



Expert Meeting 6 May 2025

Strategies and Inspiration to Beat the Summer Slump





Agenda

1. Summer slump? Not with us!
2. Our “Heat Hacks”
3. Tips for team events
4. Ideas for summer B2B events
5. Tips for bachelor(ette) parties
6. Summer JGA ideas
7. Social Media



Summer slump? Not with us!

Challenges

Booking drops in July and August

Customers are often on vacation
or plan more spontaneously

Indoor experiences lose appeal –
outdoor ones are more in demand

Competition from festivals,
holidays, lakes, etc.

Opportunities







More free time and spontaneity
= more room for experiences

High demand for group activities

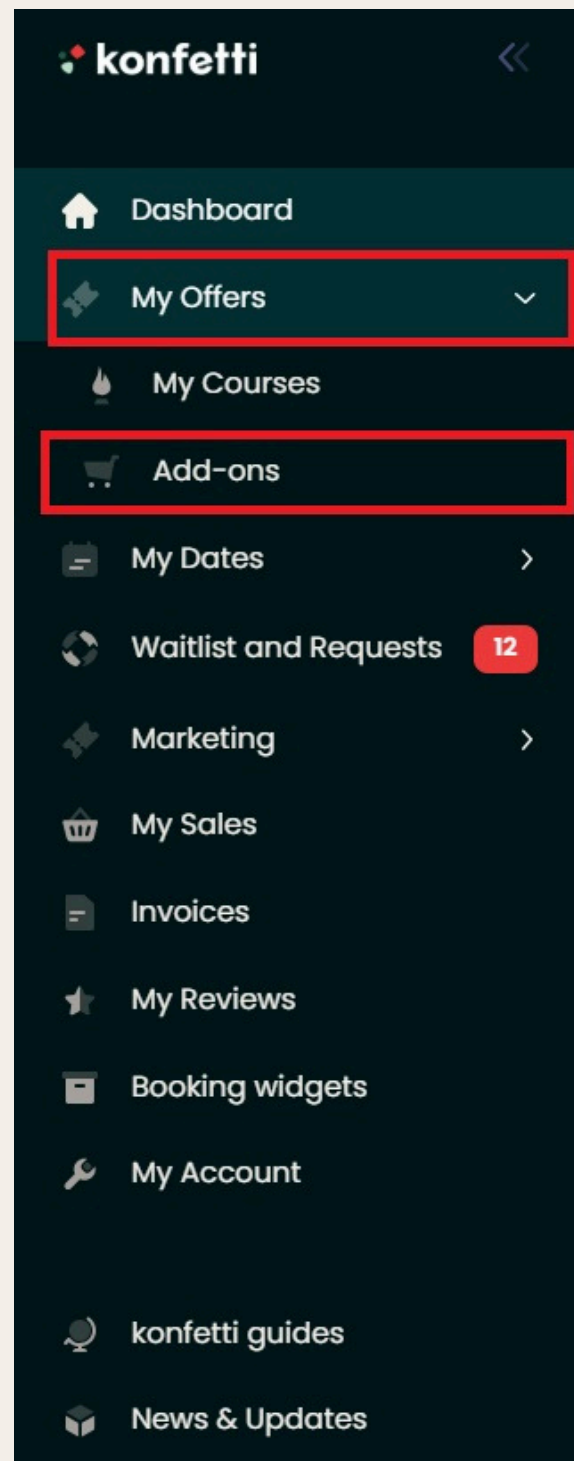
Companies want to reward their teams –
especially in warm weather

Summer themes, outdoor classes,
and specials

Our “Heat Hacks”

-  Later start times with after-work formats
-  Outdoor versions in parks, forests, etc.
-  Summer special like refreshing drinks or decorations (add-ons)
-  Boost visibility with promotions and fill “last spots”
-  Enable instant bookings with open slots
-  Focus on group formats: bachelor(ette) parties, team event, summer parties

Create add-ons



Add-ons

Home - Add-ons - Create Add-on

Status

Published

Set the product status.

General

Add-on available for *

☒ Public Dates ☐ Group Dates

Product Title *

Polaroid camera

A product name is required and recommended to be unique.

Description

B *I* | ↶ ↷

You want to capture your special day forever? We will provide you with a Polaroid camera with 10 sheets. You are welcome to bring additional photo paper for even more memories.

Set a description to the product for better visibility.

Create add-ons

[Guide to creating add-ons](#)



Detail

Type of Add-on *

Weitere Produkte für den Workshop
x

Events

Blumenkranz binden in Berlin: Kreiere Deinen eigenen Kranz
x

Price Type

Price Type Explanation ⓘ

☐ Per Person

☒ Per Class

Default Price *



15 €

Min bookable tickets *

1

Gallery

jpg/png files with a size less than 5MB *



Drop file here or
click to upload

Cropped: Yes

Image description

Main

Approved

Add promotions

[Guide to adding promotions](#)



<<

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Marketing ▾

Promotions

Booking widgets

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Invoices

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Booking widgets

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Promotions

New Promotion

Promotion name *

Last minute summer special

A Promotion name is required and recommended to be unique.

Choose the events *

Grillkurs in Berlin: Richtig ... (149-€ 126.65 €)



Discount in % *

15

%

We recommened at least a 20% discount

Start Date *

07/05/2025

The promotion is valid until 14.5.2025

Run time *

1 Week



Back

Create Promotion

Ideas for Summer Experiences

- **Food & Drink:** Summer tapas workshop + refreshing drinks (e.g. Aperol Spritz)
- **DIY:** Macramé plant hangers for balcony décor
- **Crafts:** Sew picnic blankets from fabric scraps
- **Jewelry class:** DIY festival jewelry
- **Art:** Watercolor workshop in the park – paint summer flowers
- **Music:** Intro to ukulele – bring summer vibes home
- **Natural cosmetics:** DIY after-sun lotions and summer perfumes
- **Plants & Flowers:** Build your own herb garden – raised bed tips
- **Sports:** Stand-up paddling – intro to technique and balance
- **Boat tours:** Evening ride with snacks, music, and drinks
- **City tours:** Outdoor escape game in the park
- **Coaching:** Sunrise yoga and mindful morning rituals
- **Photography:** Golden hour outdoor photo workshop

Tips for Team Events

- **Experiences with value:** should inspire, connect, and be memorable
- **Clear structure & professionalism:** simple processes, fast responses, clear info
- **Custom offers:** exclusive dates or add-ons tailored to company needs
- **Location flexibility:** depends on the industry – close by or mobile
- **Light, summery vibes:** outdoors, informal
- **After-work formats:** short sessions after work
- **Easy booking:** short-notice requests increase in summer



Summer B2B Event Ideas

Party Boat

- After-work cruise: 2-hour ride with drinks and finger food
- Teambuilding challenge on board with games or creative tasks

Cooking Class

- Mediterranean evening: tapas, ceviche, salads, pasta fresca
- Street food workshop: cook and enjoy international dishes

Dinner-Tour

- Gourmet summer tour: ice cream spots, rooftop bars, outdoor restaurants
- Secret dinner: surprise stops and open-air menus

Paint & Drink

- Paint & Prosecco on the terrace
- Team canvas: each person paints one piece of a large company artwork

City Tour

- Street food & street art walk
- Sundowner tour ending at a rooftop bar or waterfront

Tips for Bachelor(ette) Parties (JGAs)

- **Community & fun:** the day should be unforgettable and connect the group
- **Emotion & memory:** moments to remember – often captured with phones/cameras
- **Joy & celebration:** fun is key – with drinks and room for personal touches
- **Simplicity & clarity:** easy booking, no stress
- **Vacation vibes:** chill, light, outdoors if possible
- **Day events over nighttime parties**
- **Make memories:** photogenic and shareable experiences
- **Personal elements:** the day should match the group



Summer JGA Ideas

Wine Tasting / Wine Walk

- Wine & Walk with picnic and sparkling wine welcome
- Sundowner walk with Polaroid stops

Creative Class

- Paint & Prosecco: on canvas, bags, or shirts
- Lettering & Limoncello: hand-lettered cards or wedding décor

Culinary & Social

- Pasta party with Aperol welcome
- Brunch & Bubbles DIY: create bowls, mini cakes, aperitifs with a creative station

Outdoor Activities

- Picnic & Paint: art class or DIY with blankets, snacks, and music
- City challenge: rally or tour with tasks and selfie spots

Action Painting

- Color splash for the bride: joint artwork for the couple's home
- Action paint battle: two teams, two canvases, one winner

Tips for Social Media

- **Behind-the-Scenes:** show real moments
- **Storytelling** with mini vlogs
- **User-Generated Content:** real reviews from participants
- **Edutainment** - mix knowledge and entertainment
- **AI-generierter Content** - use AI for text, captions, ideas
- **Social Commerce:** enable direct bookings with konfetti's booking solution
([Book a meeting here for more information](#))
- **Live formats:** Q&As, interactive sessions
- **Social media as a search engine** - use hashtags to be found

