



HOW TO - Take a Birthday Party booking

You should follow the process below as closely as possible to ensure that you convert as many enquiries as you can into party/event bookings and give the parents and children a fantastic experience.

Step One – Incoming Enquiry

Enquiries will be sent in the form of emails, Facebook Messages or may even be face to face. In all circumstances you should try to transfer the communications to email, to ensure that you have a paper-trail of communications that you can look back on and check. Therefore if somebody sends you a Facebook Message, ask for their email address (unless you already have it) and continue the conversation by email. If a parent enquires face to face, ask them to send you an email with what they have in mind in terms of dates and location.

Following the initial enquiry you can reply to the parent's request by asking for more information. A template reply is shown below:

Dear <Insert Parent's Name>,

Thank you for enquiring about a birthday party for <insert child's name>. We'd absolutely love to give <insert child's name> and his/her friends a fantastic experience to celebrate his/her birthday!

To begin organising the party we will require the following information:

How old <insert child's name> is going to be:

Preferred date: (if not already given)

Preferred location:

Chosen Package or activities. If you haven't yet decided you can view our packages and inflatable experiences on our website – www.thefootballfunfactory.co.uk/parties

Once we have confirmed our availability you can go ahead and try to secure the venue booking. The hire and fee for the venue will be your responsibility and the Football Fun Factory will provide the following:

- Football party delivery for up to 90 minutes for up to 15 children (it is possible to deliver the party for up to 25 children but we would require a 2nd coach which would add a £75 supplement) - FA Qualified coach to deliver the party - Set up and pack away of chosen inflatables

In order to deliver a 90-minute party we would ideally require a 2.5 hour booking, allowing us 30 minutes either side of the party to set up and pack away. You may wish to use the time afterwards for party food or cake for the children.

Once you have all of the relevant information then please do come back to me and we can finalise the details. Or if you prefer to discuss the party on the phone I can be reached on <insert phone number>.

We look forward to providing <insert child's name> with a wonderful experience to the celebrate his/her birthday!

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Step Two – Confirming the Booking

Following your initial email some parents may have a whole host of questions which may include:

- Are you able to suggest any venues local to me? - Which inflatables would you recommend? - Can I confirm the final number of children closer to the time?

Once you have answered their queries and they confirm that the venue has been secured, you can go ahead and request a deposit to secure the booking. A template email for this request is shown below:

Dear <Insert Parent's Name>,

Fantastic news that the venue is booked for <insert child's name>'s birthday party!

I am pleased to confirm the details as follows for the party:

Venue:

Time:

Party Package:

Activities:

To confirm the booking we will require a deposit payment of £50 via bank transfer. The remaining balance of <insert amount> will then be due 7 days in advance of the event. Please send your £50 deposit to us using the following bank details:

Football Fun Factory

Sort Code:

Account number:

If you require any further information ahead of the party just let me know. We look forward to a fantastic party!

Kind regards,

<Insert Your Name>

Head Coach

Football Fun Factory

Step Three – Requesting final balance

7 days prior to the event you should send an email to request the final balance. Before you send your email check your bank account to see if the balance has been paid. If the parent has been proactive and already settled the balance, your email can be changed to simply check in and confirm details.

Dear <Insert Parent's Name>,

With just one week to go until <insert child's name>'s party, I'm really looking forward to giving him/her a fantastic experience to celebrate his/her big day!

A reminder that the final balance of <insert amount> for the party is now due. Please can you make payment to the below account:

Football Fun Factory

Sort Code:

Account number:

Are you able to confirm the final number of children attending the party?

I will be there in good time next <insert day of the week> and ready for a fantastic party!

Kind regards,

<Insert Your Name>

Head Coach

Football Fun Factory

Step Four – Post Party Email

One of the best ways to generate future birthday party bookings is to encourage the parent from your most recent parties to recommend you on Facebook. Most parents will offer feedback face to face after the party. They will often come up to you thank you for a brilliant party. This is a good opportunity to tee up the below email and ask them to leave review on the Football Fun Factory Facebook Page. Whether you get the opportunity to ask this face to face or not, following the party you can send the below.

Dear <Insert Parent's Name>,

I hope that <insert child's name> enjoyed <insert day of the week>'s party as much as I did!

To showcase the opportunities we offer it would be fantastic if you are able to share a recommendation of the Football Fun Factory on Facebook? To do this you will need to go to the FFF Facebook Page – www.facebook.com/footballfunfactory where you will be able to recommend us and leave a review! 😊

We would really appreciate it if you are able to help us in sharing the opportunity for parents to book their child's party with the Football Fun Factory!

I look forward to seeing <insert child's name> again soon!

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory