

Your Questions. . . Answered!

Questions continue rolling in from our webinar series and on the website, so here are some more answers to your GREAT questions.

Q: How can I persuade the bride & groom to have more than just the wedding reception at resort?

A: Love this question! When you have a prospect in front of you that you KNOW is having multiple events, what a great opportunity to sell more than one event to the same prospect! There are a few different tactics to accomplish this, depending on the amenities offered at your property. In today's environment, probably the best enticement is value-added benefits and multi-event discounts. Examples of wedding-related events are: bridal showers, engagement parties, groomsmen golf outings, bridal party spa days, bridal party cocktail parties (after the golf & spa events), rehearsal dinners and farewell brunches. A financial incentive to book that second or third event is an effective way to create value, as a bride looking at different venues for each event will not have as much bargaining power. Most of today's brides are very budget-aware! The discount does not have to come as a pure percentage or flat discount off of the event. This is actually the most "expensive" way for you to offer a discount. Instead, offer complimentary appetizers, champagne toasts, dessert, linen upgrades, etc.

Also, it is very important to the bride to maintain the integrity and uniqueness of the wedding itself, so offer alternative locations, different rooms, and inside/outside locations that will offer a completely different "look" from the wedding itself. Use this tactic for your menu as well. If the wedding is an elegant, sit down meal, try a fun buffet or "stations" for the other events. Themed events are a perfect way to make wedding related events fun, personalized and very different from the wedding.

Timing is key as well. Securing the booking for the wedding-related events at the same time as the wedding itself ensures a much higher booking rate. So, offer the incentives right up front, so it is not an "after thought". Being prepared also presents you and your property as more of an expert in all aspects of wedding planning and builds trust that all events will be handled with ease of planning and the utmost in professionalism.

Q: What is the 80/20 rule?

A: In the special events industry, the 80/20 rule refers to the fact that 80% of the success of an event is based on proper planning. 20% is execution and follow-through. What does this mean? Iron-clad contracts; VERY detailed Banquet Event Orders (BEOs); signatures from the client on the BEOs; high levels of communication with the client and your staff; all expectations are made clear; everything is in writing - nothing is left to chance! When this level of planning is in place, the 20% of execution and follow-through becomes that much easier. Staff can execute a beautifully written BEO with ease. BEOs missing information or that leave details up for interpretation are a disaster waiting to

happen. Looking to improve your operations and satisfaction of your clients? Tighten up your communication and writing skills!

[Submit questions here for future newsletters](#)

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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