

2026 Venue Programming Planner

A practical, fill-in-the-blanks workbook for turning your venue calendar into a revenue engine. Built from thousands of bookings across the ARRIVE marketplace. Print it, work through each section, and revisit it every quarter.

Companion to the guide “Venue Entertainment Strategy for 2026” · arrivebooking.com/en/blog

1 · The Three-Tier Programming Framework

Every healthy calendar mixes three kinds of nights. Decide the role of each slot *before* you book talent, then price and promote to that role.

Anchor nights
A recurring series that trains regulars to show up the same night every week. Compounds over time.

Tentpole events
A handful of high-ceiling bookings per quarter that justify a premium ticket and draw new faces.

Fill nights
Lower-cost talent that turns an otherwise dark slot into positive contribution.

2 · Your Weekly Programming Grid

Assign a tier and a concept to each night. Leave blanks where you are still deciding.

Night	Tier	Concept / series	Talent type & target spend
Monday	—		
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Tip: Start by locking **one anchor night**. A single reliable weekly series is worth more than three one-off

bookings — each event markets the next.

3 • Quarterly Tentpole Planner

Plan two to four tentpole events per quarter. Book talent early; promote 4–6 weeks out.

Quarter	Event / theme	Target date	Headline talent & budget
Q1 (Jan–Mar)			
Q2 (Apr–Jun)			
Q3 (Jul–Sep)			
Q4 (Oct–Dec)			

4 • Pricing & Contribution Tracker

Stop asking “did it sell out?” and start asking “what did this slot contribute?” Track talent cost against the incremental food, beverage, and door revenue it drives.

Event / night	Talent cost	Covers	F&B + door	Contribution
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$
	\$		\$	\$

Contribution = (F&B + door revenue) – talent cost – variable event costs. A slot only needs to beat the cost of being dark.

5 • Price Entertainment Like Inventory

Demand is not flat across your week or season. Use these levers:

- **Premium dates** — add a markup on high-demand nights your dashboard flags.
- **Discount the quiet** — protect midweek volume with lower talent spend, not dark rooms.
- **Seasonal multiplier** — map your calendar against historical density and local events.
- **Revisit quarterly** — never set a price once and forget it.

6 • Demand-Signal Review (Monthly)

Pull these from your ARRIVE Venue Dashboard and note the trend:

Signal	This month	Trend ↑ / ↓
Search impressions		
Save / favorite rate		
Offer velocity (time to first offer)		
Midweek covers		

7 • Pre-Booking Checklist

- ☐ Defined the role of the slot (anchor / tentpole / fill) before sourcing talent
- ☐ Set a target talent spend the night's expected contribution can support
- ☐ Confirmed the act fits the audience you are programming for
- ☐ Sent a tech sheet: what you provide, load-in time, soundcheck window
- ☐ Scheduled promotion to start 4–6 weeks out for tentpoles, 1–2 weeks for recurring
- ☐ Logged the booking in the contribution tracker for post-event review

Fill your 2026 calendar with ARRIVE.

Browse vetted talent, send offers, and manage bookings in one place — arrivebooking.com/en/for/venues