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perfect for Halloween. For example, consider unique event spaces like: An abandoned warehouse An industrial loft An underground tunnel system. And if budget constraints arise, you can still make your event memorable with an affordable campground or hosting a party on a rooftop. The Halloween party theme you choose sets the stage. Every element of your party's theme should be centered on Halloween. This includes food, performances, decorations, and more. Make sure you think carefully about how to capture your chosen theme throughout every essence. The sky is your limit in terms of your party theme, but it could be worth going for something like: A classic costume party A mysterious masquerade ball A spine-tingling movie marathon A journey through a historical era A family-friendly and fun-filled spooky gathering While you're at it, it's best to define the ambiance, too. Choose whether you want to offer an elegant event or a casual approach, ensuring your guests know what to expect. Greenwood Cemetery / Nightfall Brooklyn, NY Who do you want to attend your event? Is it families searching for a kid-friendly spectacular? Or young adults eager for a chilling, spirited party? Perhaps your target audience is horror aficionados and those who want a thrill movie to unwind. Tailoring your Halloween event to your target audience helps you to receive your desired outcome: a frighteningly fantastic experience for all. Keeping your target audience in mind during the planning stage will also help to drive high attendance and promise an experience that will haunt your guests for years. When deciding the ticket price for your Halloween event, you need to prepare a budget. Your goal should be to devise a price that covers your costs while remaining feasible to your target audience. Overpricing may deter potential attendees, whereas underpricing could lead to a financial loss. To create a balance, assess your budget and expenses spent over time. To calculate, by number of tickets sold (first 50 tickets sold are \$20, then they ramp to \$50), or by level of access (VIP vs. general admission). For example, Chicago Twenty Something is offering discounted Super Early Bird GA tickets to its Wrigleyville Halloween Crawls event. Smooth logistics are crucial for smooth Halloween party planning, but logistics is a big umbrella term for event organizing. So what should you consider for the perfect Halloween bash? No two parties are 100% alike, but you should definitely: Determine whether to sell tickets online, on-site, or both Conduct a risk assessment Create an event safety plan Put together a communication plan to let people know about vital details, such as parking options and transportation tips, to attendees in advance If celebrities or influencers are involved, it's best to create a plan to coordinate their attendance or for a seamless and memorable guest experience. Pro Tip: Run a smooth entry assessment. The worst thing for a party-goer is waiting too long to get in. Create a secondary entrance for event ticket holders to enter quickly and another line for people buying tickets at the door. Everyone is encouraged that chilling moments when they've turned up to a huge party and there's nothing to snack on. Make sure you've got plenty of options. Depending on the type, you might be required to work with an in-house catering team or preferred caterer for a formal or casual service meal. But you can also bring up with your caterer to pass the cost of self-service stations for snacking, including tables of even smoothie truck catering and get multiple stations outside your venue. Either way, you can have food trucks or food trucks should be creative and tasty. Making them a part of any major celebration. Savor the wish list with your caterer/partner to pass on the menu items you think will go down a scream. Sink your teeth into ghostly delights like 'Severed Finger' hot dogs, 'Eyeball' cake pops, and 'Witch's Hat' cookies. For a gruesome twist, try 'Mummy' meatballs and 'Bloody Brain' dip in glass jars. As you indulge in these tasty treats, make sure to prioritize food safety over flavor. When considering dietary restrictions and prepare for common allergens like peanuts. You want your ghoulish feast to be memorable but safe and inclusive for all your guests. Greenwood Cemetery / Nightfall / Brooklyn, NY Now that we've covered the steps you need to take to plan the firm foundation of your party, let's talk about the Halloween party must-haves your party guests will expect. From party invitations and loll bags to the perfect party playlist, here's what you need to remember: Send out invites easy to get your guests' attention. Here's a checklist for creating the perfect Halloween party invites: You can personalize your e-invite designs and increase ticket sales using Eventbrite's smart marketing tools to reach your target audience. Choose a crazy design that grabs the eye and previews the spine-tingling fun that awaits guests. Whether you choose gothic motifs, classic witchy symbols, or eerie accessories, your invitations should reflect your event's theme and style. With real-time insights, you can track your results and adapt your invite whenever to expand your reach and increase ticket sales. Pro Tip: Create an incentive for guests to buy tickets online. When attendees make an online purchase, you get an upfront commitment of their attendance, and you can accumulate email addresses to notify them of future parties. You can create incentives to buy online by increasing the price at the door so that guests purchase tickets online beforehand. For example, offer a free drink before a certain time when guests purchase an online ticket (a bonus for getting people to arrive earlier) to create hype around the event and instill a fear that the event might sell out (which is entirely true). Ultra Australia / Ultra Australia 2023 / Melbourne, AUS When it comes to Halloween decorations, your atmosphere should be eerie and perfectly crafted to suit the event's theme. Start by ensuring your decor complements your event's vibe and considers your audience (don't make it too frightening for children or too difficult for adults). While creating the perfect space, always prioritize safety and allow enough setup time. Here are some creative event ideas to match different Halloween vibes: Black sheets: Use dark Halloween sheets to create a haunted-house feel, which is perfect for a 'Spooky Mansion' atmosphere. Spider webs and fake cobwebs: Create an eerie atmosphere with timeless accessories, which is ideal for a 'Creepy Crawlers' theme. Blood red paint: Use this Halloween-favorite prop on walls, signage, and props. Skeletons: Include skeletons throughout the venue for a 'Haunted Graveyard' feel. Decorating your venue is one of the best parts of Halloween planning, and making sure your decor matches the chosen vibe is key for a memorable and enjoyable event. If you prefer to get crafty, you can use DIY decorations for a personalized finish. Pro Tip: According to a recent YouGov survey, 42% of consumers said it's important that Halloween goods are eco-friendly. So if you plan to use lots of decorations, think about how much waste your event might create. Try to upcycle or repurpose wherever possible — and if you plan on throwing Halloween events annually, store your decorations after each party to reuse them. Your Halloween bash is only as good as the entertainment you provide for your guests, so go all out. Options that you might want to check out include: A live band or live DJ Hire professional performers (like dancers, fire eaters, clowns, actors, or magicians) Stage a costume contest Hold a cocktail masterclass Set up an arts and crafts station Either way, play to your crowd and deliver the type of entertainment your target audience is looking for. If you're hosting a family event, it's worth booking various forms of entertainment to accommodate different age groups, so there's something for everyone. Pumpkins are pretty much synonymous with Halloween. That's why you need to work them into your decor (or even your party theme). For starters, display lit or painted pumpkins for a traditional ambience suitable for a 'Classic Halloween' feel. You can also incorporate pumpkin into your catering menu, create a pumpkin-flavored signature cocktail, or brand your event using a palette of orange and green. Pro Tip: Use pumpkins as your party entertainment by setting up a Jack-o'-lantern competition. Pumpkin carving is a great party activity for kids, but it's also the perfect way to tap into some holiday nostalgia at adult-only parties. The Bloody Mary Festival / The Bloody Mary Festival / Brooklyn, NY Signatures party punch or awesome cocktails inspired by the event's theme can take your Halloween party experience to the next level. Whether serving adults or families, there's a holiday spirit to quench every guest's thirst. For the grown-ups, tantalize taste buds with cocktail ideas like Pumpkin Ale, Witches' Brew, Zombie Punch, or the classic Bloody Mary. Meanwhile, include a kid-friendly drinks menu, and why not trial a twist on the traditional Halloween trick-or-treat with sweet cocktail ideas? Offer guests various mixed shots, and challenge your guests to choose and their shots — with a surprise element to add some fun. Don't forget to provide non-alcoholic drink options no matter your target audience and enough cups with a Halloween hue so everyone can indulge in the eerie libations. Halloween-themed illumination can light up your event! For indoor parties, consider eerie candelabras, sinister-colored bulbs, and ghostly lanterns to cast enchanting glows. Outdoors, evoke a spooky aura with: Fairy lights Jack-o'-lantern path lights Bizarre LED tombstones String lights You can even throw in some eerie mist with a fog machine or the classic dry ice trick. Pro Tip: No matter how much you want to scare your guests, safety is always your priority. Keep in mind the use of open flames indoors, and choose weather-resistant lighting for a safe and spellbinding atmosphere. Loot bags are a brilliant way to give your guests souvenirs to remember your amazing Halloween event. But they're also a useful way to remind guests to buy tickets for your upcoming events by making sure your events are memorable. So what should you include in your goody bags? If you're planning a kids' Halloween party or a family event, think: Different types of candies Affordable items (like fake spiders) Face tattoos Coloring sheets But if you're throwing adult-themed Halloween parties, fill your loot bags with: Cards with cocktail recipes Cocktail mix Samples from partner brands (like perfume, cosmetics, mixers) Coupons for discounted tickets to upcoming parties You don't have to break the bank here. Just think about your ideal party guest and target audience, and then fill up your goody bags with the sort of stuff you think they'd genuinely love. No party is complete without an amazing party playlist to get your guests up and moving. So what should you look for in the ultimate playlist? First of all, stick to your theme and build your party playlist around that. For example, maybe you're creating an homage to 90s slasher movies. If so, it's an absolute must that your party playlist comes with 90s floor fillers. But even if you don't have a theme, you should include some Halloween classics your party guests will expect. That means songs like: Thriller by Michael Jackson Ghostbusters by Ray Parker Jr Time Warp from Rocky Horror That's just the tip of the iceberg, but you get the idea. Even if you're not planning a huge dance party, a chilling playlist is still a must. For example, for a dining experience, consider soundtracks of classic horror movies for background ambiance. Candy corn is basically the official candy of Halloween — and so it doesn't matter what age group your party targets. You need to have candy corn. You can create a candy corn station that's self-serve for guests to get a quick sugar hit. Use mini scoops, glass jars, or paper bags so guests can take bags of candy home. A candy station is a great alternative for those who aren't keen on alcoholic drinks, and it's a surefire way to capitalize on people's childhood nostalgia. GTFO / Ghost Making your event the top pick is important in a world filled with Halloween competition in the event space. With many options, you need to follow a strategic approach to capture your guests' attention. As you start marketing your Halloween party, always remember your target audience and know what makes your event stand out from others. Then, use the following promotion techniques to allow your Halloween party to be the ultimate spooktacular soirée of the season. Before you put your marketing efforts into practice, a well-designed website is your essential haunt. Your website provides vital event information and also shapes the first impression. Ensure it captures the theme and your event branding and resonates with your target audience. Bear in mind a consistent design, graphics, and content throughout, too. Also, prepare for any surges in traffic and prioritize a mobile-friendly website theme since 90% of visitors access your event details from their phones. If you're looking for a flexible way to maximize your exposure, partner with an event solution like Eventbrite. Pro Tip: Include images and videos on your registration page to brand your page and give potential ticket buyers a feel for the event type. Harness the power of social media to create a buzz around your Halloween event. Begin by creating a catchy, consistent hashtag that easily integrates into your posts and all communication channels. Encourage guests to use it and offer incentives for engagement, like photo contests or branded photo booths. You can incorporate Eventbrite's Marketing Tools for paid promotion on platforms like Facebook and Instagram. Creators who used them sold more than 63% more tickets per event. With recommended audiences and seamless ticket sales integration, Eventbrite can take your event marketing to the next level, ensuring your Halloween bash stands out in the digital realm. If you want to see this in practice, check out BLACC FIRE HOSPITALITY. They always do an incredible job showcasing their Halloween events with reels and content that delivers major FOMO ("fear of missing out"). That's why we can't wait to see what they have in store for their upcoming Rollingween Party. Take a look at what happened at last year's event: Pro Tip: Get the word out. Use all the tools we provide, like widgets and email invitations, to spread the word and sell out early. Publish your event on Facebook and promote it on X/Twitter. Yoga and wellness instructor Marquita René, founder of the Black Velveteen Yoga, depends on Eventbrite's social media tools to connect with her audience and other brands who relate to her cause. Don't neglect email marketing when it comes to event promotion. It ensures your Halloween bash stays top-notch for potential guests. With Eventbrite, you can take your email marketing efforts to new heights, reaching your target audience and automating campaigns for maximum impact. Personalize your emails to increase engagement and conversions and schedule them strategically for the best open rates. Eventbrite boasts 58% higher open rates compared to the industry average — and when you take a look at our wide range of advanced features, it's not hard to see why. Eventbrite offers: Artificial Intelligence (AI) content assistance to help you come up with stellar content for your website when class was starting, "says Marquita René. Don't underestimate the power of email newsletters. Automate event reminders so your ticket holders know when and where they need to be to catch the action. The email aspect of Eventbrite was a great resource for me because it allowed me to send reminders to my attendees when class was starting," says Marquita René. 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