



## Pedrotti's Ranch

Lassoing new group business and elevating the planning process at a family-owned event center



# Introduction

Being caught up in the excitement of a rodeo is the ultimate Texas experience. When combined with BBQ, country music, line dancing, and longhorn cattle, visitors will feel they've experienced the best the state offers. This is exactly what [Pedrotti's Ranch](#) delivers to guests. Whether they are in San Antonio for a few days with a conference or are natives of the region who need a place to celebrate a social occasion, Pedrotti's Ranch can elevate the experience into a memorable event.

The ranch is family-owned and operated, but they have dreams as big as the state itself. "I think we've been perceived as a small business in the market," said Anthony Pedrotti, general manager. "But we're going to be the best event center in San Antonio. We're disrupting some of the large venues and hotel ballroom spaces. It's my mom, dad, and me at the core. Now we have a team behind us that is so strong and better than ever."

Along with hiring professional staff like Juan Pablo Falcon as director of operations, the growing team requires the technology and visibility corporate event planners expect their partners to have. To design and manage hundreds of events each year and communicate effectively with their customers, they needed new processes and systems that made them more accurate, professional, and efficient. To reach the next level of service and satisfaction, hand-drawn room set-ups no longer served their purposes. To improve their internal processes and provide a seamless experience, they turned to Cvent technology to elevate their profile and enter the ring of corporate event planning.



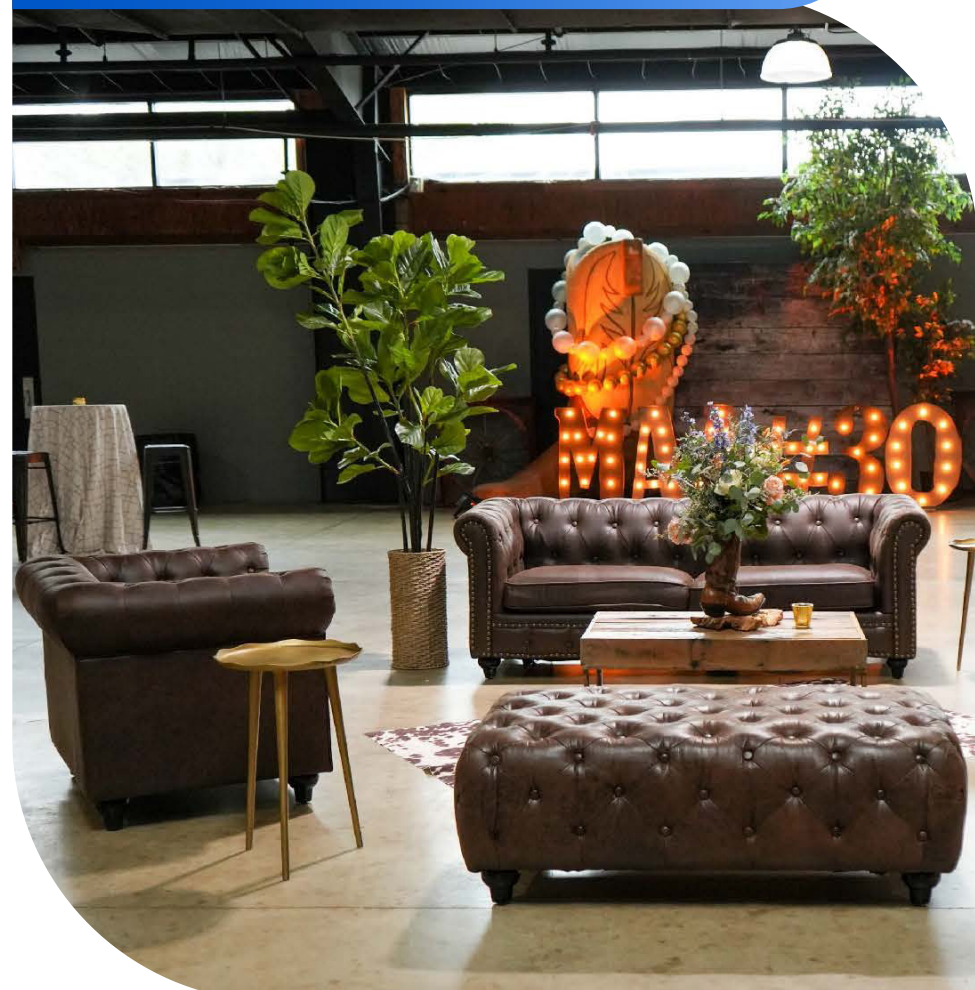




“ At Christmas time, we’re probably running four or five different events per day. Cvent Event Diagramming has allowed us to put those groups in the rooms that they fit in. We leave open a larger space for a larger number of guests. ”

Anthony Pedrotti, General Manager

Cvent Event Diagramming allows the sales and operations team to develop unique setups for each event. Event planners can understand the space and the flow of the event and make decisions about their agendas based on diagrams that include all types of furniture and décor.



## CHALLENGE



# Elevating the event planning protocol for a family business to establish its professional reputation

Pedrotti's Ranch has four different event facilities on its property for a total of 40,000 square feet of event space. They beat the Texas heat with climate-controlled rooms that open onto a rodeo arena where guests can watch riders face off against massive bulls to win cash prizes. "It's a live rodeo where they're committed. Our guests—they saw Texas," said Pedrotti. Without a doubt, the ranch offers something unique and memorable. However, thrilling entertainment is just one piece of the puzzle, particularly for corporate events. Professional event planners expect clear communication, efficient technology solutions, and a seamless planning experience from choosing the venue to the orientation of the bar. "Corporate events really needed to know the scale, how far from the wall, where the aisle is, and how many chairs are at a table," said Pedrotti.

"We recognized we needed something to show our incoming customers what they're walking into," said Pedrotti. "We were using Microsoft Excel. We had lines drawn in and could put a room together, but nothing was ever to scale. That was sometimes confusing between customers and salespersons and almost always caused confusion between the salesperson and the setup team. Our operations team used to have to come in a few times over to reset because we didn't have it right."



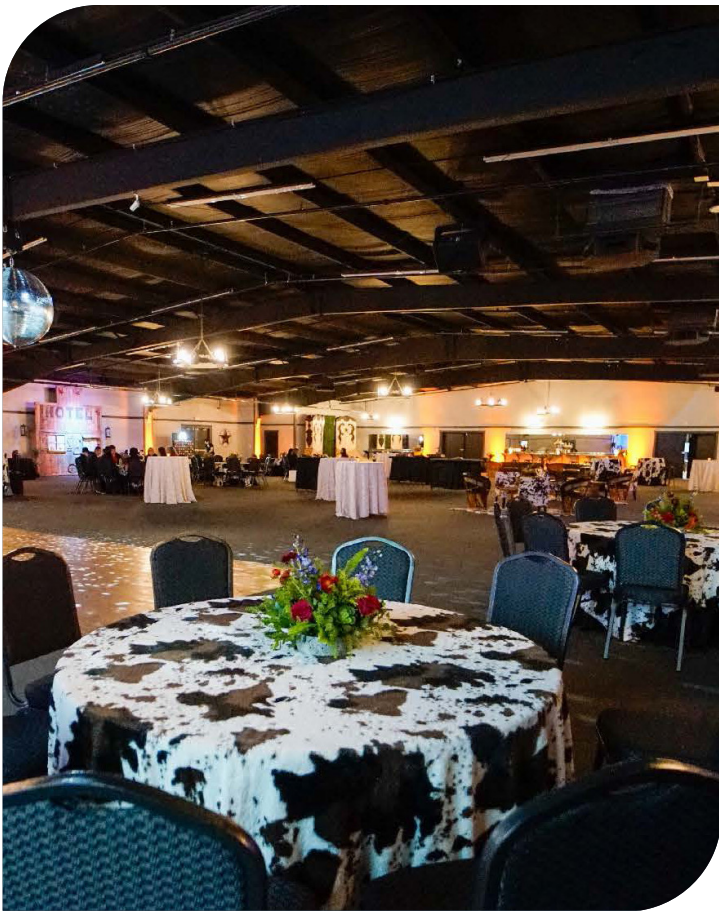
This leads to increased work hours for those teams and frustration from the client. "We better hope we catch any errors before the guests walk in—and that happened! On the event day, we're adding more chairs to the table as guests arrive. It wasn't efficient to what we're trying to do," said Pedrotti. "It's important during a seated dinner that we have aisles through which the wait staff can carry their trays comfortably. We want to make sure that there's flow in the room. We're not setting tables up against the bar area. When there's an awards presentation, we have to make sure they're properly distanced from the screens," said Falcon. These considerations are difficult to manage in a program not specifically designed for that purpose.



## SOLUTION



### Creating to-scale diagrams for all events to communicate clearly and smooth internal planning processes



"Every single time, having to go double check a setup wasn't working well," said Pedrotti. The ranch has big goals and a plan to make it a reality. "We will be the best event center in Texas, and [Cvent Event Diagramming](#) is making that process a little quicker," said Pedrotti. "Not every meeting planner has the opportunity or budget to visit the town where they're hosting their convention or event. Being able to produce, share, and collaborate with a diagram allows them to see it to scale. Plus, I always say it's much easier to move ten tables virtually than once they get on site," said Falcon.

The sales and operations teams saw a noticeable difference in efficiency and accuracy when they started using Cvent Event Diagramming. "At Pedrotti's Ranch, we have given access to our accounting department, bar and beverage, kitchen, operations, and sales. We use the additional attachments and put in our contracts and logos so everybody can touch that and get the information they need through the platform," said Pedrotti.

"A company will come in with casino tables, a mechanical bull, and a photo booth, all of which take floor space. When we put those in, we can see what the room will look like with tables, chairs, bars, etc.," said Pedrotti. "Not to mention power requirements," added Falcon. "To set a mechanical bull in the room, they need two dedicated 20-amp circuits, plus the safety area around it." Niche objects are no longer a struggle to account for in their plans. Whether it's a mechanical bull or picnic tables, they are simple to add accurately to the Cvent Event Diagrams.

## RESULTS



### Greater trust based on perfect event execution and clear expectations thanks to accurate floor plans and detailed event layouts

“Something we take very seriously is sending that diagram off to a customer and getting a checkmark back from them. They walk in and say, ‘Ya’ll did exactly what we asked! We walked into a room ready to rock and roll.’ And we just couldn’t put that together in the past,” said Pedrotti. The team created over 300 diagrams in their first year using Cvent Event Diagramming.

They also frequently use the Collaborator feature, sending invitations to more than 50 event professionals who sourced the venue in 2024. “On calls with our meeting planners, they ask what we use for diagramming. We say Cvent Event Diagramming, and they get excited because they’ve used it before, are familiar with it, and know we can collaborate. It goes a long way when they realize that we have it. It gives them a level of comfort,” said Falcon.

The Pedrotti’s team has integrated Cvent Event Diagramming into all of their planning processes, from inquiry through event execution. It helps them make educated decisions about fitting events in specific spaces and communicating with remote event professionals about their capabilities and unique spaces. “We did a bid today where we pushed a PDF of what the event could look like a year from now. Not that they don’t see it all the time, but I guarantee that’s one more step we took that somebody else didn’t,” said Pedrotti. “We’re being perceived as one of the best with the help of floor plans to scale.”



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