



Agenda

9:-9:30am

{ Getting to Know you & Day's Objectives }

During this session, we are simply setting time aside to get to know one another. Although we'll ask for your "30 second elevator speech," we want to go above and beyond this and chat about what brought you to the session and what you'd like to get out of it.

9:30am-12pm

{ Bridal Sales- How to "Get your Bride" }

We'll start off the session with Branding and what it takes to attract the bride that you want. From there, we'll dive further into the Sales Cycle, discussing how to handle initial inquiries by phone and email, the first appointment and the ever important follow up.

Active participation will be a must during this session so be prepared to practice.

12-1pm-

{ Lunch and Featured Speaker }

Utterly fabulous and completely top secret. Sorry folks- you'll have to take my word for it.

1-2:30pm

{ Partnership Marketing }

We here at OFD firmly believe that empires were built on relationships (and handwritten notes!).

Building the appropriate relationships- from fellow wedding professionals to your very own competitors- takes work and during this session, we'll be giving you the steps to target your efforts for maximum impact. No topic is off limits- from discerning between the "right" and "wrong" networking events and when to make nice with competitors to creating year long strategies to cultivating relationships that build your bridal business.



2:30-4pm

{ Wedding Public Relations }

Press matters, plain and simple. Most are in agreement but find themselves held back because they don't know where to start. In this intense and fast paced session, we're taking you through the wedding PR process beginning to end- from targeting the appropriate media, telling a story of your wedding successful and how you can go the extra mile to get noticed quicker. We've also set aside time to discuss the ins and outs of effective press releases and media pitches on the hyper targeted local and national level.

4-5pm

{ Wedding Trends }

It's a fact- the majority of wedding professionals are working in an oversaturated market in a field with low barrier for entry. The point? Every wedding business needs to find their competitive edge and staying on the trends not only keeps you current in the minds of the brides, it far increases your chances of getting published. We'll take a look at what's attracting brides today and what to look forward to in the coming wedding season.