

A Peek into the 2010 Wedding Season Trends!

Yes, we are coming quickly into the biggest booking season for 2010 weddings. The time period from Thanksgiving, 2009 and Valentine's Day, 2010 will yield the highest number of weddings for 2010 than any other time period of the year. Are you ready?

One of the ways to prepare for all the fun to come is to become keenly aware of the trend information for the coming year. With the incredible amount of information and "inspiration" that our excited brides now have access to on the internet, they will be bringing all sorts of ideas and visions to you to help them create a truly inspired event. I encourage all of you to register for my webinar on October 21 at 11am PST, titled ***"Preparing for the 2010 Wedding Season"*** for a complete rundown on "all things wedding" for 2010. In the meantime, here's a little fun to whet the appetite!

DIY (Do-It-Yourself) Weddings

Yes, brides are just HOT on this idea of getting more involved for some homemade touches. For the most part, this trend is not a good one (financially) for our industry, as it takes work away from certain vendors and wedding planners, but we cannot ignore it. So, find a way to get involved with it! If brides want the "DIY" feel of a wedding, help them plan those touches – you can even host creative workshops for the brides and bridesmaids to create fun touches!

Colorful, Fun Shoes

Brides and bridesmaids alike are loving this trend of pairing a beautiful and very colorful pair of shoes with their beautiful white or cream wedding gowns. The bolder the better! Fun and stylish shoes for bridesmaids are also BIG! No more boring pumps!

Unexpected Surprises

Creating fun and inspired experiences throughout the event is not only fun and memorable, but a great upsell! Think of the event in three parts:

1. The "Wow" Moment at the beginning as the guests walk in. What is the first thing they see that makes them say "wow"?
2. The unexpected surprise in the middle of the event – what happens to make them smile? Maybe a champagne station in the ladies room or tequila in the men's room
3. The Fond Farewell – what is the lasting impression? Maybe a gourmet "coffee to go" station at the door?

Create a list of fun and fabulous items or experiences for all three moments so that you will be prepared to "wow" your bride with all your great ideas!

Smaller Guest Lists

Intimate weddings not only allow the bride to create a more “close-knit” family and friends event, but also to splurge where they want to because of less budget restraints due to a larger crowd.

Bridesmaids' Luncheons

Along with the smaller guest list trend and many brides looking to save a little on the budget comes a chance for them to really go all out and express their style with a much smaller group – the bridesmaids! Fabulous linens and china are WAY less expensive when creating a party for 20 people instead of 200, so you can create a really over the top bridesmaids luncheon that will satisfy the bride’s cravings for all the incredible inspired ideas they have seen in the trendiest blogs! Brides take this opportunity to use bold colors and décor to really make a statement. With a small guest list, design takes center stage here!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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