

Venue Hire Process

- [Venue Hire Agreement Process \(Standard - Flat Fee\)](#)
- [Venue Hire Agreement Process \(Workshop / Day Event\)](#)

Venue Hire Agreement Process (Standard - Flat Fee)

1. WHEN TO USE THIS CONTRACT TYPE

Use Standard Venue Hire Agreement for:

- Established promoters with proven track record
- Events with reliable minimum attendance (60+ people)
- Promoters willing to pay upfront flat fee
- Events where promoter wants to retain all ticket revenue
- Promoters with sufficient marketing capability/budget

DO NOT use for:

- Unproven/new promoters (use Performance Agreement)
- Small events unlikely to justify flat fee
- Workshop/daytime events (use Workshop Agreement)
- Events where promoter cannot afford upfront payment

Economic Threshold:

- Promoter must reasonably expect 60-80k THB total revenue to justify this model
 - Break-even for promoter: ~80-100 people with 500-600 THB average spend per person
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2. PRE-BOOKING QUALIFICATION

2.1 Initial Inquiry Assessment

Responsible: Booking Team (Eddie, Roy, or designated booker)

Actions:

1. Receive inquiry (email, DM, in-person, phone)

2. Determine event type and promoter profile
3. Check calendar availability for requested date
4. Assess if Venue Hire is appropriate model
5. Request the following information:
 - Promoter name and company details (if applicable)
 - Event concept and target audience
 - Expected attendance and ticket pricing
 - Previous event history
 - Marketing budget and plan
 - Technical requirements

2.2 Qualification Criteria

Responsible: Booking Team + Eddie (final authority)

Evaluate:

- Promoter has produced successful events before
- Expected attendance: 60+ people minimum
- Clear marketing plan with budget
- Promoter understands 35k fee + potential add-ons
- Event concept fits Speakerbox brand

Strong Candidate Indicators:

- Established event series or promoter brand
- Social media proof of previous events
- Realistic attendance projections based on history
- Professional communication and preparedness
- References from other venues (if new to Speakerbox)

Red Flags (Decline or Require Eddie Approval):

- No previous event production experience
 - Unrealistic attendance expectations
 - Insufficient marketing plan or budget
 - Cannot afford 35k upfront
 - Event concept doesn't fit venue brand/license
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3. BOOKING CONFIRMATION & CONTRACT PREPARATION

3.1 Verbal/Email Confirmation

Responsible: Booking Team

Actions:

1. Once date is tentatively agreed, send confirmation email containing:
 - Date and time confirmed (load-in, doors, show start, curfew)
 - Venue hire fee: 35,000 THB + 7% VAT = 37,450 THB
 - Security bond: 5,000 THB (refunded 7 days post-event if no damages)
 - Payment schedule:
 - 50% deposit due upon signing
 - 50% balance due 3 days before event
 - Security bond due 7 days before event
 - What's included:
 - FOH engineer + lighting operator (from 16:00)
 - Full backline, PA, lighting
 - Door staff and 2 security guards
 - Fully staffed bar
 - Potential add-ons:
 - Extra security (if >100 guests): 1,500 THB per guard
 - Front room ticketing desk: +15,000 THB
 - Load-in/load-out extensions: 3,000 THB per hour
 - Graphic design: 1,500 THB per hour (optional)
 - Promoter retains ALL ticket revenue
 - Marketing: Promoter responsible, venue can collaborate
 - Next steps: contract to follow

3.2 Contract Generation

Responsible: Operations/Admin Team

Actions:

1. Open Venue Hire Agreement template (35k version)
2. Fill in the following fields:
 - **Section 1 (Parties):**
 - Venue Representative: Eddie Mellor
 - Promoter Name: [Full legal name or company]
 - Promoter Tax ID/UEN: [If company]
 - Promoter Address: [Full address]
 - Promoter Representative: [Contact name]
 - **Section 2 (Event Details):**
 - Event Date: [DD/MM/YYYY]
 - Event Start Time: [Usually 20:00]

- Curfew: [Usually 01:30 hard stop]
- **Section 3 (Fees):**
 - Venue Hire Fee: 35,000 THB (+ 7% VAT)
 - Security Bond: 5,000 THB (no VAT)
- 3. Review accuracy of all standard clauses
- 4. Add any special terms agreed verbally (document in separate line item)
- 5. Save contract as: `VENUE_HIRE_AGREEMENT_[PROMOTER_NAME]_[DATE].pdf`

3.3 Contract Delivery & Signature

Responsible: Booking Team

Actions:

1. Send contract via email with signature platform (e.g., DocuSign, PandaDoc) OR via email for manual signature
2. Email should include:
 - Attached contract
 - Request for countersignature
 - Deadline: Sign and return within 5 days to hold date
 - **Payment instructions:** Deposit due upon signing (18,725 THB including VAT)
 - Bank account details for transfer
 - Contact for questions
3. Log in booking system (Noco):
 - Contract sent date
 - Contract status: "Awaiting Signature"
 - Payment status: "Awaiting Deposit"
4. **Follow-up:** If no response within 2 days, send reminder
5. **If unsigned after 5 days:** Date is released unless extension agreed

3.4 Deposit Payment Processing

Responsible: Operations/Admin Team

Critical: Date is NOT confirmed until deposit is received AND contract is signed.

Actions:

1. Monitor for deposit payment (bank transfer)
2. Upon receipt:
 - Verify amount: 18,725 THB (or 50% of total hire fee + VAT if different)
 - Match payment to event booking
 - Issue receipt/tax invoice via FlowAccount:
 - Line item: "Venue Hire Deposit - [Event Name] - [Date]"
 - Amount: 18,725 THB (including VAT)

- Send receipt to promoter via email
3. Update Noco booking system:
 - Payment status: "Deposit Received"
 - Payment date
 - Payment method
 - Receipt number
 4. If signed contract also received:
 - File contract in Google Drive: `Contracts/Venue Hire/[YEAR]/[PROMOTER_NAME]_[DATE].pdf`
 - Contract status: "Signed & Deposited" (CONFIRMED)
 - Add event to master calendar
 - Create event folder: `Events/[YEAR]/[DATE]_[PROMOTER_NAME]/`

If deposit NOT received within 7 days of contract signing:

- Send payment reminder
 - Date remains on hold but NOT confirmed
 - After 14 days: Date released if no payment
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4. PRE-EVENT REQUIREMENTS & COORDINATION

4.1 Balance Payment Collection (T-minus 7 to 3 days)

Responsible: Operations/Admin Team

Actions:

1. **T-minus 7 days:** Send reminder email:
 - "Remaining balance due in 4 days (3 days before event)"
 - Amount:
 - Bank details
 - Security bond also due: 5,000 THB
 - **Total due:**
2. **T-minus 3 days deadline:**
 - Monitor for payment
 - If NOT received by deadline:
 - **Immediate action:** Contact promoter
 - **Grace period:** 24 hours
 - **If still unpaid:** Event may be cancelled per contract Section 4

3. **Upon receipt of balance + security bond:**

- Verify amounts
- Issue receipt/tax invoices via FlowAccount (separate invoices):
 - Invoice 1: Venue Hire Balance
 - Invoice 2: Security Bond (5,000 THB, no VAT)
- Send receipts to promoter
- Update Noco: Payment status "Fully Paid"

4.2 Marketing & Promotion Coordination (T-minus 30-14 days)

Responsible: Marketing Team + Promoter

Actions by Venue:

1. **If requested/paid:** Graphic design services (1,500 THB/hour)
2. Add event to:
 - Speakerbox website calendar
 - Facebook event (if promoter provides content)
 - Instagram (cross-promotion)
3. Provide promoter with:
 - Venue branding guidelines (if they're creating content)
 - Social media tags (@speakerboxlive)
 - Event hashtags

Actions by Promoter (Their Responsibility):

1. Create all marketing materials (unless paying for venue design)
2. Handle all social media promotion
3. Manage ticket sales and pre-sales
4. Keep venue informed of ticket sales progress

Monitoring:

- Check in with promoter at T-minus 14 days
- Ask for attendance estimate
- Flag if numbers look very low (potential cancellation discussion)

4.3 Ticketing Desk Location Confirmation (T-minus 14 days)

Responsible: Operations Team (Kop) + Promoter

Critical Decision Point:

Standard (Included in flat fee):

- Ticketing desk at Live Room entrance (backstage doors)
- Security guards at Live Room entrances checking tickets
- Front room ("Speakeasy") remains open to general public

Front Room Option (+15,000 THB):

- Ticketing desk at front entrance (main door)
- Entire venue becomes ticketed event
- Additional security and staff required
- Loss of front bar revenue
- **Requires confirmation and payment of additional 15k**

Actions:

1. Contact promoter: "Confirm ticketing desk location"
2. Explain cost implications if they want front room
3. If front room requested:
 - Issue additional invoice: 15,000 THB + VAT = 16,050 THB
 - Payment due 3 days before event
 - Update total event cost in booking system
4. Update event runsheet with ticketing setup location

4.4 Technical Requirements (T-minus 14 days)

Responsible: Operations Team (Kop) + FOH Engineer

Actions:

1. Contact promoter to request:
 - Stage plot
 - Input list
 - Technical rider for each act
 - Backline requirements (beyond venue standard)
 - Special requests (fog, lighting cues, pyro, etc.)
2. Review requests against venue capabilities:
 - **Included:** Standard backline, PA, lighting
 - **Possible with notice:** Special effects (fog, hazer)
 - **Not available:** Any gear beyond venue inventory
3. Communicate any limitations or additional costs
4. Confirm load-in schedule:
 - Venue available from 14:00
 - Load-in time: [Usually 14:00-16:00]

- Soundcheck time: [Usually 16:00-19:00]
- Doors open: [Usually 19:30-20:00]
- Show start: [Usually 20:00-21:00]
- Curfew: 01:30 (hard stop, non-negotiable)
- Load-out completion: 02:00

5. **Extension requests:**

- If promoter needs extra time (before 14:00 or after 02:00)
- Rate: 3,000 THB per hour
- Must be agreed and paid in advance

4.5 Attendance & Security Planning (T-minus 7 days)

Responsible: Operations Team (Kop)

Actions:

1. Request attendance estimate from promoter:
 - Pre-sale ticket count
 - Estimated door sales
 - Total expected attendance
2. Calculate security requirement:
 - Formula: (Expected Attendance ÷ 50) = Guards needed
 - Example: 150 guests = 3 guards needed
 - **Included:** 2 guards (covers up to 100 guests)
 - **Additional cost:** 1,500 THB per extra guard
3. If extra security required:
 - Notify promoter immediately
 - Issue invoice for extra guards
 - Payment due before event
 - Book security guards
4. Log security cost in event budget tracker

4.6 Under-18 / Under-20 Policy Briefing (T-minus 7 days)

Responsible: Operations Team (Kop)

Critical Legal Requirement:

Actions:

1. Send formal reminder to promoter:

- **Under-20s:** NOT ADMITTED (Speakerbox policy)
 - **Under-18s:** MUST EXIT BY 20:00 (Thai law, non-negotiable)
 - **Enforcement:** Door staff will check IDs strictly
 - **Liability:** If venue raided with minors present after 20:00, promoter liable for fines (per contract Section 8)
2. Confirm promoter understands and accepts
 3. Document confirmation in event notes

4.7 Event Runsheet Creation (T-minus 3 days)

Responsible: Operations Team (Kop)

Actions:

1. Create detailed event runsheet including:
 - Load-in time and access details
 - Soundcheck schedule (if multiple acts, specify order)
 - Doors open time
 - Show start time
 - Set times for each act
 - Curfew and load-out deadline (02:00)
 - Staff schedule:
 - FOH engineer (from 16:00)
 - Lighting operator (from 16:00)
 - Bar staff (full team)
 - Door staff
 - Security guards (2 included + any extras)
 - Ticketing desk location (Live Room OR Front Room)
 2. Distribute runsheet to:
 - Promoter
 - All venue staff working the event
 - Eddie (for awareness)
 3. Post physical copy in green room and backstage
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5. EVENT DAY OPERATIONS

5.1 Pre-Event Setup (Load-in ? Doors)

Responsible: Operations Team + Technical Staff

Actions:

1. **Load-in (14:00):**
 - Meet promoter/crew at load-in entrance
 - Provide access to stage and green room
 - Monitor equipment handling
 - **Damage inspection:** Note any existing damages to protect security bond
2. **Soundcheck (16:00-19:00):**
 - FOH engineer conducts soundcheck per schedule
 - Lighting operator programs cues as needed
 - Address any technical issues immediately
 - Promoter/artists coordinate soundcheck order
3. **Bar & Venue Prep:**
 - Bar fully stocked and staffed
 - POS system ready
 - Venue cleaned and prepared
4. **Door/Ticketing Setup:**
 - **If Standard (Live Room):**
 - Ticketing desk at backstage Live Room doors
 - Security positioned at Live Room entrances
 - Front room open to public
 - **If Front Room (+15k):**
 - Ticketing desk at main front entrance
 - Security at front door only
 - Entire venue is ticketed event
 - Test POS for door sales (if applicable)
 - Prepare guest list (if promoter provided)

5.2 Event Execution (Doors ? Show End)

Responsible: Operations Team + All Event Staff

Actions:

1. **Doors Open (Usually 19:30-20:00):**
 - Door staff check IDs strictly:
 - **Under-20:** Turn away (Speakerbox policy)
 - **Under-18:** Admit BUT they must leave by 20:00
 - Ticket scanning/collection
 - Guest list management (if applicable)
 - Security monitors crowd
2. **20:00 - Minor Expulsion:**
 - **Critical:** Security actively checks for under-18s
 - All under-18s MUST be escorted out
 - Document compliance (legal protection)
3. **Bar Operations:**
 - Bar fully staffed

- POS tracking all sales (this is promoter's bar revenue)
 - **Note:** Promoter keeps 100% of bar sales (unlike Performance Agreement)
 - No outside beverages allowed (confiscate if found)
4. **Show Management:**
- FOH engineer runs sound
 - Lighting operator runs lighting
 - Operations team monitors:
 - Adherence to schedule
 - Security ratios maintained
 - Any incidents or issues
 - **Curfew compliance:** Show must end by 01:30 (hard stop, non-negotiable)
5. **Promoter Responsibilities:**
- Managing their own event flow
 - Coordinating artists
 - Box office/ticket sales (if doing door sales)
6. **Incident Management:**
- Any damages documented immediately with photos
 - Rule breaches logged
 - Intoxicated/disorderly guests removed by security

5.3 Post-Show Load-Out (Show End ? 02:00)

Responsible: Operations Team + Promoter/Crew

Actions:

1. Promoter/crew removes all equipment from stage
2. Green room and stage area cleaned
3. **Damage assessment (CRITICAL for security bond):**
 - Operations team conducts thorough inspection:
 - Stage and equipment
 - Green room
 - Bathrooms
 - Bar area
 - Any broken furniture, equipment, or fixtures
 - **Photograph any damages immediately**
 - Document in damage report:
 - Description of damage
 - Photos
 - Estimated repair/replacement cost
 - If damages found:
 - Inform promoter immediately
 - Explain security bond implications
4. Load-out completed by 02:00
 - **Extensions:** If promoter needs more time, 3,000 THB per hour

- Must be agreed in advance or paid immediately in cash
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6. POST-EVENT FINANCIAL SETTLEMENT

6.1 Security Bond Assessment (Within 3 days)

Responsible: Operations Team (Kop) + Eddie

Actions:

Scenario A: No Damages

1. Conduct final venue inspection
2. Confirm no damages or excessive cleaning required
3. Process security bond refund:
 - Amount: 5,000 THB
 - Method: Bank transfer to promoter
 - Timeline: Within 7 days of event
4. Send refund confirmation email to promoter:
 - "Security bond refunded: 5,000 THB"
 - Transaction date and reference
 - Thank you message
5. Update Noco: Security bond status "Refunded"
6. File transaction record in event folder

Scenario B: Damages Occurred

1. Compile damage report:
 - Description and photos of each damage
 - Obtain repair/replacement quotes
 - Calculate total damage cost
2. **If damage cost < 5,000 THB:**
 - Deduct from security bond
 - Refund remainder
 - Example: 2,500 THB damages → Refund 2,500 THB
 - Send itemised statement to promoter:
 - Security bond: 5,000 THB
 - Damages: -2,500 THB
 - Refund: 2,500 THB
3. **If damage cost > 5,000 THB:**

- Security bond covers first 5,000 THB
 - Issue additional invoice for excess
 - Example: 8,000 THB damages → Invoice 3,000 THB
 - Send itemised statement:
 - Security bond applied: 5,000 THB
 - Additional damages: 3,000 THB
 - Total owed: 3,000 THB
 - Invoice due within 7 days
4. **If damage cost >> 5,000 THB (major damage):**
- Eddie handles negotiation
 - May involve insurance claims
 - Legal action if necessary

6.2 Excessive Cleaning Fee (If Applicable)

Responsible: Operations Team (Kop)

Trigger Conditions:

- Venue left in unacceptable state
- Requires additional deep cleaning beyond normal
- Examples: Vomit, broken glass, spills, graffiti

Actions:

1. Document condition with photos
2. Calculate additional cleaning cost:
 - Staff overtime: [hours × rate]
 - Cleaning supplies/services
3. Invoice promoter within 3 business days
4. May deduct from security bond if total < 5,000 THB

6.3 Internal Reporting & Analysis (Within 7 days)

Responsible: Operations Team + Eddie

Actions:

1. Compile event summary:
 - Attendance (actual vs. estimated)
 - Bar sales (good indicator of event success)
 - Any incidents or issues
 - Damages and costs
 - Security bond outcome
 - Extensions or add-ons charged

2. Update master event profitability tracker:
 - Event date and name
 - Venue hire fee collected: 35,000 THB
 - Add-ons collected: [front room fee, extra security, extensions]
 - Bar sales: [amount] (venue keeps 100%)
 - Security bond: [refunded/retained amount]
 - **Net venue revenue:** Hire fee + add-ons + bar sales
 3. Conduct brief post-event debrief:
 - Promoter performance assessment
 - What worked well?
 - What went wrong?
 - Would we work with this promoter again?
 - Lessons learned
 4. Update promoter quality scorecard
 5. File all documents in event folder:
 - Contract
 - Payment receipts (deposit, balance, security bond)
 - Damage report (if applicable)
 - Financial summary
 - Post-event debrief notes
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7. ISSUE MANAGEMENT & ESCALATION

7.1 Common Issues & Resolutions

Issue: Balance Payment Not Received by T-3 Days

- **Detection:** Automated check in booking system
- **Action:**
 - Contact promoter immediately
 - Explain contract requirement (Section 3)
 - 24-hour grace period
 - **If still unpaid:** Event may be cancelled, deposit forfeited per Section 4
- **Escalation:** Eddie makes final call on cancellation

Issue: Promoter Requests to Cancel (>14 days before event)

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
 - Deposit refundable ONLY if venue successfully rebooks date

- Attempt to rebook date
- If rebooked: Full refund minus admin fee (if any agreed)
- If not rebooked: Deposit retained
- **Process:** Document outcome in booking system

Issue: Promoter Requests to Cancel (<14 days before event)

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
 - Deposit is non-refundable (stated clearly in contract)
 - Balance payment obligation remains
 - Balance may be waived at Eddie's discretion if date can be rebooked
- **Escalation:** Eddie decides on balance payment enforcement

Issue: Under-18s Present After 20:00

- **Detection:** Security or door staff observe minors
- **Action:**
 - **Immediate:** Request ID check
 - **Immediate:** Escort minors out of venue
 - **Critical:** Document in incident report (legal protection)
 - Warn promoter of legal risk
 - Reference contract Section 8: "Promoter liable for fines if raided"
- **Escalation:** If police raid occurs, promoter liable per contract

Issue: Promoter Wants to Extend Load-in or Load-out Time

- **Detection:** Request during event or in advance
- **Action:**
 - Explain rate: 3,000 THB per hour (Section 9)
 - If agreed in advance: Add to invoice
 - If requested day-of: Collect payment immediately (cash preferred)
 - Update runsheet and notify staff
- **Document:** Extension hours and payment in event report

Issue: Damage to Venue or Equipment

- **Detection:** Damage discovered during/after event
- **Action:**
 - Photograph immediately
 - Document in damage report
 - Inform promoter immediately
 - Obtain repair/replacement quote
 - Apply against security bond
 - Invoice for excess if damage > 5,000 THB
- **Escalation:** If promoter disputes, Eddie handles negotiation

Issue: Promoter Brings Outside Food/Beverages

- **Detection:** Security or staff observe violation
- **Action:**
 - Security confiscates items immediately (Section 10)
 - Verbal warning to promoter
 - Reference contract prohibition
 - Document incident
 - If guests violate: Ask guests to leave
- **Escalation:** Repeated violations may result in event termination (no refund)

Issue: Low Attendance / Event Not as Successful as Promoter Hoped

- **Detection:** Observation during event
- **Action:**
 - **No action required** - This is promoter's risk
 - Venue already collected hire fee
 - Promoter keeps all ticket + bar revenue (both high or low)
 - Reference contract Section 11: "Venue not liable for low attendance"
- **Note:** Be empathetic but clear on terms

Issue: Promoter Disputes Invoice or Refuses to Pay Additional Charges

- **Detection:** Dispute communication or non-payment
- **Action:**
 - Review contract clause supporting charge
 - Provide itemised breakdown with evidence (photos, timestamps, etc.)
 - Reference specific contract section
 - Offer to discuss but maintain position if contractually sound
- **Escalation:**
 - Eddie negotiates if promoter has legitimate dispute
 - Withhold future bookings until settled
 - Legal action for significant amounts (Eddie decision)

7.2 Escalation Path

1. **Payment issues:** Admin team → Eddie (immediate)
 2. **Operational issues:** Staff → Kop → Eddie
 3. **Damage disputes:** Kop documents → Eddie negotiates
 4. **Safety/legal concerns:** Immediate escalation to Eddie + document everything
 5. **Cancellation decisions:** Eddie has final authority
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8. RISK MITIGATION CHECKLIST

Before Signing Contract:

- Promoter has track record or strong plan
- Expected attendance justifies 35k fee (60-80+ people)
- Promoter can afford upfront payments
- Event concept fits Speakerbox brand
- No red flags in qualification assessment

Before Event:

- Deposit received (18,725 THB)
- Balance received by T-3 (18,725 THB)
- Security bond received by T-7 (5,000 THB)
- Ticketing desk location confirmed (standard or +15k)
- Extra security calculated and paid (if needed)
- Technical requirements confirmed
- Event runsheet distributed
- Under-18/20 policy communicated to promoter

During Event:

- Under-18s exit by 20:00 (document compliance)
- Under-20s not admitted
- Security ratio maintained
- Curfew strictly enforced (01:30)
- No outside food/beverages
- Any damages documented immediately
- Load-out completed by 02:00

After Event:

- Damage inspection completed
- Security bond processed (refund or deduction) within 7 days
- Any additional invoices issued within 3 days
- Post-event summary completed
- Promoter scorecard updated
- All documents filed

9. KEY CONTACTS

- **Booking Authority:** Eddie Mellor (final approval)
- **Day-to-Day Booking:** Roy, Eddie, designated booker
- **Operations Coordinator:** Kop
- **Bar Manager:** Fai

- **Financial/Admin:** Operations team + Eddie

10. APPENDIX: FINANCIAL CALCULATION EXAMPLES

Revenue Structure for Venue

Venue Hire Agreement = Fixed Revenue Model

Unlike Performance Agreement (50/50 split), venue revenue is **fixed and guaranteed** regardless of event success:

VENUE REVENUE (FIXED):

- Venue hire fee: 35,000 THB (+ VAT = 37,450 THB)
- Bar sales: [Variable, 100% to venue]
- Add-ons:
 - Front room ticketing: +15,000 THB (if applicable)
 - Extra security: +1,500 THB per guard (if applicable)
 - Extensions: +3,000 THB per hour (if applicable)

VENUE COSTS:

- Fixed daily operational: ~14,000 THB
- Staff (FOH + Lighting): Included in hire fee
- Security (2 guards): Included
- Bar COGS: ~25% of bar sales

NET PROFIT TO VENUE:

Base: $35,000 - 14,000 = 21,000$ THB
+ Bar profit: [Bar sales \times 0.75]
+ Add-ons: [Any extras]

Example A: Average Event

VENUE REVENUE:

- Hire fee: 35,000 THB
- Bar sales: 45,000 THB

- Front room ticketing: 0 (standard location)
 - Extra security: 1,500 THB (1 extra guard for 120 guests)
- TOTAL: 81,500 THB

VENUE COSTS:

- Fixed operational: 14,000 THB
 - Bar COGS (25%): 11,250 THB
 - Extra security: 1,500 THB (cost neutral)
- TOTAL: 26,750 THB

NET PROFIT TO VENUE: $81,500 - 26,750 = 54,750$ THB

Example B: High-Performing Event

VENUE REVENUE:

- Hire fee: 35,000 THB
 - Bar sales: 80,000 THB (busy night!)
 - Front room ticketing: 15,000 THB (full venue)
 - Extra security: 3,000 THB (2 extra guards for 200 guests)
- TOTAL: 133,000 THB

VENUE COSTS:

- Fixed operational: 14,000 THB
 - Bar COGS (25%): 20,000 THB
 - Extra security: 3,000 THB (cost neutral)
- TOTAL: 37,000 THB

NET PROFIT TO VENUE: $133,000 - 37,000 = 96,000$ THB

Example C: Event with Damages

VENUE REVENUE:

- Hire fee: 35,000 THB
 - Bar sales: 40,000 THB
 - Security bond: 5,000 THB (received upfront)
- TOTAL: 80,000 THB

DAMAGES:

- Broken stage monitor: 3,500 THB

- Damaged green room furniture: 2,000 THB

TOTAL DAMAGES: 5,500 THB

SECURITY BOND SETTLEMENT:

- Security bond: 5,000 THB (applied to damages)

- Additional invoice to promoter: 500 THB

- Promoter receives: 0 THB refund

VENUE COSTS:

- Fixed operational: 14,000 THB

- Bar COGS: 10,000 THB

- Repair costs: 5,500 THB (covered by bond + invoice)

TOTAL: 29,500 THB

NET PROFIT TO VENUE: $80,000 - 29,500 + 500 = 51,000$ THB

Key Insight: Venue Hire model provides **revenue certainty** for venue. Promoter takes all attendance/ticket risk but also keeps all upside.

DOCUMENT VERSION: 1.0

CREATED: January 2025

OWNER: Operations Team

REVIEW FREQUENCY: Quarterly or as needed

NEXT REVIEW: April 2025

Venue Hire Agreement Process (Workshop / Day Event)

1. WHEN TO USE THIS CONTRACT TYPE

Use Workshop Venue Hire Agreement for:

- Daytime/afternoon events (typically 11:00-16:00)
- Educational workshops, masterclasses, clinics
- Private rehearsals or recording sessions
- Small community events or meetups
- Non-commercial or low-attendance gatherings
- Events that don't conflict with evening programming

DO NOT use for:

- Evening entertainment events (use Standard Venue Hire or Performance Agreement)
- High-attendance events (>50 people)
- Events requiring full technical production
- Events running past 16:00 (conflicts with evening setup)
- Commercial performances with ticket sales

Economic Model:

- Lower hire fee (10k vs 35k) reflects:
 - Daytime hours (lower value time slot)
 - Reduced staffing (1 tech + 1 bar + 1 door vs full team)
 - Limited bar revenue potential
 - No conflict with prime evening slots
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2. PRE-BOOKING QUALIFICATION

2.1 Initial Inquiry Assessment

Responsible: Booking Team (Eddie, Roy, or designated booker)

Actions:

1. Receive inquiry (email, DM, in-person, phone)
2. Determine event type and timing
3. **Critical Check:** Confirm event fits daytime window (11:00-16:00)
4. Check calendar availability:
 - Ensure no evening event conflict (evening events need 16:00-20:00 for setup)
 - Prioritise weekends/slow days for workshops
5. Assess if Workshop Agreement is appropriate model
6. Request the following information:
 - Organiser name and background
 - Workshop/event concept and description
 - Expected attendance (typically 10-30 people)
 - Technical requirements (usually minimal)
 - Desired date and timing

2.2 Qualification Criteria

Responsible: Booking Team + Eddie (for non-standard requests)

Ideal Candidates:

- Music teachers conducting masterclasses
- Industry professionals hosting workshops
- Community groups for small gatherings
- Artists needing rehearsal space with quality sound system
- Educational institutions or organisations

Red Flags (Decline or Modify Terms):

- Event exceeds 16:00 end time (conflicts with evening prep)
- Expected attendance >50 people (use Standard Hire instead)
- Commercial performance disguised as "workshop"
- Requires full production (lighting design, FOH engineer for full show)
- Outside food/beverage catering planned (may require additional fee or prohibition)

Judgment Call Scenarios:

- **Rehearsals/Practice:** Usually acceptable, minimal supervision needed
- **Recording Sessions:** Acceptable if audio only, be cautious of video production crews (extra insurance, more staff needed)
- **Networking/Social Events:** Acceptable if clearly non-commercial and aligned with venue values

3. BOOKING CONFIRMATION & CONTRACT PREPARATION

3.1 Verbal/Email Confirmation

Responsible: Booking Team

Actions:

1. Once date is tentatively agreed, send confirmation email containing:
 - Date and timing confirmed:
 - Venue available: 11:00-16:00 (5 hours)
 - Load-in: Typically 11:00
 - Event end: 16:00 latest (hard stop for evening setup)
 - Workshop hire fee: 10,000 THB + 7% VAT = 10,700 THB
 - Security bond: 5,000 THB (refunded 3 days post-event if no damages)
 - Payment schedule:
 - 50% deposit (5,350 THB) due upon signing
 - 50% balance (5,350 THB) due 3 days before event
 - Security bond (5,000 THB) due 3 days before event
 - What's included:
 - 1 × Technical Support Staff
 - 1 × Bar Staff
 - 1 × Door Staff
 - Basic PA and sound system
 - Standard backline (if needed)
 - What's NOT included (vs standard evening hire):
 - No FOH engineer (tech support only)
 - No lighting operator
 - No security guards (door staff only)
 - No full production support
 - **Critical timing:** Must vacate by 16:00 (no extensions available if evening event booked)
 - Marketing: Organiser responsible, venue may assist with promotion
 - Optional add-on: Graphic design (3,000 THB per poster)
 - Next steps: contract to follow

3.2 Contract Generation

Responsible: Operations/Admin Team

Actions:

1. Open Workshop Venue Hire Agreement template
2. Fill in the following fields:
 - **Section 1 (Parties):**
 - Venue Representative: Eddie Mellor
 - Promoter/Organiser Name: [Full legal name]
 - Promoter Address: [Full address]
 - Promoter Representative: [Contact name]
 - **Section 2 (Event Details):**
 - Event Date: [DD/MM/YYYY]
 - Event Start Time: [Typically 11:00 or 12:00]
 - Event End Time: [16:00 maximum]
 - **Section 3 (Fees):**
 - Venue Hire Fee: 10,000 THB (+ 7% VAT = 10,700 THB)
 - Security Bond: 5,000 THB (no VAT)
3. **Review special clauses for Workshop agreement:**
 - Section 7: Age restriction "after 20:00" (not applicable to daytime events, but remains in standard text)
 - Section 8: Load-in/out timing (11:00-16:00, cannot extend if evening event)
 - Section 10: Thai Labour Law compliance (critical for foreign presenters/teachers)
4. Save contract as: `VENUE_HIRE_WORKSHOP_[ORGANISER_NAME]_[DATE].pdf`

3.3 Contract Delivery & Signature

Responsible: Booking Team

Actions:

1. Send contract via email with signature platform (e.g., DocuSign, PandaDoc) OR via email for manual signature
2. Email should include:
 - Attached contract
 - Request for countersignature
 - Deadline: Sign and return within 7 days to hold date
 - **Payment instructions:** Deposit due upon signing (5,350 THB)
 - Bank account details for transfer
 - Contact for questions
3. Log in booking system (Noco):
 - Contract sent date
 - Contract status: "Awaiting Signature"
 - Payment status: "Awaiting Deposit"
 - **Flag:** Workshop (not evening event)
4. **Follow-up:** If no response within 3 days, send reminder
5. **If unsigned after 7 days:** Date is released unless extension agreed

3.4 Deposit Payment Processing

Responsible: Operations/Admin Team

Critical: Date is NOT confirmed until deposit is received AND contract is signed.

Actions:

1. Monitor for deposit payment (bank transfer)
2. Upon receipt:
 - Verify amount: 5,350 THB (or 50% of total hire fee + VAT if different)
 - Match payment to event booking
 - Issue receipt/tax invoice via FlowAccount:
 - Line item: "Workshop Venue Hire Deposit - [Event Name] - [Date]"
 - Amount: 5,350 THB (including VAT)
 - Send receipt to organiser via email
3. Update Noco booking system:
 - Payment status: "Deposit Received"
 - Payment date, method, receipt number
4. If signed contract also received:
 - File contract in Google Drive: `Contracts/Workshop Hire/[YEAR]/[ORGANISER_NAME]_[DATE].pdf`
 - Contract status: "Signed & Deposited" (CONFIRMED)
 - Add to master calendar (mark as "WORKSHOP" to distinguish from evening events)
 - Create event folder: `Events/[YEAR]/[DATE]_[ORGANISER_NAME]_WORKSHOP/`

If deposit NOT received within 10 days of contract signing:

- Send payment reminder
 - Date remains on hold but NOT confirmed
 - After 14 days: Date released if no payment
-

4. PRE-EVENT REQUIREMENTS & COORDINATION

4.1 Balance Payment Collection (T-minus 7 to 3 days)

Responsible: Operations/Admin Team

Actions:

1. **T-minus 7 days:** Send reminder email:
 - "Remaining balance due in 4 days (3 days before event)"
 - Amount: 5,350 THB (balance)
 - Security bond also due: 5,000 THB
 - **Total due:** 10,350 THB
 - Bank details
2. **T-minus 3 days deadline:**
 - Monitor for payment
 - If NOT received by deadline:
 - **Immediate action:** Contact organiser
 - **Grace period:** 24 hours
 - **If still unpaid:** Workshop may be cancelled per contract Section 4
3. **Upon receipt of balance + security bond:**
 - Verify amounts: 5,350 THB + 5,000 THB = 10,350 THB total
 - Issue receipt/tax invoices via FlowAccount (separate invoices):
 - Invoice 1: Workshop Hire Balance (5,350 THB with VAT)
 - Invoice 2: Security Bond (5,000 THB, no VAT)
 - Send receipts to organiser
 - Update Noco: Payment status "Fully Paid"

4.2 Marketing & Promotion (If Applicable)

Responsible: Marketing Team + Organiser

Actions by Venue:

1. **If requested/paid:** Graphic design (3,000 THB per poster design)
2. Add workshop to:
 - Speakerbox website calendar (if public event)
 - Facebook/Instagram (if promotable)
3. **Note:** Many workshops are private/invitation-only, so public promotion may not be needed

Actions by Organiser:

1. Organiser handles all marketing (if public event)
2. Organiser manages attendee registration and communication

4.3 Technical Requirements (T-minus 7 days)

Responsible: Operations Team (Kop) + Technical Support Staff

Actions:

1. Contact organiser to discuss:
 - Sound system needs (basic PA provided)
 - Backline needs (if applicable)
 - Any special equipment (projector, screen, etc.)
 - Audio recording needs (if applicable)
2. **Set expectations:**
 - **Included:** Basic PA, standard backline, technical support staff
 - **NOT included:** Full production engineer, complex lighting design
 - **Organiser responsible for:** Any specialist equipment (projectors, cameras, unique instruments)
3. Confirm timing:
 - Setup/load-in: 11:00
 - Workshop start: [Typically 12:00 or 13:00]
 - Workshop end: [By 15:30 to allow 30min pack down]
 - Venue vacated: 16:00 (HARD STOP if evening event)
4. **Extensions:**
 - If no evening event booked, may extend to 18:00 (not standard)
 - If evening event booked, NO extensions possible (must vacate by 16:00)
 - Confirm schedule in writing

4.4 Attendee Numbers & Setup (T-minus 3 days)

Responsible: Operations Team (Kop)

Actions:

1. Request final attendee count from organiser
2. **Seating/Setup Needs:**
 - Standing workshop (band clinic, etc.): Stage setup only
 - Seated workshop (masterclass, talk): Chairs needed
 - Confirm setup requirements
3. **Age/Entry Policy:**
 - Daytime workshops typically don't have age restrictions
 - **CRITICAL:** If ANY foreigners are teaching/presenting:
 - Remind organiser of Thai Labour Law compliance (Section 10)
 - Foreigners must have proper Non-Immigrant B visa + work permit
 - **Venue not liable** for labour law violations, but must remind organiser
4. **Food/Beverage Policy:**
 - Outside food/beverages prohibited (contract Section 9)
 - If organiser wants to provide refreshments, options:
 - Purchase from Speakerbox bar
 - Special arrangement (requires approval + additional fee)
 - Confirm understanding with organiser

4.5 Event Runsheet Creation (T-minus 2 days)

Responsible: Operations Team (Kop)

Actions:

1. Create simple event runsheet:
 - Load-in: 11:00
 - Setup completion: [12:00]
 - Workshop start: [12:00 or 13:00]
 - Workshop end: [15:30]
 - Pack down: [15:30-16:00]
 - Venue vacated: 16:00
 - Staff schedule:
 - Technical Support Staff: 11:00-16:00
 - Bar Staff: [Typically 12:00-16:00]
 - Door Staff: [As needed for entry management]
 2. **Evening Event Check:**
 - If evening event same day, include:
 - Evening load-in: 16:00
 - Workshop **MUST** be cleared by 16:00
 3. Distribute runsheet to:
 - Organiser
 - Venue staff working the workshop
 - Kop (operations)
 - Evening event staff (if applicable, so they know timing)
 4. Post physical copy at venue (if staff onsite)
-

5. EVENT DAY OPERATIONS

5.1 Setup & Preparation (11:00-12:00)

Responsible: Technical Support Staff + Organiser

Actions:

1. **Load-in (11:00):**
 - Technical Support Staff opens venue
 - Meet organiser/presenter
 - Provide access to stage and workshop area
 - Monitor equipment handling
2. **Setup:**

- Tech Staff assists with basic PA setup
- Organiser/presenter sets up materials
- Seating arranged (if needed)
- Test sound system

3. **Bar Prep:**

- Bar Staff arrives (if event includes bar service)
- Bar stocked for light service (coffee, soft drinks, beer)
- **Note:** Bar revenue typically low for daytime workshops

5.2 Workshop Execution (Start ? End)

Responsible: Technical Support Staff + Bar/Door Staff

Actions:

1. **Entry Management:**

- Door Staff checks attendees (if ticketed/list)
- If private event, check against organiser's list
- If open event, general admission

2. **Technical Support:**

- Tech Staff available for audio issues
- Minimal active involvement (not full FOH engineer role)
- Monitor for equipment problems

3. **Bar Service:**

- Bar open for attendees
- Light service only (not full evening operation)
- POS tracks sales

4. **Organiser Responsibilities:**

- Running the workshop/event
- Managing attendees
- Keeping to schedule
- Ensuring 16:00 end time

5.3 Pack Down & Departure (15:30-16:00)

Responsible: Technical Support Staff + Organiser

Actions:

1. **Workshop ends by 15:30** (allows 30 min pack down)
2. Organiser/presenter removes all personal equipment and materials
3. **Damage inspection:**
 - Technical Support Staff conducts venue check
 - Note any damages
 - Photograph if issues found

4. **Venue vacated by 16:00:**

- **Critical if evening event:** Evening crew needs access
- Tech Staff confirms venue clear
- Lock up if no evening event

5. **If evening event same day:**

- Workshop area reset for evening setup
 - Evening technical crew arrives at 16:00
 - Handover to evening staff
-

6. POST-EVENT FINANCIAL SETTLEMENT

6.1 Security Bond Assessment (Within 3 days)

Responsible: Operations Team (Kop)

Actions:

Scenario A: No Damages

1. Confirm no damages or issues
2. Process security bond refund:
 - Amount: 5,000 THB
 - Method: Bank transfer to organiser
 - Timeline: Within 3 days of event (faster than evening events due to simpler operations)
3. Send refund confirmation email
4. Update Noco: Security bond status "Refunded"

Scenario B: Damages Occurred

1. Compile damage report:
 - Photos and description
 - Repair/replacement quotes
 - Total cost
2. **If damage cost < 5,000 THB:**
 - Deduct from security bond
 - Refund remainder
 - Send itemised statement
3. **If damage cost > 5,000 THB:**
 - Bond covers first 5,000 THB

- Issue additional invoice for excess
- Due within 7 days

6.2 Internal Reporting (Within 3 days)

Responsible: Operations Team

Actions:

1. Compile workshop summary:
 - Attendance
 - Bar sales (typically minimal)
 - Any issues or incidents
 - Damages and costs (if any)
 - Security bond outcome
2. Update event tracker:
 - Workshop date and name
 - Hire fee: 10,000 THB
 - Bar sales: [amount]
 - Security bond: [refunded/retained]
 - **Net revenue:** 10,000 + bar sales - costs
3. Brief post-event notes:
 - Organiser feedback
 - Would we host this workshop again?
 - Lessons learned
4. File documents in event folder:
 - Contract
 - Payment receipts
 - Damage report (if any)
 - Workshop summary

6.3 Bar Revenue Analysis

Responsible: Bar Manager (Fai)

Note: Workshop bar revenue typically 5-15k THB maximum (much lower than evening events)

Actions:

1. Pull bar sales from GPOS
2. Calculate COGS
3. Report to operations team
4. **Do not expect significant bar revenue** from workshops (daytime, smaller crowds, different consumption patterns)

7. ISSUE MANAGEMENT & ESCALATION

7.1 Common Issues & Resolutions

Issue: Organiser Requests to Stay Past 16:00

- **Detection:** Request during workshop or in advance
- **Action:**
 - **Check calendar:** Is there an evening event?
 - **If evening event:** Strictly enforce 16:00 departure (non-negotiable)
 - **If no evening event:** May allow extension to 18:00 (not standard, Eddie approval)
 - **Fee:** If extension granted, typically no additional charge for workshop (goodwill), but Eddie decides
- **Document:** Timing and approval in event notes

Issue: Organiser Wants to Bring Outside Catering

- **Detection:** Request during booking or planning
- **Action:**
 - Reference contract Section 9: Outside food/bev prohibited
 - Explain options:
 - Purchase from Speakerbox bar
 - Special arrangement (requires approval + fee negotiation)
 - **Eddie approval required** for any outside catering
- **Document:** Agreement terms in writing

Issue: Foreign Presenter Does Not Have Work Permit

- **Detection:** Organiser mentions presenter nationality
- **Action:**
 - **Proactive:** Remind organiser of requirement in pre-event communication
 - Reference contract Section 10: Thai Labour Law compliance
 - Explain:
 - Foreigners "working" (including teaching, presenting) need Non-B visa + work permit
 - **Venue not liable**, but we must inform
 - Organiser responsible for compliance
 - **If discovered day-of:** Privately inform organiser of risk, but venue proceeds (liability is on organiser per contract)
- **Document:** That we informed organiser (legal protection)

Issue: Workshop Runs Over Time (Past 15:30)

- **Detection:** Workshop still running at 15:30-16:00
- **Action:**
 - Technical Support Staff politely informs organiser:
 - "Workshop must end now to allow pack down"
 - "We have evening event setup starting at 16:00"
 - If organiser resists:
 - Escalate to Kop or manager on duty
 - Explain contractual obligation
 - Firmly enforce 16:00 departure
- **Document:** Incident in event report (for future booking decisions)

Issue: Damage to Equipment or Venue

- **Detection:** Damage found during pack down
- **Action:**
 - Photograph immediately
 - Inform organiser before they leave
 - Document in damage report
 - Apply against security bond
 - Invoice for excess if needed
- **Follow standard damage protocol** (same as other agreements)

Issue: Low or No-Show Attendance

- **Detection:** Very few people attend workshop
- **Action:**
 - **No action required** - Organiser paid flat fee
 - Venue already collected hire fee
 - This is organiser's risk
- **Note:** Be empathetic but clear on terms

Issue: Organiser Requests Cancellation

- **Detection:** Cancellation request received
- **Action:**
 - Reference Section 4 of contract:
 - **>14 days before:** Deposit refundable
 - **<14 days before:** Deposit non-refundable
 - Process per standard cancellation protocol
 - **Workshop cancellations typically lower stakes** (lower fees involved)

7.2 Escalation Path

1. **Timing/extension requests:** Tech Staff → Kop → Eddie

2. **Payment issues:** Admin → Eddie
 3. **Damage disputes:** Kop → Eddie
 4. **Special requests (catering, extensions, etc.):** Kop → Eddie
 5. **Labour law concerns:** Document and inform, escalate to Eddie if complex
-

8. RISK MITIGATION CHECKLIST

Before Signing Contract:

- Event fits daytime window (11:00-16:00)
- Organiser understands limited staffing (not full production)
- Check evening calendar (ensure no conflict if workshop needs 16:00 end)
- Organiser can afford 10k + bond upfront
- Event concept appropriate for venue

Before Event:

- Deposit received (5,350 THB)
- Balance + bond received by T-3 (10,350 THB total)
- Technical requirements confirmed (and are achievable with basic support)
- Setup needs confirmed (seating, etc.)
- Foreign presenter work permit compliance discussed (if applicable)
- 16:00 end time clearly communicated (especially if evening event same day)

During Event:

- Load-in on time (11:00)
- Technical support available
- Bar service as needed
- Workshop runs on schedule
- Ending on time (15:30-16:00)

After Event:

- Venue cleared by 16:00 (critical if evening event)
 - Damage inspection completed
 - Security bond processed within 3 days
 - Workshop summary completed
 - Documents filed
-

9. KEY CONTACTS

- **Booking Authority:** Eddie Mellor (final approval)
- **Day-to-Day Booking:** Roy, Eddie, designated booker
- **Operations Coordinator:** Kop
- **Technical Support Scheduling:** Kop
- **Bar Manager:** Fai
- **Financial/Admin:** Operations team

10. APPENDIX: WORKSHOP vs EVENING HIRE COMPARISON

Key Differences

Aspect	Workshop Hire (10k)	Standard Evening Hire (35k)
Fee	10,000 THB + VAT	35,000 THB + VAT
Timing	11:00-16:00 (5 hours)	14:00-02:00 (12 hours)
Staff	1 tech, 1 bar, 1 door	FOH engineer, lighting op, full bar team, door staff, 2 security
Production	Basic support only	Full production support
Bar Revenue	Typically 5-15k	Typically 30-60k+
Use Case	Workshops, rehearsals, daytime events	Evening entertainment, concerts, parties
Attendance	Usually 10-30 people	Usually 60-200+ people
Conflicts	Cannot conflict with evening prep	Is the evening event

When to Upgrade to Standard Hire

If organiser requests any of the following, suggest Standard Hire instead:

- Event runs past 16:00
- Expected attendance >50 people
- Requires FOH engineer for performance
- Requires lighting design/operator
- Ticket sales expected to generate significant revenue
- Event is actually a performance (not workshop/educational)

Upgrade Fee Calculation: If organiser wants to upgrade mid-booking:

- Refund workshop fee: 10,000 THB
- Charge standard hire: 35,000 THB
- **Net additional:** 25,000 THB (+VAT)
- Requires new contract (Standard Venue Hire Agreement)

11. FINANCIAL ANALYSIS

Revenue Structure for Venue

VENUE REVENUE (Workshop):

- Venue hire fee: 10,000 THB (+ VAT = 10,700 THB)
- Bar sales: [Typically 5,000-15,000 THB]
- Security bond: 5,000 THB (refunded if no damages)

VENUE COSTS:

- Fixed daily operational: ~14,000 THB (full day rate, but only using 5 hours)
- Staff (tech support, bar, door): ~3,000-5,000 THB (reduced from evening)
- Bar COGS: ~25% of bar sales

NET PROFIT TO VENUE:

Workshop hire: 10,000 - 5,000 (proportional daily cost) = 5,000 THB

+ Bar profit: [5,000 to 15,000 sales × 0.75]

= Net: ~8,750 to 16,250 THB

Example Workshop Event

VENUE REVENUE:

- Hire fee: 10,000 THB
- Bar sales: 8,000 THB (coffee, soft drinks, some beers)

TOTAL: 18,000 THB

VENUE COSTS:

- Proportional operational: 5,000 THB (5 hours of 24-hour cycle)
- Staff: 3,000 THB (3 staff at reduced rates)
- Bar COGS (25%): 2,000 THB

TOTAL: 10,000 THB

NET PROFIT TO VENUE: 18,000 - 10,000 = 8,000 THB

Strategic Value of Workshops:

- Fills otherwise unused daytime hours
- Low operational burden (minimal staff)
- Community building and brand development
- Does not conflict with high-value evening slots
- Often leads to future evening bookings
- Lower profit per event but consistent low-risk income

DOCUMENT VERSION: 1.0

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OWNER: Operations Team

REVIEW FREQUENCY: Quarterly or as needed

NEXT REVIEW: April 2025