

Your Questions. . . Answered!

During the recent webinar, “Preparing for the 2010 Wedding Season”, we had some great questions, so I wanted to share the questions and answers with everyone. Please submit additional questions at the bottom of the newsletter and they will always be addressed!

Q: My General Manager seems to think if you use a long table for the head table that guests think it’s rude (because the bride and groom didn't want a regular head table or a sweetheart table). He thinks that it would reflect badly on our hotel that we allowed some of the bridal party's backs to be facing the rest of the guests. What do you think??

A: It is never preferable for the bride and groom to have their backs to anyone, however, if their dream is to have long tables and not use a sweetheart table for themselves, there are a couple of tricks so that they get the look they want. You can either suggest that they seat themselves along the “length” of one of the tables at the table at the “top” of the room with their backs to the wall so they are facing the entire room, or they can be seated at the “head” of the long table. In this case, the table would need to be wide enough to accommodate two people comfortably side by side. Either way, the choice of the bride and groom should prevail, and it will not be a reflection of the location. You can also position all tables so that they flow lengthwise into the dance floor area so guests are not turning around completely to see the dance floor – they are just looking to the side.

Q: Can you market to the different types (levels) of brides separately?

A: YES! And you should! Advertising always has a target market. Before committing to any type of advertising, both print publications as well as internet advertising sites, do some research and ask them what their demographic is. What is the profile of the bride that they attract to their publication or site? Is it a match to the type of bride you are looking to attract? Also, the look and wording of all your advertising should align itself with the profile of the bride you are targeting. Choose your words carefully – choose “buzz” words that will resonate with your targeted brides.

Q: What is the website of the image sharing and online networking service that you referred to in the presentation? Two Bright Lights?

A: Yes, the name is Two Bright Lights and their website is www.twobrightlights.com. And, their Twitter name is twobrightlights. The other industry professional I mentioned was Alison Hotchkiss with Alison Events. She is an event planner who specializes in

destination weddings. Her website is www.alisonevents.com and her Twitter name is AlisonEvents.

(Check out my recent Blog post on some of my favorite industry professionals and Blogs I follow... <http://beverlyclarktraining.blogspot.com/>)

Q: Do you believe that mentioning some of the upsell items (i.e. bridal party spa day) in the initial contact will scare the bride off or excite and reel them in? Should we throw out all the options at the beginning to entice them to utilize our services?

A: I think in the initial contact, listening is “key” to determine what type of bride you have on your hands, and then introducing the appropriate upsells. But yes, upsells should always be presented in the beginning to show the bride your creativity and willingness to create the perfect wedding for them. It also helps get these items into the budget early in the process before things start to get a little tight! I am also a fan of reminding brides of different upsells along the way as well. You never know if a “bride on a budget” will all of a sudden have a little extra money to spend and change her mind when she initially said “no” to something. You can even host an evening for all of your brides where you showcase some amazing “personal touches”. Have your linen vendors set up some tables, bring in specialty china, glass & silver, recruit your wine vendor to set up tasting tables of higher tiered wines (they do this for free!). It’s similar to a bridal show, but on a much smaller, more intimate scale, and it’s just for your brides. Brides are VERY visual, and sometimes once they see something, they just HAVE to have it!

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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