

Event inquiry qualification grid

Four criteria, three levels, written thresholds. Adapt the thresholds to your average deal size — what matters is that the whole team applies the same grid.

Criterion	Hot	Warm	Cold
Date & lead time	Date available, event within 3 months	Date available or flexible, 3–12 months out	Date already taken, or vague (“someday, maybe”)
Budget	Stated and at or above your average deal	Not stated, or “flexible” — a question to ask	Far below your minimum and presented as non-negotiable
Guest count	Within your spaces' capacity, format specified	Near the limits, or format to confirm	Outside capacity (too large or too small)
Fit with the venue	Event type you already host, personalized inquiry	Feasible with reservations (technical, timing)	Incompatible: noise rules, lodging, services outside your offer
Response to send	Call or personal reply within 4 hours	Same-day reply + 3 targeted questions	Polished template reply + scheduled follow-up