

Wedding Planner MAGAZINE

WINTER 2020

Inspired by the Association of Bridal Consultants (ABC)

THE IMPORTANCE OF
PLANNERS

VIRTUAL ASSISTANTS

ABC
CONFERENCE
RECAP

TRAVELING WITH A
WEDDING DRESS

WHY BOTHER
BLOGGING?





IT MAY BE NEW GOALS, UPDATING YOUR SYSTEMS, CLEANING OUT OLD FILES OR SOMETHING ELSE.

WHAT IS ONE THING YOU DO TO GET YOUR BUSINESS READY FOR A NEW YEAR?

"I geek out when it comes to organizing, so I love creating the new event binders. I archive all my files (binders and electronic) from the previous year and shift all the ones for the new year into high-priority space- it's a little bitter-sweet to pack away all the memories of the year, but it's super therapeutic!"

**-Morgan Ellis, Twisted Vine Events,
Hollis, New Hampshire**

"The end of a year means I do an audit of my documents, systems, procedures, etc. With every passing year, I learn better ways to serve my clients, so I set a new focus (or a few) every January to implement for the new year."

**-Liz Garcia, Black Gold Golf Club,
Yorba Linda, California**

"I look through all my expenses in the previous year to see where I can cut costs in the new year. I especially look at where I put my marketing dollars and the return on investment. If the ROI was not successful or to my satisfaction,

I don't invest in that same marketing tactic in the new year and look for other unique opportunities or creative ways to use that money or save it."

-Maya Devassy Tarach, Preoccupied Bride, Evanston, Illinois

"The one thing I do to get my business ready for the new year, is to make sure I take at least one weekend a month, and spend that time to recharge. I spend the time with my family, friends, weekend get away, or doing nothing at home. It is mandatory to sustain my health, business, and mental stability."

-Marian Hilliard, Everlasting Events & Wedding Decor, LLC, Stokesdale, North Carolina

"First priority is to review my current client communication plan to be sure that it includes everything I want for my best possible customer experience. Then I will update it with new email templates, new questionnaires, and even a new video or two. I also will review all of my online listings, my social media accounts, and my website. I want to be sure that my messaging and imagery is consistent across all media, and is updated with what I want to be showing now."

-Bethel Nathan, Ceremonies by Bethel and Elevate by Bethel, San Diego, California

"There are so many things to do when closing out one event year to the next, but I believe one of the most important items is your service contract. It is important to reflect on the event year to see if your contract needs revisions, additions or deletions, ie: addendum to your contract which states additional options, the timeframe of clients' payments, the method of payment."

-Debra Thompson, PWP™

**Weddings by Debra Thompson,
New Rochelle, New York**

"I am in the process of completely revamping my entire website to make it more engaging, informative for weds to be, and a sense of warmth and welcome when a visitor lands on my homepage. I have expanded my services area, and I'm loving the traveling that I get to do and meeting all sorts of new clientele and challenges they demographically bring for me to adjust to."

-Jeffrey M. Freeman, CWP™,

**A Wedding By Jeff,
Sutton, Massachusetts**

"Getting ready for 2020 encompasses one word, refresher. November and December is proposal season. Statistics say 37% of proposals happen during this time of year. I have to be ready for excited brides and grooms as they are ready to plan their 2020 wedding. A refresher of my website, Facebook business page, blog and other social media tools must be ready by year end of 2019."

-Margie Heath, PWP™, 3T Weddings & Event Planning, Knightdale, North Carolina

"As a destination wedding company we have to explain how we can support clients as a distance partner. In 2020 we must update our social media, and website. We will share more about us and our knowledge so our couples fall in love with us. We are also going to be more organized, more tech savvy and more personable to get to know our couples better."

**-Mariana Cataldo, 3ventslovers,
Cancún Riviera Maya, Mexico**