

# Great ways to **increase** **sales** before the Big Day

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and, as of today....

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(BAWV)

# Get them Engaged!

Engagements are unpredictable but you CAN put the idea in someone's head

- Promote your uniqueness
- Promote that you are discreet (and be discreet!)
- No two engagement stories should be the same
- Think outside of the box – stage a proposal and video for your website
- Start shouting over social



Get them **b e f o r e** they go elsewhere

Nail down the Hen and Stag as soon as they book

- Got a cookery school?
- How about a Spa?
- Gin / whisky tasting
- Wine cellar = wine tasting
- Outside space = anything you like!



# Rehearsal Dinner

A very American tradition, how can you sell it here?

- Call it something else (anti-jitters dinner?)
- A great way for a little family peace before the madness of the Big Day
- Give the kids a chance to let off some steam before they have to behave

Hosting the ceremony? You **NEED** to do this.



# Teach a little something

## Pre Wedding Courses

- Create your own bouquet
- Design the perfect seating plan
- Make your invitations
- Craft your centrepieces

Anything you don't already provide can be part of a course

Get your suppliers involved, everybody wins



# Anniversaries Galore

## The Pre-Anniversary

One year to the day, an invitation to stay offering special rates  
Chuck in a bottle of fizzy

First Date Anniversary

First Kiss Anniversary

First.... You get the picture



# A few **more** ideas

Mr & Mrs Quiz dinner (sell tickets to all your upcoming couples)

- Don't forget the pink pound – Mr & Mr or Mrs & Mrs
- Make it tables of 6 to include the parents (such fun)

Pre Wedding Photo Shoot

- Encourage it at your venue, makes life easier on the day if they already know where the wet weather alternative is.
- Sell lunch





# Thanks!

Any Questions?