

INDUSTRY: venues for company retreats/events (off-sites)

NICHE: venues for small teams

BELIEFS a reader must have in order to take action

1. About the SOLUTION

Most likely, the person looking for the venue has been tasked to do so by someone in the company. They will not be deciding whether the solution (an off-site event) is a good idea or not. Someone has already made that decision, they just need to make it happen. However, their choice of a venue will depend on the:

- a. Team size > venue size **They must believe that a smaller venue is a better option for a small team** [a quotation saying small teams benefit from off-sites at small venues](#)
- b. IT setup (a must) **They must be assured that the venue has an adequate and reliable IT setup (wifi, equipment)** **BONUS - to have someone on-hand to solve any technical issues** [list equipment, show pictures of equipment, testimonial about the IT setup](#)
- c. Location (somewhere nice, easy for all team members to get to) Spain is already a popular destination with tourists (popularity ✓, good connections ✓), but **they must believe that a small venue, off the beaten track, surrounded by nature is the best place to send their team** [to definitely mention it's in Spain, but sell it as a haven of peace and tranquility, away from the crowds](#)
- d. Activities **They must believe that the venue offers a variety of indoor and outdoor activities** (the more unusual, the better) [have a nicely designed pdf to download \(in exchange for their email\) where you list all the amazing activities they can do while here](#)
- e. Price (within budget)
They must believe they are getting their budget's money's worth, but probably aren't worried about spending it because it's not their money [if you sell them on the previous issues, and you are within their budget, they should at this point understand that the price reflects the](#)

value of what they'd be getting. You can also show them there's a special discount/offer so that they feel they're getting a good deal (either raise the level of value, or lower the price)

2. About US

- a. They must believe we are a successful and experienced hospitality business that delivers on our promise
- b. They must believe other people/companies trust us too
- c. They must believe we are honest

In the ABOUT US section, introduce yourselves and the team. Include nice pictures with a nice background, and describe yourselves in a way that inspires trust and authority. Mention skills, experience, achievements and add a personal touch to it, something amusing that will make them smile

3. About the PRODUCT

- a. They must believe a small venue is better than a big one!!!

Again, use quotations and paint a picture 'big venue vs. small venue', pointing out the advantages of a small venue. Have a table comparing both options, with the 'small venue' option having more checks than the 'big venue' option (use a long list of metrics and aspects so it looks more impressive and convincing)