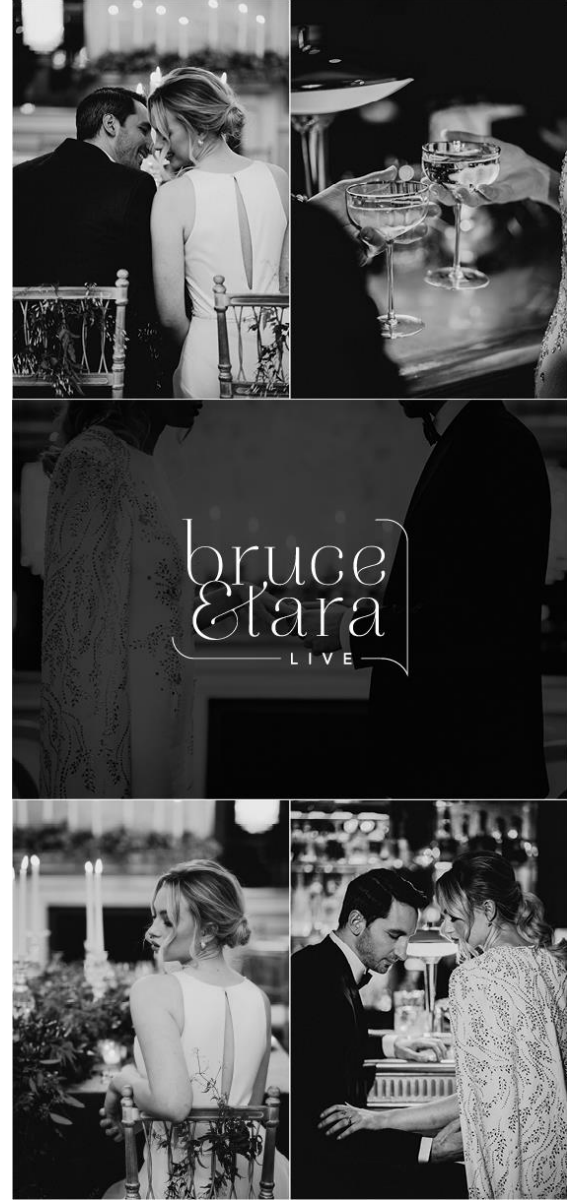


# CONNECTING WITH YOUR WEDDING COUPLES

A conversation with Wedding  
Planners

Tara Fay & Bruce Russell



# WELCOME & INTRODUCTIONS



TARA  
FAY

—  
IRELAND &  
BEYOND

BRUCE RUSSELL

*weddings • experiences • destinations*



# MISCOMMUNICATION LEADS TO MISINFORMATION

- Communication with clients should be done over the phone
- Emotions are running high and emails can be misinterpreted
- Honest communication is best
- Every wedding is unique and should be treated accordingly
- A human approach goes a long way
- Reputation is everything



# HELPING BRIDES SEE BEYOND THE GUIDELINES

- Rethink your table plans
- Look at your space
- Re-enforce the message with your brides that you have this
- Don't give misinformation as it will be shared more times than you want
- Prepare single page guidelines



# SELLING YOUR VENUE FROM THE CLIENT'S PERSPECTIVE

- It's not about you – It's about them
- The Inquiry – Get to know them
- The Proposal – Tell them what you've got
- The Site Visit – Do it their way
- The Package – Give them what they want
- The Revenue – You'll be thankful!!



# HELPING YOUR COUPLES

- How aware of they of their problem - are you the solution for them?
- At what stage of the buyer's journey are they – Where are they in the decision making process?
- Who else is involved in the process?
- Are you the least risky option? Be upfront and open
- Manage their expectations
- LISTEN



# THE ROLE OF THE WEDDING COORDINATOR

- Venue focused
- Clear communication with couples
- Be proactive
- Personal approach – instil confidence and show empathy
- Liaise with vendors



# TALKING COVID

- Address the elephant in the room - NOW
- Don't sugar coat it
- Think outside the box – get creative
- Work together towards a plan that works for everyone
- Be flexible
- Become the solution

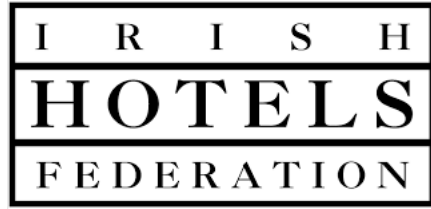




# RECAP

- Communication
- Sales Approach
- Working Together
- Get Creative
- Lead The Way





THANK YOU!

[www.bruceandtaralive.com](http://www.bruceandtaralive.com)

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