

STRIKING GOLD MIDWEEK

Attracting Corporate Clients and Boosting Weekday Revenue

By Brandon Willey

Team-building and off-site events have become vital components of a thriving workplace culture, especially as remote and hybrid work reshapes how teams connect. While hotels and conference centers still dominate the traditional conference and tradeshow event scene, location-based entertainment (LBE) and bowling entertainment centers (BECs) are uniquely positioned to offer something more refreshing: high-energy social environments, built-in fun, and a break from boardroom monotony. With the right strategy, these features can transform sluggish midweek hours into powerful profit generators.

KNOW YOUR BUYER

Success in this space starts with understanding who is behind the booking. Your primary contacts are human resources managers, executive assistants, office administrators, and corporate event planners. These individuals are charged with creating memorable experiences that foster collaboration, reward performance, or boost morale.

Their goals are varied—team bonding, onboarding new hires, celebrating milestones, or entertaining clients—but their expectations are consistent. They need venues that can make their jobs easier, not harder. That means transparent pricing, responsive communication, and the

ability to customize an experience to suit group size, desired outcomes, and budgets.

Corporate clients tend to be more process-driven than casual weekend visitors or birthday party parents. Many operate within approval chains and require proposals, timelines, and invoices. They balance multiple projects and vendors, so responsiveness and professionalism are as critical as entertainment value. The more you align with their workflow, the more likely they will choose your center over traditional venues.

PACKAGE IT LIKE A PRO

Like your youth or party offerings, your corporate options should come in clear, customizable tiers. A small work team may seek a simple all-inclusive package—two hours of bowling, lunch, and a few arcade cards. Larger groups might need private meeting space, AV support for presentations, full catering, and lane buyouts.

Customization is key. Offering branded swag bags, trophies, and digital signage can go a long way in personalizing the experience for each group. Add-ons like trivia contests, unique bowling challenges, or themed décor aligned with a company's logo or brand colors can elevate your venue from "bowling center" to "corporate retreat."

Competitive Strategies

Consider adding a "Play + Plan" option where work teams can reserve a private meeting space before or after gameplay, complete with drink service or a catered meal. The ability to shift between serious discussion and active play appeals to teams looking to balance fun with function to maximize productivity and engagement.

FILL THE MIDWEEK GAPS

Most companies look to book events Monday through Thursday, when your venue likely has excess capacity. However, many teams like to plan their meetings for the end of the workday, right when your center is starting to get busy. Promote midday events with discounted pricing or value-add incentives like \$5 game cards, lane upgrades, or complimentary event hosts.

Market these events as productivity boosters, not just playtime. A "Lunch & Bowl" session can re-energize a team. "Almost Happy Hour Showdowns" and league-style mini-tournaments work well for agencies, sales teams, and startups that want to mix fun and friendly competition outside the office.

Do not overlook mornings! Breakfast meetings followed by a short team-building activity are increasingly popular, especially with remote teams that only meet in person occasionally. Offering flexible timeslots, like a 9 a.m. brainstorm session or a 3 p.m. wrap-up session, helps companies fit your event into their workday with minimal disruption while using up your excess capacity.

MARKET LIKE YOU MEAN IT

You will not fill weekday bookings by hoping people call—active outreach is essential. Start by developing a dedicated Group Events page on your website that clearly outlines your offerings. Include an interest form to collect contact information that allows prospective clients to download a brochure and view testimonials and photos from past events to build trust and drive bookings.

Content marketing can be powerful, too. Show off your vibe with behind-the-scenes videos or snapshots of corporate groups letting loose (with permission). Post quick blogs, reels, or email blasts that position your center as the creative alternative to those snoozy hotel conference rooms. Share planning tips, event hacks, or "how to wow your boss" ideas to add real value and earn trust. Be sure to leverage LinkedIn to target human resource professionals and office decision-makers with content that makes them think, "Wait, we could do that for our next team event?"

But do not stop at your screens; getting out into the community can supercharge your reach. Attend Chamber of Commerce mixers or local business expos and build partnerships with coworking spaces, business parks, and human resource associations. Offer a referral bonus to companies that bring in others. And do not be shy about going old-school, because it works! Direct email and cold calling may feel outdated, but they work like nothing else

in your arsenal, especially with the right pitch and strong visual assets as leave-behinds.

DELIVER LIKE A PRO

Booking the event is only half the battle. Execution is what separates one-time bookings from repeat business. If you have not already, invest in a dedicated group sales coordinator who can respond quickly, tailor packages, and work closely with your operations team to ensure the event runs like clockwork.

Make booking easy with online inquiry forms, fast turnaround responses, and flexible scheduling options. On event day, ensure you have clear signage, welcoming staff, and any needed AV support as previously planned on your onboarding call. The smoother the experience, the more likely corporate team members will recommend your venue to colleagues and return with friends and family.

Train your team to be nimble. How will you recover if a catering order is delayed or a lane malfunctions? Having backup plans and clear internal roles ensures hiccups do not become disasters. Building staff confidence through training, clear SOPs, and role delegation ensures the guest experience feels professional, polished, and stress-free.

GROW WHAT WORKS

Track the data to ensure your corporate events program is delivering results. How many leads convert into bookings? What is the average spend per group? Is weekday revenue rising?

Use post-event surveys to measure guest satisfaction and identify opportunities for improvement. Then, use that contact database to send follow-up offers such as discounts for returning guests, VIP nights, or early-bird access to holiday party packages.

Watch for repeat patterns. Did last quarter's event planner rebook? Did any corporate guests bring family back for a weekend visit? That is the ripple effect you want. These patterns show a long-term impact. You can also develop case studies showcasing successful events, especially if you hosted a well-known local company. These stories serve as social proof, reinforcing that your center is a trusted, high-quality venue for business events.

Tapping into the corporate market is not just about filling lanes; it is also about meeting a need. Corporate partnerships want spaces where work and fun intersect. With the right strategy, you can become their go-to destination for both. A polished pitch, responsive service, and customizable packages turn your center from "just a venue" into a valuable workplace partner.



Brandon Willey, ICAE, is co-founder of the LBX Collective and Premier LBX Group, co-host of The LBX Daily Show, and founder and CEO of Hownd. Brandon has an intense passion for the attractions industry and extensive knowledge of location-based entertainment. Brandon is the former chair of IAAPA's FEC Committee and now sits on the North American Manufacturers and Suppliers Committee. You can connect with him at [LinkedIn.com/in/bwilley](https://www.linkedin.com/in/bwilley).