

# Private-Event Operating-Model Matrix

Agency, in-house, and hybrid tradeoffs for hospitality groups

Use this one-page summary as a discussion aid.

- 1** Compare ownership, speed, systems, creative, and reporting.
- 2** Keep venue knowledge close to operations.
- 3** Use outside support where specialization and capacity matter most.

---

No fabricated benchmarks. Use with the full guide at [insights.cliqspark.com](https://insights.cliqspark.com).

**Find My Next Step:** <https://insights.cliqspark.com/find-my-next-step>