

# ***HOW TO BUILD & PRICE YOUR PARTY PACKAGES***

**5 KEY STEPS TO REVENUE  
GROWTH AT YOUR FEC**

partycenter  
software



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**LET'S GROW TOGETHER.**

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**Designed by Aracely Balcazar**



# INTRODUCTION

Are you the owner of a brand new facility currently working on your **party packages** and **pricing**?

Are you a veteran of the industry looking to switch things up to **earn more revenue**?

No matter what your position is, you've picked up the right resource!

**In this guide, you'll learn all about how to build and price your party packages.**



Your parties are the meat and potatoes of your business.

At [Party Center Software](#), we know a LOT about what it takes to host great parties! (Thanks to our lovely customers!).

Parties are a great opportunity to upsell your guests and entice them to keep coming back.

**In this resource**, we'll review **how to conduct** a **market assessment**, **identify** your **target demographic**, **calculate expenses**, **develop unique party package offerings**, **promote** your **offerings**, and **assess** the **results**.

We also provide **a market assessment AND party package template** you can use to get started!





Please be sure to subscribe to our blog for more great content, follow us on social, and join the PCS Community Group on Facebook.

**Let's grow together.**



Party Center Software



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1

# CONDUCT A MARKET ASSESSMENT



# CONDUCT A MARKET ASSESSMENT

Before you start developing your party packages, you must **conduct a market assessment** to identify what competitors are doing in your area, how they price their parties, and what they typically offer.

Create a spreadsheet with the following questions or **use our FREE downloadable template by clicking here.**

## Questions to Ask:

- Who are your local competitors?
  - List each by name. We recommend creating a separate sheet for each competitor.
- What is the name of each party package?
- What is the price per package?
- How many guests do their parties include?
  - Do they include adults for free or at an additional cost?
- What attractions/how many do they include?
- How long is the party?
- Do they offer any add-ons? How do they price their add-ons?
- Do they offer online booking?
- What times are their parties?



# CONDUCT A MARKET ASSESSMENT

- What makes them unique?
  - I.e. Do they offer a unique food or beverage item? Are their party themes unique? What makes them stand out?
- What is their cancellation policy?
- Do they require a deposit? Is it non-refundable?

If creating your own spreadsheet, we also recommend that you **add each question to the sheet in its own column.**

After listing out each competitor's information, **see if you can identify any patterns.** Use this knowledge to develop your own packages.

Next, identify **YOUR target demographic.**

**Who's your core audience?**



# CONDUCT A MARKET ASSESSMENT

For example, if you're in the business of kids' birthday parties, your target market consists of kids in a certain age group but also their parents.

**The more you do for the parents** (by providing food, goodie bags, decor options, etc.), **the higher premium you can charge!**

**What does your target market want most from their party?**

Put yourself in a child's shoes. Guest of honor perks, exciting games, goodie bags, playtime, and imagination time all may contribute to an unforgettable party experience for ages 10 and under.

If you're **targeting older kids**, conduct some research on what they're into. They might love a VR or escape room party experience, for example.

**What can you provide that will engage this age group?**





# CONDUCT A MARKET ASSESSMENT

And of course, **what do their parents want most from the party?**

Perhaps they also want extra food available for any chaperones and an overall seamless planning experience.

This same thinking applies to other markets, too.

If you want to offer **corporate parties** or host **summer camps** or **church group outings** at your facility, you'll want to **engage with these organizations and ask how you might best serve them.**



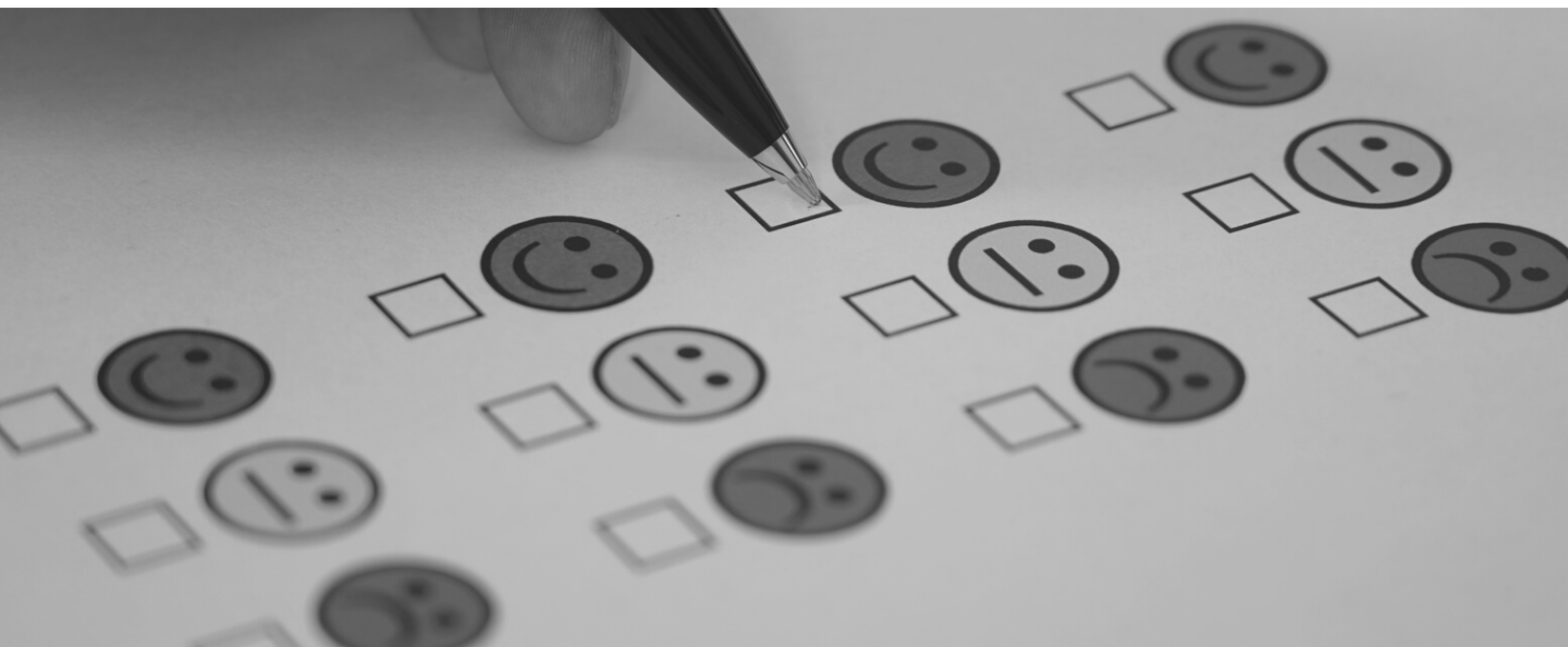
# CONDUCT A MARKET ASSESSMENT

One of the most effective ways to **determine how you can appeal to your target audience** is by collecting feedback!

Do this through **social media** or by hosting **a small event at your facility**.

One of our customers asks his loyal customers to come in once a month for a complimentary bagel breakfast in exchange for a feedback/brainstorming session.

This type of gathering or simply emailing your customer list a feedback survey is a great way to **determine how to organize, price, and promote your party packages**.



2

# CALCULATE EXPENSES





Next, you'll want to **calculate the expenses** you have as the party host.

We recommend that you **first consider your rent and square footage.**

How much do you pay to upkeep your facility every month? What is your square footage and occupancy limit per room? How many people can you host in each private party room?

This will help you determine **how many parties you need to host each day or on what days**, your **party schedule**, **how many guests should be included in each package**, and so much more.



Then, consider the following expenses:

- What is the cost of?:
  - A party host (or any staff needed to help with the party)
  - Goodie bags
  - Arcade Cards
  - Foods offered
  - Tablecloths, plates, utensils, etc.
  - Cost of theming/decor if applicable
  - Cost of specific activities
  - Add-ons

Answering these questions will help you **determine what you need to charge per party to get your money back!**





3

# DEVELOP UNIQUE PARTY PACKAGE OFFERINGS



As already noted, there are a lot of things you may want to consider when developing your party packages, such as **your local market** and **overall expenses**.

As you dive deeper into the process, **you'll also have to consider the following:**

- **When would you like to make certain packages available?** Perhaps your higher tier parties should occur any day of the week, but your lower tier parties should only occur Mon-Thurs. This also depends on the staff you have available each day and how many staff members you need to serve each party.
- **What can you do to make each party unique?** Can you offer theming? Certain activities or perks?
- **What add-ons can you offer?** These can be menu items, goodie bags, etc.
- **What should your FAQ include?** For example, you may want to outline your party rules, things guests can or cannot bring, what you need from the guests beforehand (i.e. signed digital waivers), any fees or deposit information & logistics such as recommended arrival time, and more.



# PARTY PACKAGE TEMPLATE

Here is a template we created based on real customer party packages. It's our hope this will help and inspire you to create exciting party packages of your own!

## Template:

**Facility Name:** Bounce Ups  
**Facility Address:** 555 Cool Street  
**Phone Number:** 555-555-5555  
**Email:** info@bounceups.com

*Come experience a one-of-a-kind party at Bounce Ups!  
We provide several package options to serve you and all  
of your party needs. Let us help you make it a day you &  
your loved ones will never forget!*

- **Basic Party:** \$250 (Mon-Thurs Only)
  - Bring your own decor
  - 2-hour private party
  - Party host
  - 15 children including guest of honor (\$10 for every additional child)



# PARTY PACKAGE TEMPLATE

- **Classic Party:** \$350 (Any Weekday/Weekend)
  - All elements of a Basic Party PLUS:
    - Choose your own theme
    - Decorated party room
    - Coordinated place settings
- **Premium Party:** \$450
  - All elements of a Classic Party PLUS:
    - Choose your own activity (see list below)
  - Goodie bags
  - Drinks included
  - 1 dozen balloons
- **Grand Party:** \$850
  - All elements of a Premium Party PLUS:
    - Additional activity (see list below)
    - Themed cupcake toppers
    - 6 large pizzas
    - 3 dozen cupcakes
    - Custom name display
    - Open coffee bar for parents
    - Stocked snack stand



# PARTY PACKAGE TEMPLATE

- **Available Party Themes:**

- Princess
- Mermaid
- Fairy
- Construction
- Cowboy/Cowgirl
- Camping/Fishing
- Donut Grow Up
- Tropical
- Winter Wonderland
- Superhero
- Puppy
- Racecar
- Pirates
- Police
- Firefighter
- Dinosaurs

- **Add-Ons:**

- Activities
  - Make Your Own Candy Station - \$8 Each
  - DIY Bracelet Project - \$5 Each
  - Color Your Own Mask - \$3 Each
  - Kinetic Sand Station - \$4 Each





# PARTY PACKAGE TEMPLATE

- Puppy/Creature Adoption Station with Adoption Certificates (Mini Plush Animal Included) - \$5 Each
- Outdoor Games (Cornhole, Giant Connect 4, or Horse Shoe) - \$20
- **Favors**
  - Colorful Balloons 1 Dozen - \$20
  - Goodie Bags - \$6 Each
  - Biodegradable Party Poppers - \$15
  - Custom Name Display - \$25
  - Party Hats - \$3 Each
  - Photo Props - \$8
- **Menu**
  - Specialty Pizza - \$15
  - Sodas - \$2 Each
  - Juice Boxes - \$1.50 Each
  - Cake (Chocolate or Vanilla) - \$25
  - Ice Cream (Chocolate or Vanilla) - \$3 Each
  - Coffee Bar for Parents - \$30
- **Party Policies/FAQ**
  - Third-party vendors are welcome!
  - For all parties, we require a \$100 Non-Refundable deposit fee. A deposit is required to reserve your party.



# PARTY PACKAGE TEMPLATE

- If you need to reschedule your party, please call at least 10 days in advance and we can move the date.
- How early can I arrive at my party?
  - We allow up to 30 mins before your party. A party host will be available to help with any setup.
- What can't I bring?
  - Please don't bring confetti, slime, or glitter as these make clean-up hard. Instead, consider purchasing our biodegradable party poppers!
- Can I bring my own food or drinks?
  - Yes. However, we do not assist with the preparation or clean up of foods brought into the facility.

**[Click here to download a blank copy to start creating party packages of your own!](#)**



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## PROMOTE YOUR PARTY PACKAGES

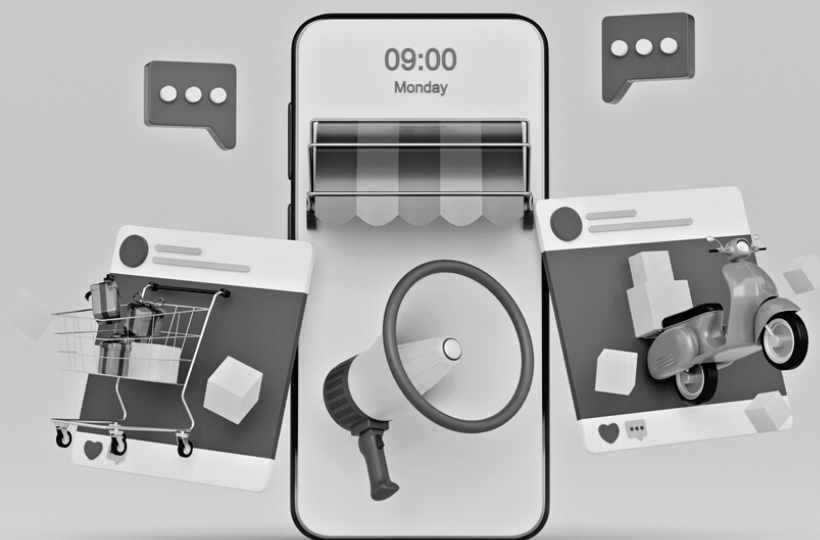


Once you have successfully created your unique party packages the **next step is to effectively promote them online.**

We encourage you to take advantage of the various online platforms available to promote your party packages.

Utilize channels such as your online booking module, website, social media, email, and more!

Promoting your party packages online allows you to reach a wider audience, provide convenience to potential customers, showcase your offerings, leverage word-of-mouth marketing, and gain valuable insights for continuous improvement.



# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR WEBSITE

Connecting your party packages to your website brings many fantastic benefits!

It creates a delightful experience for your visitors, making it easy for them to **explore, book, and enjoy your amazing packages.**

With everything in one place, **your website becomes a hub of excitement and information**, helping you to connect with potential customers in a friendly and engaging way.

*Here's why it is important to add your party packages to your website:*

## **Increased Visibility and Exposure**

Visitors to your website can view your party packages and explore the various options available.

This increased visibility **increases the chance of attracting potential customers**, actively seeking **party services, leading to higher conversion rates.**





# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR WEBSITE

## **What problems do your customers have that your facility will solve?**

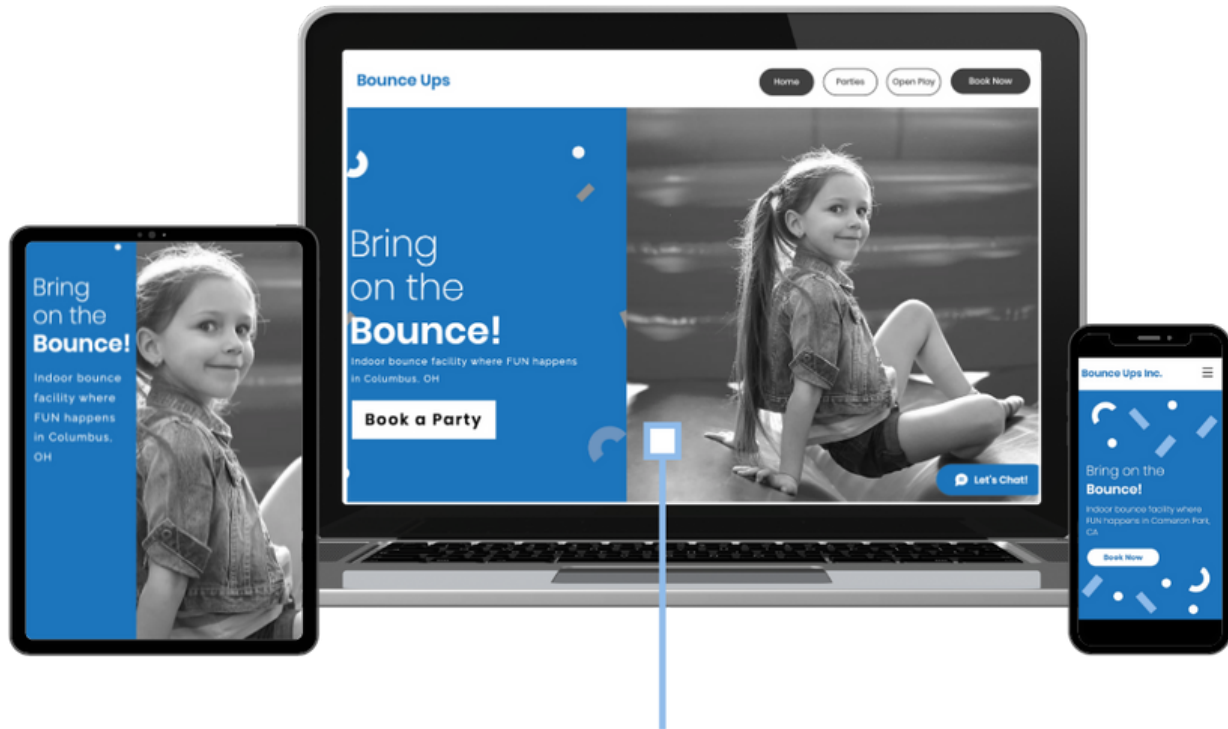
For example, busy working moms don't have time to plan and organize a party for their children. So they might look to your facility to make the process easy.

## **What do you offer to simplify her party-planning experience?**

**Clear calls-to-action** and **detailed package offerings** paired with the PCS Online Booking module on your website will ensure more bookings for your facility.



# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR WEBSITE



## WEB DESIGN & MAINTENANCE

Discover more with [PCS Websites](#), your gateway to launching a **modern** and **user-friendly website** created by FEC industry experts.



# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR ONLINE BOOKING MODULE

Adding your party packages to your online booking module enhances the booking experience, **increases exposure**, **improves efficiency**, and **provides valuable insights**.

It is a **vital component of your online presence**, enabling you to manage and promote your party packages while delivering an exceptional customer experience.

*Here's why it is crucial to add your party packages to your online booking module:*

## **Streamlined Booking Process**

By including your party packages in the online booking module, you make it convenient for customers to browse and select the package that suits their needs.

They can **view package details**, **available dates**, **pricing options**, and **any additional information in one location**.



# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR ONLINE BOOKING MODULE

This streamlines the booking process, saving time and effort for both you and your customers.

Party Center Software Online Booking pulls availability in real-time so parties aren't overbooked or double-booked.

## Enhanced Customer Experience

Having your party packages integrated into your online booking module improves the overall customer experience.

Customers can easily **compare different packages**, **view availability in real-time**, and **make their reservations** promptly.



# ADD YOUR PARTY PACKAGE OPTIONS TO YOUR ONLINE BOOKING MODULE

It eliminates the need for back-and-forth communication, providing a smooth and hassle-free booking experience.

**Did you know that missed phone calls account for a 30% miss in party booking potential?**

PCS Online Booking is available 24/7 and allows for booking anytime, anywhere.





# PROMOTE PARTY PACKAGES ON SOCIAL MEDIA

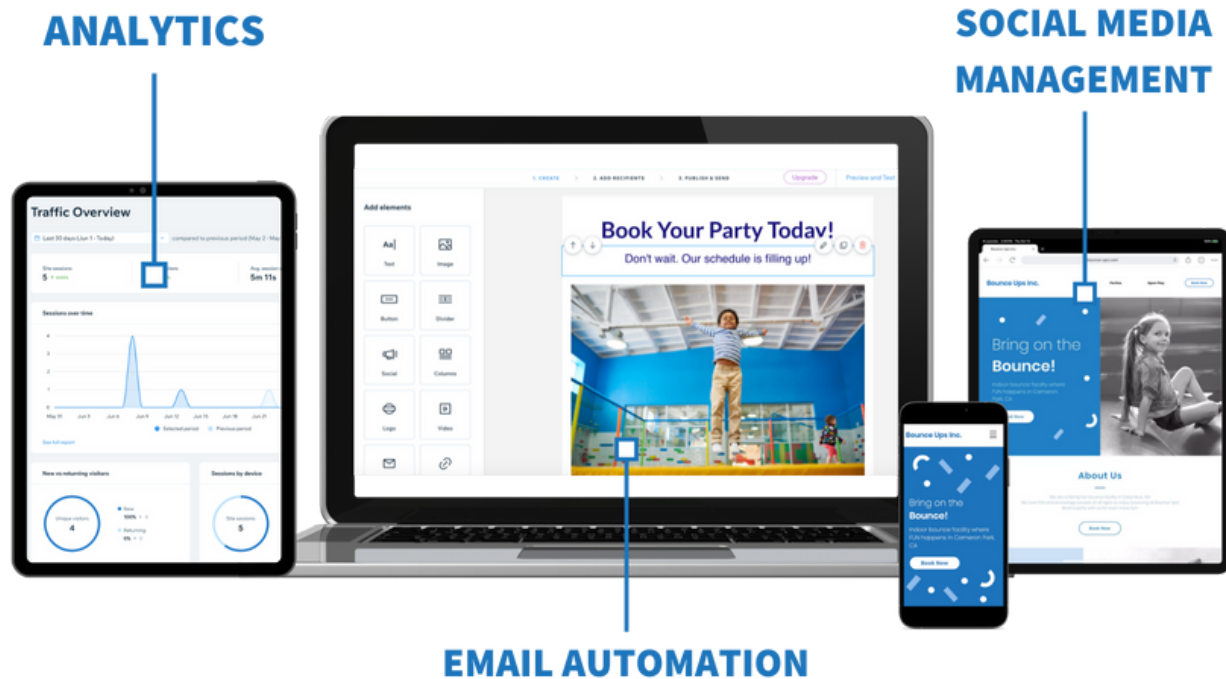
Leveraging **social media** as a promotional tool for your party packages is no longer optional, it's an **essential ingredient for success**.

By doing so you will **maximize your visibility**, **engage with your target audience**, and ultimately **drive more bookings** and **revenue**, elevating your party business to a whole new level.

So don't miss out on the incredible opportunities that social media holds. It's time to let your party packages shine and create a buzz that will leave everyone eagerly RSVPing to your unforgettable events.



# PROMOTE PARTY PACKAGES ON SOCIAL MEDIA



## PCS Marketing Automations

Marketing automation is essential because it streamlines workflows, improves personalization, nurtures leads, optimizes campaign performance, increases customer engagement and retention, and allows for growth.

By embracing marketing automation, you can **maximize** the effectiveness of your **marketing efforts**, **increase efficiency**, and **boost your company to long-term success**.



# PROMOTE PARTY PACKAGES ON SOCIAL MEDIA

Here's how PCS Marketing Automations will improve branding & grow your biz:

- **Design** and **schedule social media posts** to promote your business, drive traffic to your website, and increase conversions. With **hundreds of free templates**, you'll grow engagement in no time!
- **A great marketing campaign will help you increase bookings** by drawing guests into your world. Clear calls-to-action and detailed package offerings, alongside a **strong email and social game**, are a surefire way to grow business.
- **Want better visibility on impressions, clicks, opens, and views?** The PCS Marketing Suite provides the metrics you need to make the best marketing decisions and continue to pivot.



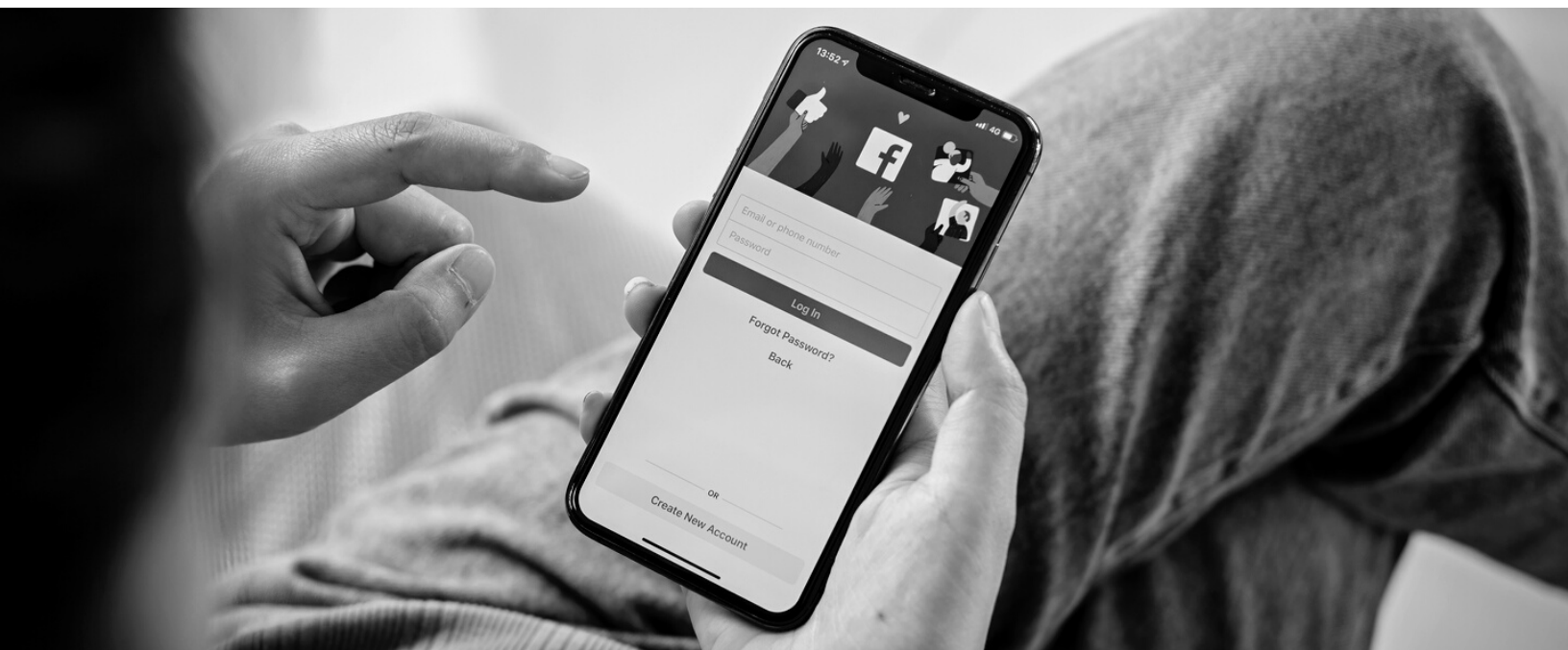
# PROMOTE PARTY PACKAGES ON SOCIAL MEDIA

## Paid Ads

Running ads and boosting posts on Facebook is another great way to drive more traffic to your online booking page.

It's no secret that **Facebook** continues to hold its title as the King of Social Media. With almost 3 billion monthly active users, Facebook reaches 59% of all social media users.

So for FECs and event venues, **it's a great place to reach both older and younger generations of buyers.**



# PROMOTE PARTY PACKAGES VIA EMAIL

**Promoting your party packages via email provides** direct and personalized communication, builds and nurtures customer relationships, showcases exclusive offers, presents upselling and cross-selling opportunities, delivers reminders and updates, and offers trackable performance insights.

*Here's how PCS Marketing Automations will improve branding & grow your biz:*

- **Re-market to guests and increase repeat visitors.** Send reminder emails, promo emails, and more to keep customers coming back! Best of all, you have UNLIMITED emails with no contact caps.
- **300+ email templates are available** to get you started. Or, choose to start from scratch.
- **Want better visibility on clicks, opens, and bounce rate?** PCS Email Marketing provides the metrics you need to make the best marketing decisions and continue to pivot.





# PROMOTE PARTY PACKAGES VIA EMAIL

- Custom designs, stock images, graphic elements, and other items are all available at your disposal
- Create **segmented subscriber lists** for different emails
- Work ahead at your preferred pace and **schedule emails in advance!**

By harnessing the power of email marketing, you can establish meaningful connections with your audience, drive bookings, and elevate the success of your party business.



# PROMOTING PARTY PACKAGES WITH YOUR STREET TEAM

Think of **marketing your business at** **street festivals**, **industry events** or **trade shows**, **school fairs**, and other similar events, and taking it to the next level by hosting a game in your booth, for example.

It's all about creating a fun, unforgettable experience and encouraging participants to visit your FEC!

If your goal is to attract more families to your facility in the summertime, it might be a good idea to hand out coupons at your local street fair and ask families directly:

***How can I help you make memories at my family entertainment center? What activities do you enjoy most?*** Let us be your plan B on a rainy day!

Make sure your street team is well-versed in your mission, vision, and values.

**You want your team to represent your business in the best way possible**, answer any questions, and show the world that you're all about fun!



# PROMOTING PARTY PACKAGES WITH YOUR STREET TEAM

Having a street team is crucial for promoting your party packages because they **bring the energy and personal touch that can't be replaced through digital marketing** alone.

With face-to-face interactions, they **create genuine connections, generate word-of-mouth**, and leave a **lasting impression** on potential customers.

Their targeted engagement, brand experiences, and real-time feedback provide insights and **help your party packages stand out in a crowded market**.

A **street team** **boosts** your **brand's visibility**, **creates excitement**, and **establishes** a **strong presence** in the community, ultimately driving bookings and establishing your business as a go-to choice for parties and events.



# UNIQUE URL FOR EACH PARTY PACKAGE

At Party Center Software every party package created has its unique URL.

Unique URLs allow our PCS customers to individually promote each party package on social media or run targeted ads specifically tailored to highlight a particular party.

We strive to **provide our PCS customers** with **tools to enhance** their **promotional efforts** and make their **parties stand out**.



5

## ASSESS RESULTS & ASK FOR FEEDBACK





# ASK FOR FEEDBACK POST-PARTY VIA EMAIL

Did you know that for every \$1 you spend on email marketing, you can expect an average return of up to \$42?

Asking for post-party customer feedback from your family entertainment center guests is incredibly important.

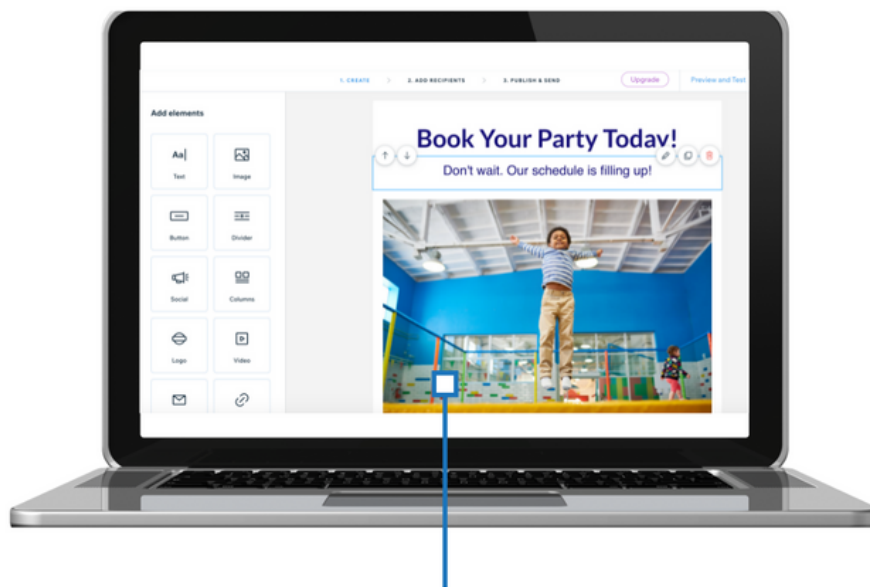
It provides an **opportunity to gather valuable insights directly from customers** while their experience is still fresh in their minds.

By **requesting feedback**, you **demonstrate** a genuine **interest in their satisfaction** and a **commitment to continuous improvement**.



# ASK FOR FEEDBACK POST-PARTY VIA EMAIL

The feedback you receive **uncovers** where your parties **shine** and **highlight** areas where improvement can be made.



## EMAIL AUTOMATION

With PCS Marketing Automations you have the opportunity to **create surveys**, **triggered emails**, and **email campaigns** for post-party feedback.

These emails will help you gain insights to better serve your customers and continue to scale your business.



# ANALYZE SOCIAL MEDIA INSIGHTS

When it comes to assessing the success of your party package promotion ads and posts, analyzing your social media insights can be your best friend!

Take a friendly dive into the metrics that matter, such as **reach**, **engagement**, **click-through rates**, and **conversions**.

These insights provide an abundance of information to understand what's working and what can be improved.

**Look for patterns, trends, and audience preferences to fine-tune your targeting, messaging, and content strategy.**

The **power of data** and **insights can unleash the potential of your promotions**, ensure they resonate with your audience, and throw unforgettable parties that leave everyone smiling.



# ANALYZE SOCIAL MEDIA INSIGHTS



**Want better visibility on impressions, clicks, opens, and views?**

The **PCS Marketing Suite** provides the metrics you need to make the best marketing decisions and continue to pivot.



# ANALYZE GOOGLE ANALYTICS DATA

When it comes to your website, using Google Analytics to analyze how customers interact is a total game-changer.

It's like having a superpower that lets you see the hidden preferences and behaviors of your visitors.

With this powerful tool, you can **uncover which pages they love, how long they stay, and where they drop off.**

It's all about understanding their journey and making improvements to create an exceptional online experience.

*In Google Analytics 4, you can track the following:*

- What pages are customers most engaged with? How long are they engaged? Any trends? Is a specific attraction more popular than another?
- How many views does your online booking page get? Who's likely to purchase the next X amount of days?
- How many engaged sessions convert to parties booked?





# ANALYZE GOOGLE ANALYTICS DATA

- Which page often leads customers “bounce” or leave the site?
- How many people visit your site daily, and what events cause that to spike? Should you be running any specials on these days?
- Where do customers come from? Social media, search, other sources? What are your most common user demographics?

**Google Analytics 4** will help you learn more about your customers and how they behave on your website.

This will enable you to make more intentional, data-backed marketing decisions.



# ANALYZE REPORTS

Collecting and analyzing customer data can help fuel your efforts to drive repeat business, market to new customers, and grow brand awareness.

If you're a Party Center Software customer, you can pull various reports from your software that can help you identify new opportunities.

**Here are a few of our favorites:**

1. Party Statistic Report
2. Customer Detail Report
3. Invoice Balance Report



# PARTY CENTER SOFTWARE REPORTS:

## 1

## PARTY STATISTIC REPORT

This report allows you to **pull party statistics by year, month, week, and day.**

It also allows you to compare **data from one year to another** and provides an **event, revenue, and average ticket graph.**

With this data, you'll get a better idea of the popularity and profitability of a given party option.

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Order Search  
Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

Logged in as: Laura Cavallaro | Facility

SCHEDULE | ORDERS | POINT OF SALE | REPORTS | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANT TRACK

File View Export 1 of 1 Show Filters

**Party Statistics**  
Date Range: 02/09/2022 - 03/22/2022  
Date Type: Order Date  
Order Statuses: Open  
Facilities: Party Center Software

Party Name	Order Status	Sale Average	Sale Total	In House Party	Online Party	Percent	Adult Total	Child Total	General Total	Adult Average	Child Average	General Average	Facility Name
Best Weekday Party	Open	\$396.00	\$2,375.98	3	3	28.6%	47	73	0.00	7.80	12.20	0.00	Party Center Software
Laser Tag Combat	Open	\$301.96	\$1,509.78	0	5	23.8%	0	0	64.00	0.00	0.00	12.80	Party Center Software
Trampoline Adventure	Open	\$634.40	\$1,268.80	0	2	9.5%	0	0	40.00	0.00	0.00	20.00	Party Center Software
Ultimate Bowling	Open	\$404.90	\$1,214.71	2	1	14.3%	28	32	0.00	9.30	10.70	0.00	Party Center Software
Deluxe Per Person	Open	\$428.56	\$857.12	2	0	9.5%	0	0	46.00	0.00	0.00	23.00	Party Center Software
Unlimited Attraction Party	Open	\$607.27	\$607.27	0	1	4.8%	10	18	0.00	10.00	18.00	0.00	Party Center Software
Better Weekend Party	Open	\$214.50	\$429.00	2	0	9.5%	30	30	0.00	15.00	15.00	0.00	Party Center Software
<b>Totals</b>		<b>\$426.80</b>	<b>\$8,262.66</b>	<b>9</b>	<b>12</b>	<b>100.0%</b>	<b>115</b>	<b>153</b>	<b>150.00</b>	<b>6.01</b>	<b>7.99</b>	<b>7.97</b>	



# PARTY CENTER SOFTWARE REPORTS:

## 2

## CUSTOMER DETAIL REPORT

This report will deliver an **overview of customer accounts at your facility.**

It includes information about your guests, as well as their dependents. You can check out **customer birthday months, orders, last order date**, and more.

With this data, you can effectively re-market and identify your target customers.

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Order Search  
Search by Order Number, Customer, or the Last 4 Digits of a Credit Card

Logged in as: Laura Gonzalez | Facility ID: 1

SCHEDULE | ORDERS | POINT OF SALE | REPORTS | CUSTOMERS | ADMIN | MY SCHEDULE | TIME CLOCK | PC PAY MERCHANT TRACK

File View Export 1 of 7 Show Filters

**Customer Detail**  
Customer Type: Customers with Orders  
Date Range: 02/17/2021 - 03/22/2022  
Date Type: Order Date  
Age Range: All Ages  
Only Customer with Dependents: False  
Facilities: Party Center Software  
Birth Months: No Birthday, January, February, March, April, May, June, July, August, September, October, November, December

Customer							Dependent						
Name	Last Order Date	Last Party Date	Age	Birthdate	Gender	Waiver Date	Waiver Status	Name	Age	Birthdate	Gender	Waiver Date	Waiver Status
Alexadru, Vlad	05/11/2021	05/14/2021				01/07/2021	Expired	Alexandru, Christina	6	12/14/2015	Female	01/07/2021	Expired
Allen, Lateria	11/18/2021	11/23/2021				11/04/2021	Confirmed	Allen, Meg	9	11/18/2012	Female	11/04/2021	Confirmed
Allen, Tami	12/15/2021	12/15/2021			Female			Allen, Ashlyn	6	02/11/2016	Female		
Allman, Judy	04/07/2021	04/07/2021						Allman, Suzy	10	11/14/2011	Female		
Alpizar, Alberto	11/23/2021	11/23/2021	29	02/12/1993									
Alpizar, Alberto	11/23/2021	11/30/2021				11/23/2021	Confirmed	Alpizar, Jennifer	15	09/16/2006	Female	11/23/2021	Confirmed
Bailey, Mandy	02/15/2022	03/01/2022						Bailey, Joey	8	05/12/2013	Male		
Baker, Crystal	01/06/2022	01/05/2022	32	05/05/1989		12/28/2021	Confirmed	Baker, Ivy	6	11/10/2015	Female	12/28/2021	Confirmed
Ballancore, Lee	05/11/2021	06/16/2021				04/07/2021	Unconfirmed	Ballancore, Don	4	04/11/2017	Male	04/07/2021	Unconfirmed
Ballard, Don	12/13/2021	11/19/2021						Ballard, Karen	18	07/17/2003	Female		
Bander, Shea	11/09/2021	12/02/2021						Bander, Ted	11	12/18/2010	Male		
Barnett, Mike	03/18/2021	03/18/2021				06/25/2020	Expired	Barnett, Jamie	10	06/06/2011	Female	06/25/2020	Expired
Barnett, Tonya	11/30/2021	11/17/2021				11/16/2021	Expired	Barnett, Megan	12	11/13/2009		11/16/2021	Expired
Batdorf, David	10/20/2021	10/26/2021				10/20/2021	Confirmed	Batdorf, Dave Jr	15	02/02/2007		10/20/2021	Confirmed
Batdorf, David	10/20/2021	10/26/2021				10/20/2021	Confirmed	Batdorf, Meg	16	10/18/2005	Female	10/20/2021	Confirmed
Beaver, Linsey	04/22/2021	05/26/2021						Beaver, Meg	12	04/15/2009	Female		



# PARTY CENTER SOFTWARE REPORTS:

## 3

# INVOICE BALANCE REPORT

This report shows you **all of your orders** and **whether payments were made**.

Keeping track of your deposits, especially during these times, is critical.

If you'd like to learn more about how to pull these reports, **contact your Customer Success Manager**.

### Invoice Balance Report

• Displays Invoice Total, Payments Made and Balance Remaining both at the Ending ("Through") Date Range selected, as well as Total Payments Made and Current Balance which is calculated at the time the report is ran.

• Zero-Balance Orders are defined as any Invoice that does not have an Open Balance ("Balance Remaining") as of the Ending Date selected.

• Some Orders may show a positive Balance Remaining as of the Ending Search Date and a zero Current Balance, which is the intended functionality of this report in terms of displaying Unbalanced Orders as of the Ending Search Date selected.

• Cancelled Orders, if selected, are reported by their Event Date or Order Date as selected, not the Cancellation Date of the Order.

• Orders are listed (sorted) ascending by either Order Date or Event Date, based on your selection.

• Headers are duplicated every 50 rows to make the report easier to read.

[Export to CSV](#) [Print Report](#)

Search & Organize By: ☒ Order Date ☐ Event Date

Order Types: ☒ Events ☒ Point of Sale ☒ Online Booking ☒ Online Store

Date Range: From:  Through:

Include Zero-Balance Orders: ☐ Yes ☒ No

Show Only Cancelled Orders: ☐ Yes ☒ No

[Get Report](#)

#### Event Orders

Order Date	Order #	Reserved By	Customer	Email	Phone	Status	Guest(s) of Honor - People	Guest(s) of Honor - Organizations	Event Start Date	Order Total	Tip	Payments as of 3/20/2022 12:00:00 PM	Balance as of 3/20/2022 12:00:00 PM	Total Payments	Current Balance	
3/1/2022	1903	Megan Hawkins	Leigh Anne Filkins	info@paintyourheartout.com	124-526-3352	Open Order	Jackie Filkins		3/18/2022 2:00:00 PM	\$335.23	\$0.00	\$0.00	\$335.23	\$0.00	\$335.23	
3/2/2022	1907	Megan Hawkins	Joyce Lubanas	rikolubansa@gmail.com	125-555-6888	Open Order	Lilly Lubanas		3/24/2022 12:00:00 PM	\$321.52	\$0.00	\$0.00	\$321.52	\$0.00	\$321.52	
3/4/2022	1930	Megan Hawkins	Diane Gore	partywheel21@gmail.com	916-894-4115	Open Order		Vintage Grace Church	3/21/2022 4:00:00 PM	\$535.60	\$0.00	\$200.00	\$335.60	\$200.00	\$335.60	
3/14/2022	1936	Courtney Drahos	Molly Mock	mollymock@gmail.com	436-351-5645	Open Order	Cyndi Mock		3/19/2022 10:30:00 AM	\$214.50	\$0.00	\$100.00	\$114.50	\$100.00	\$114.50	
3/14/2022	1935	Megan Hawkins	Marsha Jalomo	info@creativelanes.com	916-804-1169	Open Order	Marcus Jalomo		3/15/2022 2:00:00 PM	\$309.95	\$0.00	\$0.00	\$309.95	\$0.00	\$309.95	
3/15/2022	1945	Courtney Drahos	Josh Gootee	josh@funatthepark.com	124-555-5222	Open Order	Isaiah Gootee		3/19/2022 2:00:00 PM	\$214.50	\$0.00	\$0.00	\$214.50	\$0.00	\$214.50	
3/21/2022	1961	Megan Hawkins	Fawn Eaton	playdaylic@yahoo.com	142-542-2562	Open Order	Mary Eaton		3/21/2022 12:00:00 PM	\$424.28	\$0.00	\$0.00	\$424.28	\$0.00	\$424.28	
										Event Order Totals:	\$2,355.58	\$0.00	\$300.00	\$2,055.58	\$300.00	\$2,055.58

#### Point-Of-Sale Orders

Order Date	Order #	Created By	Customer	Email	Phone	Status	Payments as of			Balance as of	Total Payments	Current Balance
2/24/2022	1889	Megan Hawkins	POS			Open Order	3/22/2022 12:00 AM		\$0.00	3/22/2022 11:59 PM	\$0.00	\$7.95
3/11/2022	1922	Courtney Drahos	POS			Open Order	3/22/2022 12:00 AM		\$0.00	3/22/2022 11:59 PM	\$0.00	\$7.95
3/16/2022	1951	Megan Hawkins	POS			Open Order	3/22/2022 12:00 AM		\$0.00	3/22/2022 11:59 PM	\$0.00	\$7.95
Point-Of-Sale Order Totals:							\$23.85	\$0.00	\$0.00	\$23.85	\$0.00	\$23.85

#### Online Booking Orders

Order Date	Order #	Customer	Email	Phone	Status	Guest(s) of Honor - People	Guest(s) of Honor - Organizations	Event Start Date	Order Total	Tip	Payments as of	Balance as of	Total Payments	Current Balance
2/24/2022	1881	James Park	James@party.com	916-888-8888	Open Order	EJ Park, Paxson Park		3/23/2022 12:00:00 PM	\$485.92	\$0.00	\$149.50	\$336.42	\$149.50	\$336.42
2/24/2022	1882	Donna Tanner	donnat@lux214.com	916-804-1159	Open Order	Garrett Luther		3/31/2022 12:00:00 PM	\$305.71	\$0.00	\$85.00	\$220.71	\$85.00	\$220.71
2/25/2022	1890	Corey Labar	corey@impactpocmos.com	838-399-2222	Open Order	Carter Labar		3/22/2022 10:00:00 AM	\$276.16	\$0.00	\$85.00	\$191.16	\$85.00	\$191.16



# MAKE DATA ACTIONABLE

Once you've gathered all that valuable data, it's time to put it into action and make a real impact!

## Why let all that insightful information go to waste?

Begin by **scheduling dedicated time to review the collected data** and **create a list of potential improveents**.

We recommend doing this **annually, quarterly**, and even **monthly** to stay on track with your goals.

If you notice a particular party package or add-ons aren't performing as well, it might be time for a revamp.





# MAKE DATA ACTIONABLE

Spice things up with **better photos**, **engaging descriptions**, or a **fresh rotation of available options**.

And if your website isn't delivering the performance you desire, a revamp or enhanced mobile compatibility could be just what you need.

**The key here is to set time aside every month or quarter** (or both) to look at the data to determine if your party packages need a revamp and come up with ideas on how you can improve your business & party marketing efforts.



# CONCLUSION

With this resource at your fingertips, we're excited for you to confidently **build** and **price your party packages**, **conduct market assessments**, **calculate expenses**, and **assess results**.

By highlighting your uniqueness, creativity, and more, you'll attract new customers to your facility. **Let's make your parties the talk of the town!**

Contact us if you have any questions or would like to brainstorm some ideas.



Party Center Software



@partycentersoftware



Party Center Software



@partycentersoft



# ***FREE RESOURCES***

***FOR THE FAMILY  
ENTERTAINMENT  
CENTER INDUSTRY***





# ON-DEMAND WEBINARS

Want to learn from some amazing industry leaders? Click the images below to watch these on-demand webinars:

**COMPLIMENTARY WEBINAR**

**GROW YOUR BUSINESS  
WITH SMALL FOOTPRINT  
ATTRACTIONS:  
KEY HIGHLIGHTS FROM FUN  
CONFERENCE 2022 AND MORE!**



 **Ryan Borton,**  
Funovation

 **Laura Cañellas,**  
Party Center  
Software

partycenter  
software 

**COMPLIMENTARY WEBINAR**

**LASER TAG  
FUNDAMENTALS:  
HOW TO BUILD A SUCCESSFUL  
LASER TAG ATTRACTION**



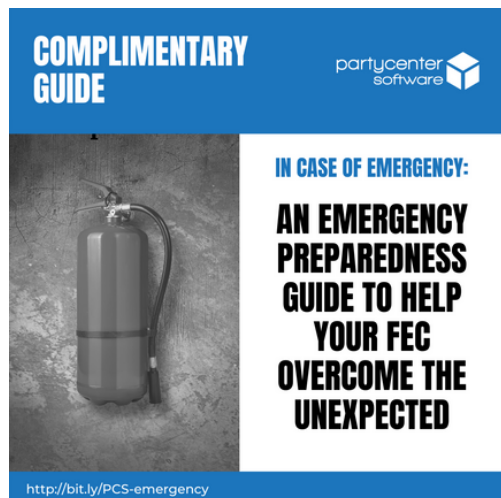
 **Shane Zimmerman,**  
Delta Strike

 **Megan Hawkins,**  
Party Center  
Software

partycenter  
software 



At Party Center Software, we're dedicated to helping our industry overcome adversity and emergency situations. We've prepared a few guides to help you plan ahead with your business.



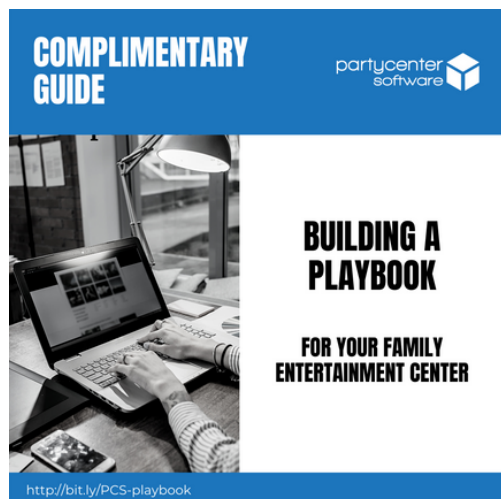
## **EMERGENCY PREPAREDNESS GUIDE**

If there's one thing we can never do enough of as business owners, it's planning. This guide will help you plan for emergency situations in your FEC.



## **INSTAGRAM GUIDE**

Looking to grow your business Instagram? Gain some followers? Generate more revenue without having to spend on ads or promos? Download this complimentary guide today to get started!



## **PLAYBOOK GUIDE**

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.





Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

**REQUEST DEMO**