

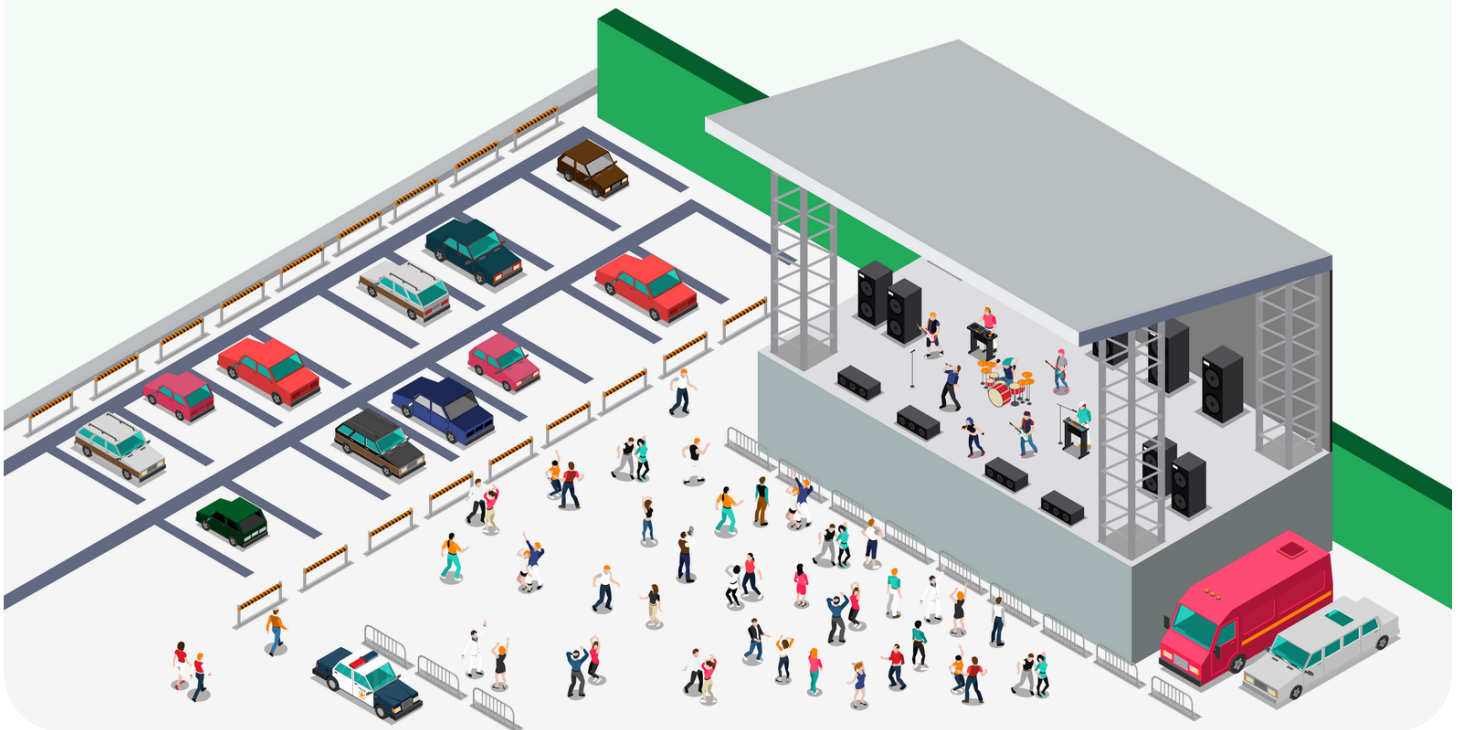


get my  
**PARKING**  
where mobility begins

# EVENT PARKING

# PLAYBOOK

GET MY PARKING © 2024



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# Introduction

Events are a big deal for parking operators, offering huge revenue opportunities and unique challenges. Concerts, sports games, festivals—all of these draw big crowds, which means a massive demand for parking.

People attending the event tend to dread tedious parking processes, too - getting a ticket these days is hard enough, but booking your spot inside the arena is usually easier than finding a parking spot right outside. With big events like Taylor Swift concerts and sports matches making a massive comeback this summer, there's an evident need for better parking solutions.



If you play your cards right, this demand can translate into a significant boost in earnings. But capturing this potential isn't just about opening the gates and collecting fees.

According to **MarketsandMarkets**, well-promoted and efficiently managed event parking can [increase revenue by up to 40%](#).

Creating a successful event parking experience starts way before attendees even arrive. It's all about crafting seamless, positive experiences when they decide to attend the event. Every touchpoint matters, from pre-event planning to real-time management. Attendees will remember if their parking experience was smooth or stressful, and this can impact their overall enjoyment of the event.

According to **IPMI**, a [recent survey](#) conducted by an NFL team revealed that **a staggering 40%** of their premium seat holders' **game-day experience impressions were linked to parking.**

Being prepared is crucial. By leveraging advanced parking solutions and effective promotional strategies, you can avoid the usual pitfalls like long wait times, tedious manual processes, and a less-than-ideal customer experience. An automated parking process, real-time data, and strategic planning can turn parking from a potential headache into a highlight of the event.

This playbook is here to help you navigate the world of event parking management. We'll cover best practices, innovative technologies, and proven strategies to help you maximize your revenue and ensure your attendees have a hassle-free, positive experience.

By the end of this playbook, you'll have the knowledge and tools to turn every event into a parking success story. Let's get started!



# Going Digital

In today's fast-paced world, efficiency and convenience are paramount. This is especially true for event parking, where the goal is to provide a seamless experience for attendees. The transition from traditional methods—like physical tickets and manually operated gates—to a **digitized, smart parking system** offers numerous advantages.

According to [TownePark](#), smart parking systems are becoming increasingly popular, with 11% of global public parking spaces now being “smart.”



# Embracing digital parking can be a game-changer for events.

[A cloud-based parking solution](#) with powerful parking automation makes the process more convenient for everyone involved – people will know where to park, long queues will no longer haunt your lanes and the experience is streamlined end-to-end, from entry to exit.



## Faster Access

Digitization eliminates the need for ticket machines, so that attendees don't waste time queuing. Digital access enables express entry, significantly cutting down wait times. Advanced [AI-powered Parking Access and Revenue Control Systems](#) (PARCS) with License Plate Recognition (LPR) can also result in quick and efficient entry.

## Better Communication

Digitized event parking systems streamline communication by sending automated reminders, instructions, and updates before the event, ensuring attendees know where to park and how to pay. During the event, real-time notifications and alerts help manage traffic flow, address issues promptly, and provide seamless support, enhancing the overall parking experience.

“From confirming their parking spot upon entry via SMS to providing instructions for a hassle-free exit, everything should be seamless with a digital event parking solution”.

**Shubham Choudhary, Sr. Product Manager, Get My Parking**

## Flexible Payments

Digital payments are the most used payment method in the US today. In 2023, [69% of US online adults](#) said that they had used a digital payment method over the past three months to make a purchase. Digitizing payments also makes it easier to create revenue reports, helping businesses track growth.

A digital system also offers a variety of payment methods, including credit/debit cards, mobile payments, and online transactions. Payment options like [scan-to-pay](#) or tapping a card at the gate ensure attendees can pay in a way that is most convenient for them.

## Special Passes and Reservations

Digital systems make it easier to configure [special passes and reservations](#). Whether it's VIP parking or pre-booked spots, everything can be managed seamlessly through the platform. You can create special offers for events, and promote those offers online so you can attract new customers.



## Easier Enforcement

With digital access, enforcement becomes much simpler. [Real-time data](#) and automated systems make it easier to monitor compliance and handle any issues promptly. Event attendees won't have to worry about interference from manual enforcement, while you can keep an eye on everything remotely. This is especially helpful if you have lots with on-street parking - no matter where event-goers park, you can ensure there's 100% revenue capture if you have strong enforcement tools.

## Self-serve Passes for Parkers

Most digital passes are self-serve and automated, reducing the need for human intervention. Event-goers can also look up rates and timings at your locations ahead of time on [your website or app](#). This not only saves time but also minimizes the potential for errors.



## Third-Party Reservations and Partnerships

Digital platforms can easily integrate third-party reservations, providing a unified system that accommodates various booking sources, especially if you've partnered up with external event managing or reservation platforms.

“Our platform is highly integrative - it can be plugged into any event booking system, with parking information pre-filled based on the event details.”

**Shubham Choudhary, Sr. Product Manager, Get My Parking**



## On-the-Spot Payments for Drive-in Parkers

Events often have on-the-spot registrations, which is why you should be prepared for a few transient parkers. Digitized systems offer self-serve payment options for drive-in event attendees with minimal human interaction. Guests can easily pay at entry or any time during their stay via kiosks or mobile apps. Nowadays you have options like [Tap & Park](#), where you tap a card at the entry and exit gates for immediate access and automated payments. We also have scan-to-pay or text-to-pay options where parkers can pay from their browsers via web apps.

## Session Validations

Event attendees tend to gravitate towards local retailers after the event, which is why they're great to partner up with if you want to earn more from parking validation partnerships. It's much easier for attendees to validate their parking session or get a discount if the whole process is paperless and online. Some solutions offer [self-serve portals](#) through which parking admins, event managers, or local retail vendors can validate a parking session in just a few clicks!

Incorporating digital access and payments into your event parking strategy enhances the attendee experience and boosts operational efficiency and revenue. By embracing smart parking solutions, you adopt a modern, streamlined, and user-friendly approach to event parking that benefits you and the parker.



**Tip:** Offer multiple ways to pay in case your bank servers are down or there isn't enough network coverage.

# Get Your Signage Game on Point

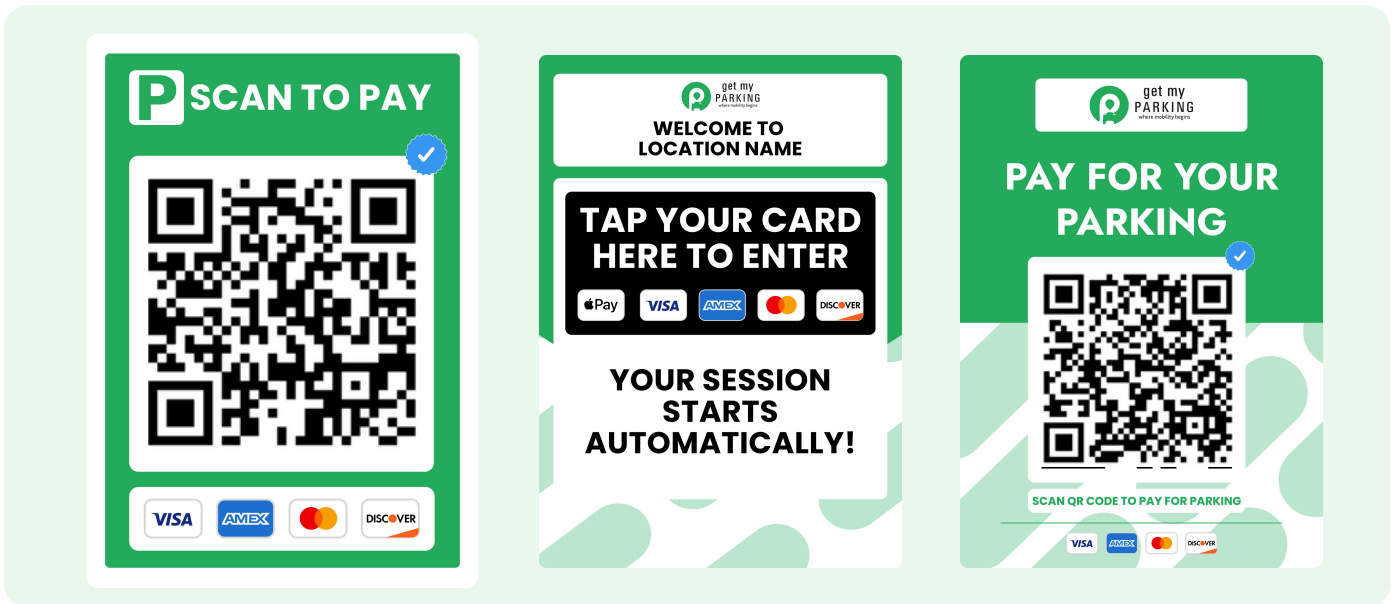
When hosting an event, a well-designed and informative signage system in parking locations is crucial for a smooth and efficient parking experience. Clear, concise signs inform event-goers that parking is available, and guide attendees through the parking process, minimizing confusion and frustration. Here's why it's important to have effective signage with instructions on how to park, how to pay and how event attendees can validate their parking at your partner vendors/event managing kiosks.

According to a study by **TownePark**, Americans waste [\\$73 billion a year](#) looking for parking spots.



## Clarity and Guidance

Informative signage provides clear instructions on where to park, how to start the parking session via your digital touchpoints, how to access the event, and the steps involved in the parking process. This reduces stress and uncertainty for attendees, ensuring they can park and proceed to the event without unnecessary delays.



## Reducing Congestion

Signs with [Scan-to-Pay](#) or Tap & Park options streamline the payment process. Attendees can quickly pay for parking using their smartphones, avoiding long lines at payment kiosks. This modern, convenient approach enhances the overall event experience.

## Ease of Payment

Effective signage helps direct traffic flow, reducing congestion in parking lots. By clearly indicating entry, exit points, and available spaces, signage helps maintain a steady movement of vehicles, preventing bottlenecks and ensuring a smooth parking experience.

## Minimal Human Interaction

Well-placed, informative signs reduce the need for staff to guide and assist attendees. This allows staff to focus on other important tasks, enhancing overall operational efficiency.



**Tip:** For a big event, create dedicated signage that highlights the name of the event so that your event attendees know where their spots are!

# Getting Ready for the Big Day!

## On-Ground Planning

Effective on-ground planning is key to ensuring a smooth and enjoyable event experience. Here are some essential steps to take before the big day.



### Work with Local Authorities

Coordinate with local law enforcement and city traffic engineering to manage traffic flow before and after the event. Make sure there are alternative routes around the venue for local traffic. This helps prevent congestion and ensures that attendees, staff, and emergency vehicles can move smoothly.

“If there is an event at Empower Field, the local police will have a traffic pattern in mind, according to which we adjust the entrance used at our parking location.”

**Dillon Fuller, Sr. Product Manager, Go ParkWell**

## Make Way for the Crew

Make sure the event crew has an easy route to access the venue. This reduces delays, gets them out of your parkers' way and helps them set up efficiently. Making things easier for the crew leads to better relationships with event-holders, which paves your way to being their dedicated parking partner.

## Reserved Parking Areas

Collaborate with vendors and fleet operators to reserve specific parking areas. Ensure there are dedicated spots for the event crew, vendors, and VIPs. This prevents mix-ups and ensures everyone knows exactly where to go.

“At one of our event venues, Mile High Station, we simply close off the parking lot at a predetermined time before the event starts so that the guests have assured parking spots.”

**Dillon Fuller, Sr. Product Manager, Go Parkwell**

## Decide Holding Fees

For some events, operators prefer blocking off a specific area in advance, charging a separate fee to event-goers for those spots on top of the parking fees for their session.

“At Meow Wolf, we will block off the area at the beginning of the day and charge a holding fee for those spots in addition to the parking fees.”

**Dillon Fuller, Sr. Product Manager, Go ParkWell**

## Secure Emergency Zones

Designate secure areas for fire engines, ambulances, and other emergency vehicles. Maintain clear fire lanes and access aisles to ensure quick response times if needed.

## Maintenance Checks

Run maintenance checks on all hardware, including gates, payment systems, and lighting. Ensure everything is in working order to avoid last-minute issues. It helps if you have a real-time, heartbeat report of how your hardware and devices are doing so that you get a heads-up if something goes wrong during the event.

## Keep an Eye on the Sky

Bad weather could lead to attendees crowding at your parking location. Track the weather forecast and prepare for harsh conditions. Have plans in place for rain, snow, or extreme heat to keep attendees safe and comfortable.

## Drop-Off and Pick-Up Locations

Identify drop-off and pickup locations for taxis, ride-shares, and other transport options. Work with the valet team in advance.

## Different Lanes for Different Vehicles

Include a line about how bike people can leave faster and ease the process overall. Consider bike valet, bike share, and e-scooter areas for all modes of transport.

“We station a parking attendant to help guests get where they need to go.”

**Dillon Fuller, Sr. Product Manager, Go ParkWell**

## Train Your Staff

Train your staff thoroughly so they are prepared for any situation. Well-informed staff can handle issues quickly and keep everything running smoothly.

## Efficient Sign-Out Process

Design a streamlined exit process with multiple lanes and clear signage to reduce delays and ensure a quick and smooth departure for attendees.

# Preparing Your Passes

Digital reservations make it easier for attendees to secure their parking in advance and enjoy a smooth entry experience on the event day. In an ideal world, event-goers can book a parking spot when they book a ticket, which is something you can set up if you get into a partnership with the event organizers.



According to ParkMobile, [67% of the parkers who don't pay for parking](#) would be **willing to pay if they could reserve their spot** in advance.

Once you've partnered up with the event organizers, they can enlist you as the recommended parking service provider on their official websites.

## Online Availability

Make sure [parking reservations](#) are available for purchase on your website, web application, or app so that attendees can secure their spots in advance and get advanced instructions on how and where to park, reducing stress on the event day.

Data from [Flash Parking](#) shows that **parking bundle-ons to event tickets have doubled** since before the pandemic.

## Offer Early Bird Discounts

Offer a slightly lower price for parkers who book their spot early – this encourages event attendees to take advantage of the limited-time offer and can reduce last-minute bookings. It also helps you get an estimate of the assured number of parkers.

## Shareable Links

Create shareable links for these reservations. Send these links via text or email in addition to being accessible on the app. This makes it simple for attendees to share the parking pass information with friends or family who are also attending the event.

## QR Code Reservations

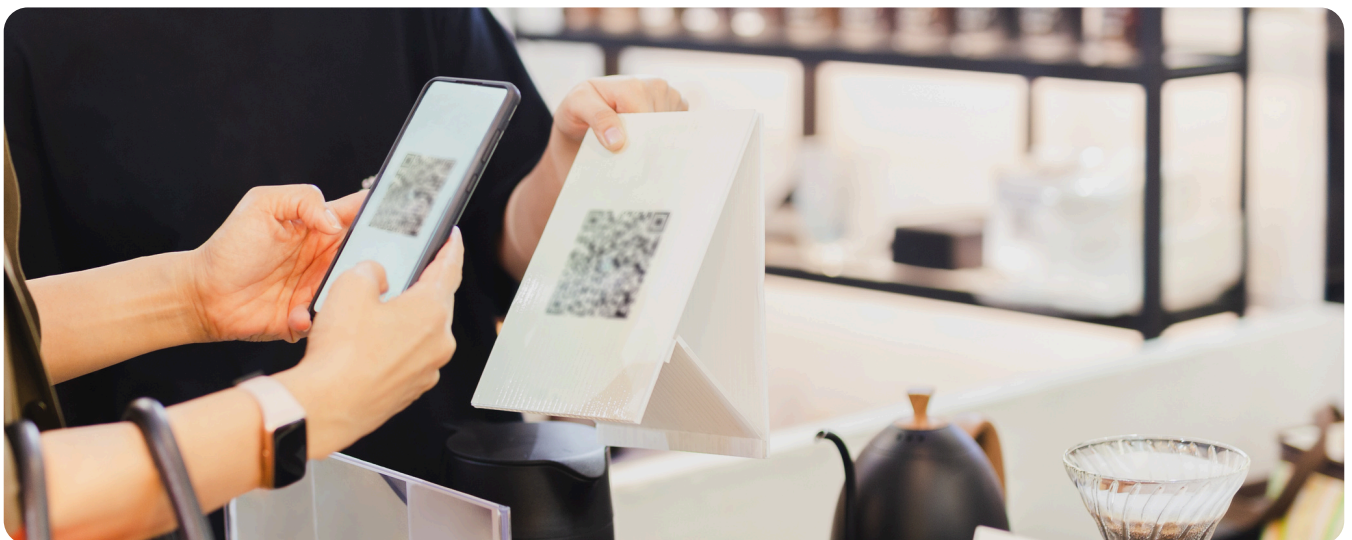
Use QR code reservations to streamline the way reservations are verified at the venue. These QR codes can be sent to attendees in an automated email as soon as they make a reservation, with clear instructions on how to use it at the venue. When they reach the event location, they can quickly scan their QR code or barcode at the entrance for a hassle-free entry.

## Efficient Validations

Ensure your team is equipped to validate these digital passes efficiently. Whether through handheld scanners or automated systems, [quick and accurate validation](#) keeps the traffic moving smoothly.



**Tip:** Use a display board at the venue to help drive-ins with their parking.





# Prioritizing Parker Convenience



Your parkers are your priority - make sure that your parking lots are convenient, welcoming and safe for them.

## **Safety Above All Else**

Increase security measures, including additional lighting, surveillance cameras, and on-site security personnel, to ensure the safety of vehicles and attendees.

## **Reserved Spots for Women and People with Disabilities**

Have dedicated areas for women and people with disabilities to ensure safety and accessibility. Make sure there are wheel-chair ramps on the way from your parking facility to the event.

## **Reach out and Educate**

Send emails to both potential customers and those who have booked reservations. Include useful information like parking directions, event details, and venue policies.

## **Venue Policies**

Post venue policies in the parking area. Inform them about clear bag policies, allowed items, and prohibited items to ensure they're prepared for the event.

# Parking for Walk-in Attendees

## On-the-Spot Payments

Ensure drive-in parkers can pay easily through a web app or with a tap of their card. This quick, cashless payment method reduces wait times and keeps traffic moving smoothly.

## Dynamic Special Rates

Anticipate the event's footfall and create dynamic special day rates. Higher prices for prime spots and lower rates for more distant parking areas can optimize revenue.

## High-Vis Signage

Use informative, high-visibility signage to guide drive-in parkers. Clear instructions help attendees know where to go and what to do, reducing confusion and stress. Some parking software providers like Get My Parking offer pre-designed white-labeled signages so that the set up process is much easier.

## Dedicated Drive-in Area

Set aside a dedicated area for drive-in parkers to avoid congestion. This helps keep traffic organized and ensures a smooth flow of vehicles.



## Live Enforcement Tools

Implement **live enforcement reports** in gated lots to monitor compliance in real-time. This helps your enforcement team identify any issues promptly and maintain order.

# Prioritize Promotions

## Partnering Up

### Collaborate and Offer Add-ons

Work with event managers to become paid partners. Offer your parking services as an add-on to event tickets. This makes it easy for attendees to purchase parking in advance, ensuring a hassle-free arrival.

### Offer More Than Just Parking

Enhance your appeal by offering extra services like [EV charging](#) or even a charging station for their devices. These value-added options can attract more attendees and provide additional revenue streams.



# Create a Marketing Strategy

## Market Offline and Online

Develop a comprehensive marketing plan that includes both offline and online strategies. Use posters, flyers, and banners at the event venue and surrounding areas to raise awareness. Combine this with a strong online presence through social media, email campaigns, and your website.

## Identify your Customers

Figure out the demographic that the event usually attracts. Segment your audience based on demographics, interests, and behaviors. This helps tailor your marketing efforts to reach the right people.



## Run Paid Ads

Run targeted paid ads on social media platforms to reach your identified customer segments. These ads can highlight the convenience and benefits of pre-booking parking passes.

## Link Your Ads to the Booking Page

Ensure that your paid ads are linked directly to the reservation booking page so that the parker completes the action as soon as they see the ad.

## Sell Ad Space on your App/Website

Maximize revenue by selling ad space on your website, web app, or app to sponsors. You can also promote your additional services in these ad spaces. [Get My Parking's web app/app](#), for instance, offers easily customizable in-app ads that run on catchy carousels.



**Tip:** See if you can get listed as a parking venue on the event's webpage or app.



# The Day of the Event: Getting It Right

Ensuring a smooth parking experience during an event requires attention to detail and proactive communication. Here are some best practices to follow.

## Start Early

People usually show up way earlier than when the event officially starts to get the best seats in the house.

According to **IPMI's** report [75%+ of vehicles](#) for NFL games will arrive at least **60 minutes before** the event start time.

## Pre-Event Dry Run

Conduct a dry run of the parking operation with your team before the event. This helps identify potential issues and ensures everyone is familiar with their roles.

"We are the first face the attendees see, at this interaction we inform the guests of parking availability and rates."

**Dillon Fuller, Sr. Product Manager, Go ParkWell**

## Real time Updates

Use social media, SMS alerts, and email, or talk to your parkers at the venue, to communicate important updates, such as changes in parking rates, availability, or traffic conditions in real time. You can also let them know if a particular location is full and redirect them to your other locations.



Communicating with your parkers is much easier with Get My Parking, with geo-targeted in-app notifications and fully automated emails that go out to parkers before the event, with clear instructions on how to find their way around parking

## **Monitor Gates**

Depending on the types of gates you have, set up a system to get live reports. This helps ensure there are no long queues and allows you to address any issues promptly.

## **Valet Parking**

Offer valet parking as a value-added service. This can enhance the experience for attendees, particularly for VIPs and those who prefer a more convenient parking solution.

## **Wardrobe**

If your event is large enough, it might get hard for attendees to identify your team or the event's team responsible for offering assistance. It's a good idea to get the on-ground team identical clothes, branded with your logo or the event's theme, so that event-goers can easily spot assistance.

# Best Practices After the Event



The work doesn't end once the event is over. Ensuring a smooth exit process and following up with attendees are crucial for maintaining a positive reputation and improving future operations.

## Manage the Exit Process

Be prepared for the massive, often messy exit process by creating a structured flow for vehicles to leave the location. Use clear signage and staff guidance to prevent bottlenecks and ensure a smooth, orderly departure for all attendees.

## Ask for Feedback

Send out emails with a survey asking attendees to review their parking experience. Their feedback is invaluable for identifying areas of improvement. This can be a part of your 'thank you' email, reminding them of the enjoyable event and the positive parking experience.



**Tip:** Encourage event attendees to **download your app** or keep your services in mind for future events.



## Clean-up Plan

Have a dedicated team and a well-organized clean-up plan in place. Ensuring the area is quickly and thoroughly cleaned prepares you for the next day's operations and leaves a good impression on the venue and attendees

## Enforcement Run

Conduct a quick, post-event enforcement run to detect any abandoned vehicles. Addressing this promptly helps keep the parking area secure and ready for future use.

## Analyze your Data

Analyze the parking data collected during the event. Look for actionable insights to improve traffic flow, enhance customer satisfaction, and optimize revenue. Understanding patterns and identifying bottlenecks can help refine your approach for future events.



By focusing on these best practices, you ensure a positive experience for attendees from start to finish, maintain a well-organized operation, and continuously improve your services for future events.



## “We’re the first face the attendees see.”

**Dillon Fuller**

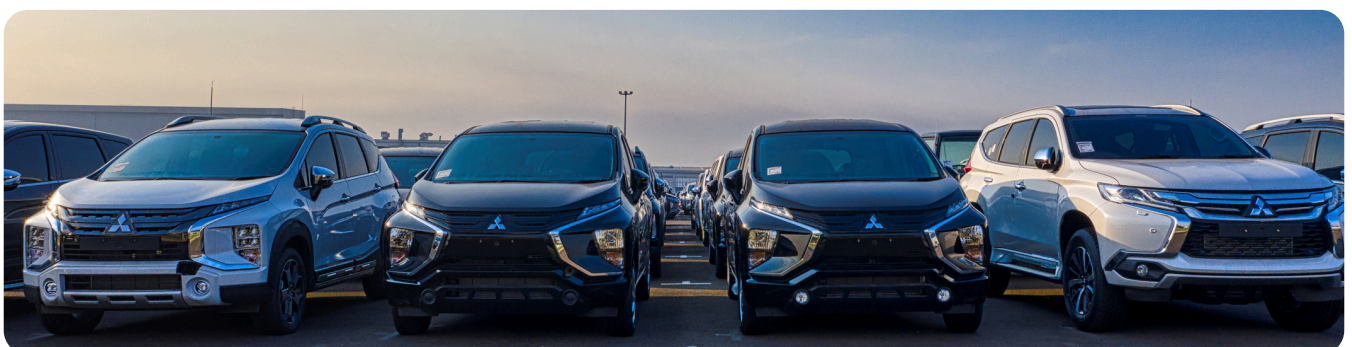
Senior Product Manager at [ParkWell](#)



We talked to Dillon Fuller, Senior Project Manager at ParkWell, about their approach to event parking.

We focused on two of their locations where Get My Parking solutions have helped streamline event parking, [digitizing access and payments](#). The solution has been customized for each location to accommodate different use cases.

“When it comes to event parking at Mile High Station, we’ve got a solid routine”, says Dillon. “We close off the parking lot well before the event starts, reserving spots just for our guests. Over at Meow Wolf, we do something similar but with a twist—we block off the area early and add a holding fee to ensure those spots are ready when needed. The holding fee is charged on top of the parking fees. We handle everything from booking to invoicing so that the process is smooth from start to finish.”



Of course, event parking goes beyond what's happening in the parking lots - you'll have to work with everyone responsible for managing the traffic around your area to make sure the attendees are parked on time.



“Our traffic control strategy really depends on the event. For instance, if there’s something big at Empower Field, we’ll coordinate with local police and adjust our entrances accordingly. Meow Wolf is a bit more straightforward, so we can focus more on managing the lot itself.”

ParkWell supplements the digitized parking process with on-ground assistance so that event-goers don’t miss a minute of their much-awaited event.

“To keep things running smoothly, we always have attendants on-site to direct guests, making sure they find their spots easily and safely. Since our parking services are part of the event package, promoting them is pretty seamless. Plus, our attendants are the first faces guests see—they’re there to provide real-time updates on parking availability, so everyone’s in the loop from the moment they arrive.”



# “Parking at events should be a subconscious experience.”

**Shubham Choudhary**

Senior Product Manager at **Get My Parking**



We talked to Shubham Choudhary, Senior Product Manager at Get My Parking and the brain behind our event parking tools, about the intricacies of developing a parking solution that works seamlessly with events.

## ***What key features do you believe a good event parking management solution should have?***

Event parking needs to be seamless and intuitive because attendees are usually focused on the event, not the parking process. Key features include easy discovery of the parking location, proximity to the event, and clear navigation to the venue. Detailed maps and accessible routes are essential for a smooth experience.

The parking process should be nearly subconscious, with attendees confident that their spot is reserved. Upon arrival, the software should facilitate easy entry through QR codes or automated systems. Clear communication about parking spots and exit instructions is crucial to ensure a hassle-free experience.





***How does your platform ensure a smooth and hassle-free experience for parkers from reservation to exit?***

Our platform sends an immediate email confirmation upon reservation and follows up with automated reminders 24 hours and 2 hours before the event. This proactive communication, combined with automated entry and exit at [ExpressLane](#) locations, ensures a smooth experience with minimal human interaction.

For registered users, payment is automatically processed using card information on file, avoiding delays. We also support QR code scanning and integration with existing systems for manual operations, providing a flexible and seamless parking solution.

“With Get My Parking, **your license plate becomes your ticket** and your reservation.”

***How do you ensure the security and privacy of user data when handling digital reservations and payments for event parking?***

Our solutions are GDPR-compliant, encrypting user data and never storing payment information in full. We only keep the last four digits of the card and partner with PCI-DSS-compliant payment gateways to handle sensitive information securely.

Transaction data is cleared and deleted immediately after use, minimizing the risk of unauthorized access. These measures ensure that user data is protected and privacy is maintained throughout the reservation and payment process.

***What kind of insightful feedback have you received from event attendees and organizers about the adoption of digital parking solutions, and how has it influenced your product development?***

Attendees often find it inconvenient to book parking separately from event tickets and prefer a seamless booking process. Feedback highlighted the need for integrated parking reservations with event bookings to reduce stress and provide clear parking instructions.

In response, we enhanced our [ExpressLane/Tap & Park](#) solution to allow tap-and-pay access and integrated it with event booking systems. This streamlining of the parking process from booking to exit has been influenced by this valuable feedback, improving the overall experience for attendees.



***What trends or future developments do you foresee in the digital event parking space, and how is your team preparing to adapt to these changes?***

I anticipate a future where event booking and parking reservations are closely integrated, similar to Ticketmaster's model. This will offer better visibility and live updates on parking availability, reducing stress for attendees.

Our ExpressLane product is designed to align with this trend by making the license plate the ticket and reservation, allowing automated access and payment. This approach prepares us for the growing demand for integrated and user-friendly digital parking solutions.

# Event Parking Checklist



## Before the Event

### Signage

- Ensure clear, informative signage with parking instructions, payment methods, and event access.
- Create dedicated signage highlighting the event name for parkers.

## On-Ground Planning

- Coordinate with local authorities for traffic management and alternative routes.
- Ensure easy access for event crew to reduce delays and improve relationships with event-holders.
- Reserve parking areas for event crew, vendors, and VIPs.
- Decide on holding fees for pre-blocked parking spots, if applicable.
- Secure emergency zones with clear fire lanes and access aisles.
- Conduct maintenance checks on all hardware and systems.
- Prepare for adverse weather conditions and have contingency plans.
- Identify and arrange drop-off and pick-up locations.
- Include bike valet, bike share, and e-scooter areas.
- Train your staff thoroughly for any situation.
- Set up an efficient sign-out process with multiple lanes and clear signage.

## Preparing Passes

- Set up digital reservations for advanced parking booking.
- Ensure online availability for parking reservations via your website or app.
- Offer early bird discounts to encourage pre-bookings.
- Create shareable links and QR codes for reservations.
- Equip your team to efficiently validate digital passes.



## Prioritizing Parker Convenience

- Increase security measures, including lighting, cameras, and personnel.
- Reserve spots for women and people with disabilities.
- Reach out and educate parkers with emails about parking instructions and event details.
- Post venue policies in the parking area.
- Ensure efficient waste management.

## Parking for Walk-in Attendees

- Provide easy, cashless payment options for drive-in parkers.
- Implement dynamic special rates based on spot location.
- Use high-visibility signage to guide drive-in parkers
- Set aside a dedicated area for drive-in parkers.
- Implement live enforcement tools for gated lots.

## Promotions

- Partner with event organizers for integrated parking and ticket booking.
- Offer additional services like EV charging.
- Develop a marketing strategy that includes offline and online efforts.
- Run targeted paid ads linked directly to the booking page.
- Sell ad space on your website/app.

## During the Event

- Start early to be prepared for early arrivals, especially for major events.
- Conduct a pre-event dry run with your team to address potential issues.
- Use social media, SMS alerts, and email to communicate important updates to parkers in real time.
- Set up a system for live reports from gates to prevent long queues.
- Offer valet parking as a value-added service, particularly for VIPs.
- Ensure the on-ground team is easily identifiable with branded clothing.

## After the Event

- Create a structured flow for vehicles to leave the location with clear signage and staff guidance.
- Send surveys to attendees to gather feedback on their parking experience.
- Have a dedicated team and plan for a thorough clean-up.
- Conduct a post-event enforcement run to manage abandoned vehicles.
- Review parking data to identify areas for improvement and optimize future events.



Use this checklist to ensure a smooth, efficient parking experience for both event attendees and operators.



## Redefine the event parking experience with **Get My Parking**.

Go digital with *ticketless AI-PARCS*.

Contact us for a preview of your white-labeled solution.

[Click to Schedule a Demo](#)

