



Maximise Q4: The 2024 hospitality success playbook

What's inside:

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1

The best POS reports for your business

Half the battle of owning a business is understanding the ins and outs of your operation. With your Epos Now POS system, you can access a swathe of business and financial reports that help you understand what's really going on in your business.



Festive trend filters

Using data about holiday trends helps you understand what's working and what's not. With this information, you can tailor your menus, design, and even branding to maximise your returns. Season access past deals and sales, see what brought guests in previous holiday periods, and apply it to your current offering.



Time travel report

Unfortunately, you can't see into the future, but you can definitely learn from the past with Epos Now's Time Comparison report! With it, you can compare this year's sales with those from seasons past and use the information to optimise your current setup.



Identify your top sales

Our Sales by Product report helps you identify your holiday headliners by showing you your most popular dishes and services. These are your MVPs - most valuable products! Put these meals in the spotlight and watch the sales roll in.



No more unwanted gifts

Sometimes, you take a risk on a new menu or service, and it just doesn't work out. The Epos Now Non-selling Stock report shows you your less successful experiments and ensures that you don't repeat the same mistake.



Identify your magic hours

As a hospitality business owner, you'll be very aware of rushes and slow periods throughout your day. These periods are heightened by the festive so it's important to be prepared. Our Time Intervals report tracks your busy times so you know when a big rush is coming.

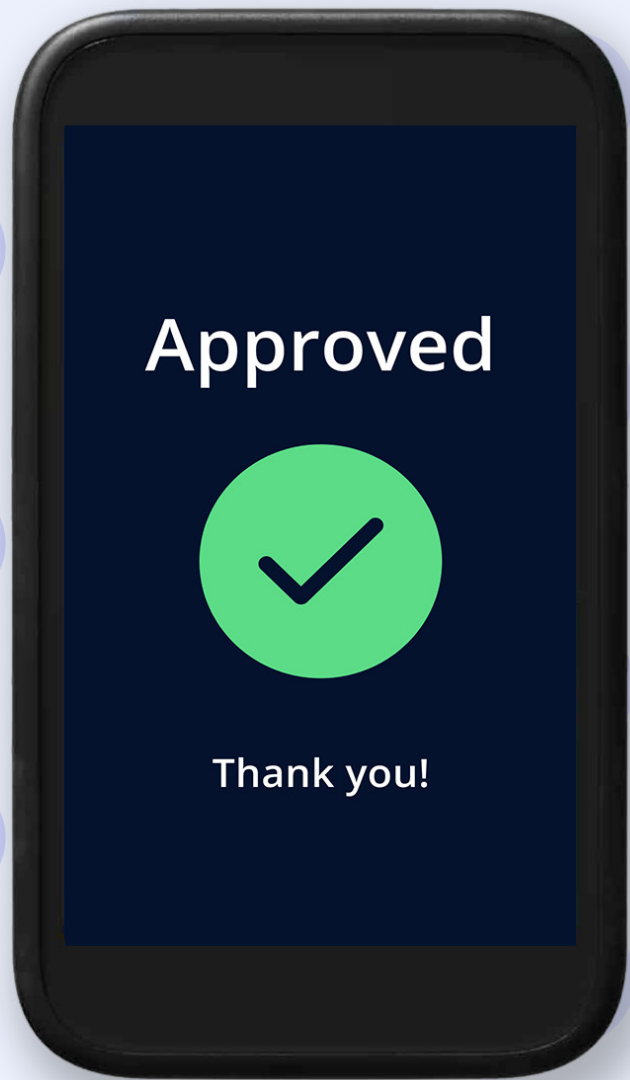


Plan perfect promotions

The right promotion at the right time can have a huge effect on your bottom line. Plan your promotions perfectly with the Epos Now Promotion report. A well-thought-out promotions plan is like catnip for hungry guests looking to celebrate the festive period.

[Check out all 20+ of our Back Office reports on the Epos Now Support Centre](#)





2 Our top 3 POS tips and tricks

As a little Christmas gift from us to you, here are some of our favourite tips for your Epos Now POS system. These tips will make the busy period a little easier for your team. Merry Christmas!

1

Top-seller hotkeys

Every business has that one item that guests can't get enough of. It might be your chef's special dish or an ultra-relaxing spa treatment. To save time for your staff, you can set these products or services appear at the top of your till. To set a hotkey, go to your back office and tap Settings>Locations>Edit>Edit Top Sellers. Then follow the steps and hit save! Easy as pie.

2

Show price on product tiles

Everyone's thinking about money in Q4 so your staff might get more questions about your prices than usual. To cut out any confusion, you can set it so that prices appear on your product tiles, meaning your staff can instantly answer all price queries. To do this, go to the front till Menu>Settings>Appearance>Home Screen and toggle on "Show price on product tiles.

3

After transaction settings

We believe in customising our systems to the needs of business owners like you. This is why we allow you to set your own settings after transactions. to the have your POS system stay logged in after each sale, print a receipt automatically, automatically open the cash drawer, and more! Try different settings in your system and see which ones work best for you.

Hungry for more tips and tricks? Visit the [Epos Now Support Centre](#) to get your fill.

3 Making the most out of Christmas

The Christmas period generates billions of pound in revenue for the hospitality industry every year. Our handy tips will help you make the most out of this busy time.



Get ready for the rush

Being prepared for busy periods is half the battle. Using Epos Now's **Time Comparisons report** and **Sale by Product report**, you can identify your top earning products and your busiest days. This information means you'll be ready for whatever Christmas throws at you.



Elevate your exceptional staff

Too often, team members are the unsung heroes of the holiday season. By defining their roles, scheduling them in a way that works for everyone, offering praise and encouragement, and ensuring they have everything they need to do their jobs, you can build an effective and productive team.



Deck the halls

In a hospitality business, the decor can make or break a guest's experience with you. This holiday period, get out the tinsel and the tree and turn your business into a festive wonderland. If you do this in mid-November, you'll be ahead of most of your competition and attract holiday diners in droves.



Create a festive feast

A special festive menu with all the trimmings is the perfect opportunity to market your business and attract more hungry guests. Make sure you advertise it well in advance to secure those all-important reservations!



Ensure you have space

Bookings rise as Christmas draws nearer and accidents like overbooking can happen. This can put undue strain on your staff and lead to disappointed, angry guests. Using your Epos Now POS system to handle reservations means you'll never double-book a table, saving you and your guests a lot of stress.



Market your Christmas magic

All the planning and promotion in the world won't help your business if no one knows about it! Make sure you market all your Christmas promotions well ahead of time on all your available platforms to ensure you get the word out there. The more marketing you do, the more guests you'll have over the holiday season.



Epos now Integration Order & Pay

Cut down on long waits at the bar with Order & Pay. Customers scan a QR code at the table to send orders straight to the bar for quicker service.

[Download now](#)



4 Getting ready for your New Year's Eve event

New Year's Eve is almost here! This is an exciting time for your guests and it can be a very lucrative time for your business. With our marketing tips, you can turn this into a night of glitz, glamour and success!



Enviably social media teasers

Social media is one of your best tools for marketing your New Year's Eve events. Everyone's looking for an incredible way to spend their night and if your social media is jam-packed with amazing clips showing off your lineup, decor, and specials, you'll attract party-goers.



Exclusive early-bird tickets

Limiting ticket sales and offering special early-bird offers are great ways to build anticipation for your event. These offers reward those who secure their tickets early.



NYE countdown email campaign

An early email campaign will naturally build excitement as New Year's creeps closer. Include a countdown, stories from past NYEs, highlight your plans for this year, and emphasise exclusive ticket offers.



Collaborate with local influencers

Influencers and promoters can help bring in the crowds with little effort on your end. Partnering with these local taste-makers can bring your event to the attention of a wide local audience.



New Year's countdown contest

Who doesn't love a contest? Encourage your social media followers to submit their NY resolution or their favourite NY memory for a chance to win free tickets to your event. Done properly, this can lead to a lot of engagement.



Epos now Integration
OpenTable

Give your customers the option to book online with OpenTable. Your customers can set how many guests are coming, allergies, table preferences, and more!

[Download now](#)

Bonus tip: The better prepared you are, the better your marketing will be. Start planning your New Year's event as early as possible!

New Year's Eve safety

When the good times are rolling, they can sometimes roll a little out of control. As a business owner, your staff's safety during a busy (and boozy) time like New Year's should be a top priority. To help you keep everyone safe, we've compiled some tips you can use this New Year's Eve.

Preparation is key



Bulk up on staff

The more team members you have available on the night, the more quickly and efficiently everything will run. It also doesn't hurt to have extra pairs of eyes and ears around.



Train, train, train

Your staff can never be too prepared. Host run-throughs, ensure everyone knows their role on the night, and empower them to deal with any unpleasant situations.



Streamline your menu

Quantity doesn't always translate into quality. A streamlined menu will keep orders flowing and give your staff more breathing room.



One final checks

Host an all-hands just before your event where your staff can get a final run-through and ask any questions they have about the night.



Till tip: To adjust staff stock permissions go to Manage > Staff > Staff Roles. Edit the role for staff to access Stock Send (transfers), Stock Receive (deliveries), Stock Take, and Unrestricted Stock Take. Hit save and it'll update the staff role!



Remove payment drama

With the increased footfall of New Year's, you want to keep service moving as quickly as possible. No one wants to be waiting 15 minutes for a drink while your staff fight with the card machine.

[Epos Now Payments](#) is the perfect option for busy bars. Combined with our Hospitality POS, you can complete transactions in seconds. This means more sales, less stressed staff, and more happy customers!

Crowd control 101

Keeping the crowd under control is one of the most important safety precautions you can take. Plan ahead so that you have a manageable headcount, clear exits, and emergency precautions. Boost security if you need to, and make sure all staff know what is happening at the events and are trained on how to handle large crowds. The more prepared you are, the safer your staff and guests will be.

Treat your staff right

Your staff is doing you a massive favour by working the busiest night of the year, so make sure they feel appreciated. A thank you goes a long way!

ID checks

While your guests may be drinking and enjoying themselves, to keep everything safe and legal, your staff need to be empowered to check IDs and know what to look for:

- Know the acceptable forms of ID (such as passports and driving licences) and legal age requirements (like Challenge 21 or 25).
- Check the ID's authenticity by examining the likeness of the photo, dates, holograms, UV marks, and any signs of tampering. Use an ID scanner if available.
- If necessary, ask the ID holder about their details to confirm their identify.



Till tip: When selling age-restricted products, prompt your staff to always check IDs by attaching a pop-up note to the products on your POS system.

1. Go to Back Office > Manage > Popup Alert.
2. Add a note such as: "Please ask for ID before selling this product".
3. Find your product in your product list. Under 'popup note', select the note you just made.

Now the alert will appear during sales when the product is added to the basket.





5 Beating the January blues: Keep your business healthy through the post-Christmas lull

Christmas dinner fatigue and your guests saving up for New Year's Eve can mean business takes a new year hit. January itself is a long month where people are calorie counting for their resolutions and pinching every penny possible. Don't despair! Below, you'll find ways to help alleviate those January blues and keep your business, well, busy!

Find ways to fill the calendar

Let's be honest here, January is a long, boring month with not a lot happening. This means that some businesses enter a kind of semi-hibernation period where they keep their heads down and muddle through.

This gives you an opportunity to provide potential guests with reasons to visit you. Hosting events that cater to bored guests will give you an edge over your cautious competition. Here are a few events you could try as a hospitality business:



Speciality weeks

Have your chef whip up something new each week that focuses on a different cuisine or show-stopping dish. Lobster tail ravioli in January? Why not?



Partnerships with retail stores

During January, retail businesses will be running sales throughout the whole month. Why not partner with them and offer discounts if your guests can provide a valid receipt from a participating retailer?



Competitions

People love competitions. Brainstorm a few that match your business's vibe and watch as guests enter for a chance to win! You can offer everything from free drinks to special bookings as prizes.

If you do plan a few events, make sure you get the word out there so that the public actually knows about them. A few posts on social media and an email or two can give you a big boost.

Support Blue Monday struggles

It's no secret that a lot of people struggle after the highs of the holiday season. The supposed saddest day of the year (Blue Monday) is due on the 20th January 2025 after all. While this may not seem like a marketing goldmine, you can use it to your benefit if you handle your promotions respectfully.



Provide motivation

Everyone could use a little help in January. Post motivational messages on your social media and invite guests to your business to beat the blues.



Host meetups

Loneliness is a huge contributor to Blue Monday. If you have the space and the time, you could host Blue Monday meetups with special offers to encourage guests out of their shells.



January challenges and competitions

Challenges and competitions get your customers involved and lead to a lot of fun. Why not host cake decoration contests? Or offer a free drink to anyone who comes in dressed as a chef? (Just don't let them in the kitchen!)

Get busy planning

While the post-Christmas lull can be a bit scary for business owner. It does offer a rare moment of calm in the otherwise busy hospitality world. This makes it the perfect time to sit down and plan out your next moves over the coming year.

Take a look back at 2024 and ask yourself what went wrong and what went right. These insights can help you optimise your business and make this new year your best ever!

You should also take the time to do a full audit of your business financials. Epos Now partners with several different accountancy apps, like Xero and QuickBooks. These apps can automatically compile all your financial data, sync it with your POS system, and provide easy accountancy services.



Time for some admin

Admin is no one's favourite part of running a business. It's boring but necessary work. Just like with your planning, the January lull gives you a chance to get on top of all those tasks you've been putting off and get yourself ready for the coming year:



Licences and insurance

The beginning of the year is a great time to check that all your insurances and licences are up to date and in order. You never know which ones may have run out without you realising.



Bills

If you haven't already, you should organise all your bills in a document with due dates and amounts owed. Check your emails and posts for any that might have slipped through the cracks, and start paying them.



Performance reviews

Take a look at how your team (yourself included) has done over the year and do your performance reviews. This will help you build a positive working environment and give your staff goals for the coming year.



Physical work

Admin doesn't just mean paperwork. It also includes ensuring your team's training is up to date and deep-cleaning your business. This will be hard work, but we promise you'll feel accomplished after it's done!



Finesse finances

You should also take the time to do a full audit of your business financials. Epos Now partners with several different accountancy apps, like Xero and QuickBooks. These apps can automatically compile all your financial data, sync it with your POS system, and provide easy accountancy services.



6 Your Q4 business calendar

Q4 is one of the busiest times for hospitality businesses. Christmas and New Year alone can take months of planning, as can all the other special holidays and events that take place from October to February.

Effective planning is key to ensuring your success during this bustling season. To help you along the way, we've compiled a list of dates you could use to help promote your business.





October 2024

LGBT+ History Month (US)

British Summer Time (BST)

Breast Cancer Awareness Month (Global)

National Book Month (US, UK)



Event	Region	Date
World Teacher's Day	Global	5th October
World Mental Health Day	Global	10th October
Indigenous People's Day	US	14th October
World Coffee Week	Global	14th October
Handwashing Day	Global	15th October

Event	Region	Date
World Food Day	Global	16th October
World Pasta Day	Global	25th October
British Summer Time ends	UK	27th October
Halloween	Global	31st October



November 2024

November (Global)

Event	Region	Date
World Vegan Day	Global	1st November
Bonfire Night	UK	5th November
Stress Awareness Day	Global	6th November
Remembrance Sunday	UK	10th November
Veterans Day	US	11th November
Roast Dinner Day	Global	13th November

Event	Region	Date
King's Birthday	UK	14th November
Entrepreneurs' Day	US	19th November
Beaujolais Nouveau Day	Global	21st November
Thanksgiving	US	28th November
Black Friday	Global	29th November
St Andrew's Day	UK	30th November





December 2024

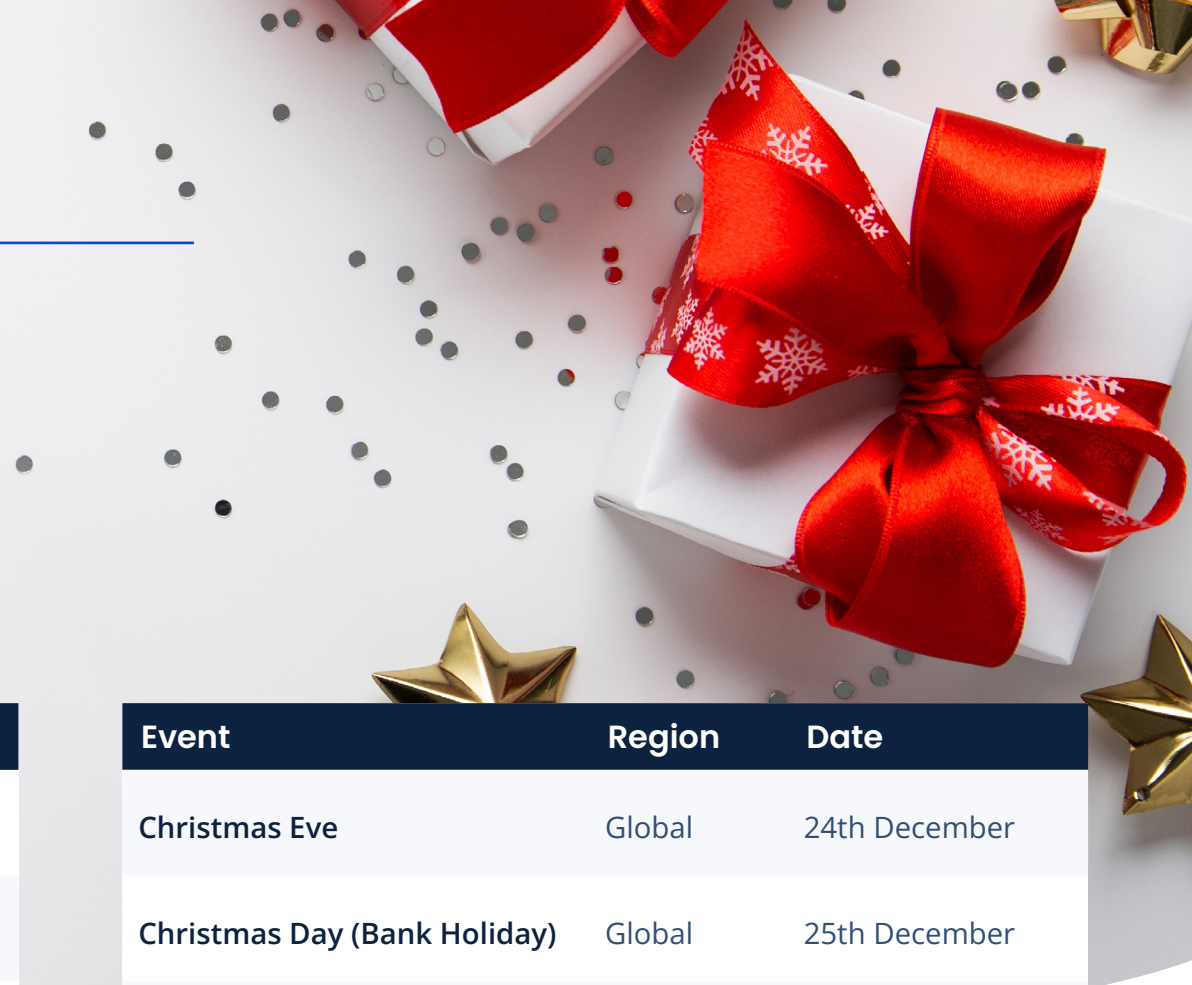
Decembeard (Global)

National Write a Business Plan Month (US)

National Giving Month (US)

Event	Region	Date
Advent begins	UK	1st December
Cyber Monday	Global	2nd December
National Day of Giving	US	3rd December
Green Monday	Global	9th December
UNICEF Day For Change	Global	11th December

Event	Region	Date
Christmas Eve	Global	24th December
Christmas Day (Bank Holiday)	Global	25th December
Boxing Day (Bank Holiday)	Global	26th December
New Year's Eve	Global	31st December





January 2025

Dry January (Global)

Veganuary (Global)



Event	Region	Date
New Year's Day (Bank Holiday)	Global	1st January
Blue Monday	Global	20th January
Martin Luther King Day	Global	20th January

Australia Day Australia 26th January

Event	Region	Date
Chinese New Year's Eve	Global	28th January
Chinese New Year's Day (Snake)	Global	29th January
National Fun at Work Day	Global	31st January



February 2025

LGBT+ History Month (UK)

Black History Month (US)



Event	Region	Date
Grammy awards	US	2nd February
Groundhog Day (Hedgehog Day in Europe)	Global	2nd February
World Ukelele Day	Global	2nd February
World Nutella Day	Global	5th February
Waitangi Day	NZ	6th February
International Day of Women & Girls in Science	Global	11th February

Event	Region	Date
Darwin Day	Global	12th February
Galentine's/Palentine's Day	Global	13th February
Valentine's Day	Global	14th February
Random Acts of Kindness Day	Global	17th February
Pokemon Day	Global	27th February

7 Why you need to market for Valentine's Day 2025

Valentine's Day is one of the busiest days of the year for hospitality businesses. It's the perfect opportunity to boost your profits while making an unforgettable experience for your customers.

To make the most out of Valentine's Day you should start planning as early as possible. Many businesses start taking bookings right after the New Year which means you should too! Here are some ways you can take full advantage of the big day:

Go where your customer is

If you're designing a special Valentine's Day offer or package, you need to shout it as loudly as possible to your target audience. Dive into the data on where they might interact with your businesses. Social media posts, email campaigns... even local newspaper adverts can get the word out there.

Did someone say specials?

Couples are looking to experience something they'll never forget. If you're a restaurant, this could be a special menu you whipped up for the special day. Spas could offer couples packages that cater to those looking for some R&R.

Say it with love

Your marketing materials should buy into the fantasy of Valentine's Day. Make sure everything that goes out is properly themed. Make it personal, romantic, and effective.

Galentine's and Palentine's Day

The 13th February has become an extra unofficial holiday for those looking to celebrate love between friends rather than couples. By embracing this day and catering to groups of friends, you're opening a up a whole new revenue stream.

Oops - it's the last minute!

Want to be extra savvy with your marketing? Target customers who may have left gift-giving a little late with attractive, easy-to-buy, last-minute deals. By including these promotions in your full marketing plan, you'll be able to capture your audience's attention throughout the lead-up to Valentine's Day and increase your profits.





Thanks for reading

Epos Now is a leading global payment and point-of-sale provider, loved by over 63,000 business locations in the retail, hospitality, and service industries.

Our cloud-based platform lets you manage payments, staff, customers, and inventory effortlessly from any device, anywhere. With table management, delivery and booking management integrations, we help your business adapt, grow and thrive. We're here for you every step of the way, with dedicated support to help you get the most out of your Epos Now system.

Join us in simplifying your operations and raising the bar for customer satisfaction!

