top-of-mind when businesses start planning their next offsite.

- **Turn Guests into Advocates**

Every corporate event is a marketing opportunity—if you make it easy, fun, and rewarding to share. Create a visually engaging environment that encourages photo-taking and posting, such as branded photo walls, themed selfie zones, or interactive digital booths.

Elevate the experience with mini trophies, medals, or humorous “bragging rights” certificates. These add excitement during the event and generate the kind of shareable moments teams love to celebrate online.

Keep the momentum going post-event by sending organizers a thank-you message with a few photos, a suggested LinkedIn caption, and simple tagging instructions. When it’s easy and turnkey, most are happy to post. You can even run a monthly “Post & Tag” giveaway to generate a steady stream of authentic user-generated content. With a bit of structure, your guests become your most powerful brand ambassadors.

Pro Tip: A 30-second testimonial video is worth more than any flyer. Capture those immediately after the event while the excitement is high.





EMAIL CAMPAIGNS THAT WORK

- **Effective Email Campaigns**

Differentiate messaging and customize by industry if possible (e.g., creative agencies vs. law firms).

- **Early Bird & Seasonal Offers**

Promote limited-time booking bonuses for quieter months.

- **Follow-Up Sequences**

Build drip campaigns for downloaders, past bookers, and quote requests.



STRATEGIC PARTNERSHIPS

- **Align with HR Networks & Event Planners**

Offer referral incentives or co-host open houses with local planning pros.

- **Co-Brand with Local Hospitality**

No in-house F&B? Collaborate with nearby breweries, restaurants, or food trucks to create exclusive event packages.





4. SALES PROCESS: FROM INTEREST TO BOOKING

Qualify the Lead

Know their group size, goals, and budget.

Consult, Don't Pitch

Understand their needs first. Then, suggest tailored packages. The goal isn't to "sell"—it's to help them decide.

Proposals That Win

Use slick templates or tools like Qwilr for interactive quotes. Highlight outcomes, not just inclusions.

Confirm and Lock It In

Follow up within 48–72 hours. Require deposits and send a formal booking agreement to lock things down. Make the booking process seamless.

5. ONBOARDING & EXECUTION



PRE-EVENT PLANNING

Provide a digital kit with:

- Event schedule
- Add-on options
- Contact info
- Map and parking details
- Assign a single point of contact for the day of the event to simplify communication.
- Ensure any room set up is ready ahead of time - have a checklist



ON-SITE TOUCHPOINTS

- Greet with enthusiasm.
- Treat the group as VIP's
- Add small touches that are low cost but show you've gone the extra mile or surprise and delight. E.g. cool merchandise
- Ensure they have essential information for a smooth event including Wifi, ensure that any AV is working properly.
- Offer a group photo.
- Share digital highlights (video clips, photos) post-event to keep the buzz going.
- Data capture - create a reason for each individual to provide their marketable contact details so you can market to them and encourage them to return with their family and friends.



POST-EVENT FOLLOW-UP

- Email a thank-you note within 48 hours.
- Ask for feedback and testimonials.
- Offer a return visit promo code that can be used by the company but also employees to take their families
- Schedule next year's event—or a quarterly touch base.



A dedicated event host makes people feel taken care of — and that's what gets rebookings.

SCOTT KINWORTHY

GLOBAL HEAD OF PERFORMANCE
ZERO LATENCY VR





40%

Zero Latency VR venues generate up to 40% of their revenue from corporate bookings.

6. METRICS THAT MATTER

Track:



Monthly touch points



Conversion rate



Average event value



Client lifetime value



FINAL THOUGHTS: EXCEPTIONAL IS THE NEW STANDARD

Corporate clients are not just buying a group booking—they’re buying trust, reliability, and prestige. They want an experience that delivers value and status. If your venue can become *the place* companies brag about taking their team, you’ve cracked the code.

Executing exceptional corporate events leads to repeat business, social proof, and walk-ins from guests who experienced your venue at work events.

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Corporate bookings lead to bookings. The amount of people who’ve never heard of us but come back after a corporate event—it just feeds itself.

BRAD COPLEY
OWNER
BOSS PRO KARTING



Your goal? Be known in your city as “the go-to for corporate team building.”

The strategy? Start now. Build the system. Nurture your leads.

Wow your guests. Then watch your off-peak hours transform into your most profitable ones.





AWAKEN WHAT'S
WITHIN

ABOUT ZERO LATENCY VR

Mind Blowing Social Immersive Experiences



5+ million
memories made



120+
locations



Cutting-edge
VR technology



10+ years'
experience



4.8
Google Rating



Award-winning
AAA titles

Starting as pioneers in 2015 with a single arena in Melbourne, Australia, Zero Latency has grown into the world's largest and most sophisticated free-roam VR network. Now with over 120 locations worldwide. We exist to blow minds, raise pulses and push the limits of VR technology.

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You're not limited by space or wires. It's the best virtual reality experience I've ever had. And I've tried them all.

c|net

READY TO TAP IN?

Whether you're just starting out or optimizing an existing offering, corporate events are your venue's smartest play. And they're not going anywhere.

Let's make your venue the most talked-about destination in town—for all the right reasons.

Talk to our team about bringing Zero Latency VR to your venue—an out-of-this-world team attraction where co-op, competition, fun, and thrills collide. Premium experiences. Unmatched energy. Maximum impact.

LEARN MORE

