SPECIALIST TRACK: MARKETING FOR EVENT PLANNERS

Your wedding season plan

Lesson: Wedding planners: shows, listing platforms and the inquiry season · about 15 minutes

Map your year, test your shows and listings, and prepare for the January rush.

Your business (name, service, main city):

1. Fill in your own four-season table: for each quarter, list two marketing jobs and the dates you will do them.

2. Calculate the full cost of the next wedding show you are considering, including your time, and the number of bookings you need to beat your listing platform's cost per booking.

3. Write the sign for your booth in one line that says exactly who you plan weddings for.

4. Rewrite the first two lines of your listing profile so they say who you serve, where, and from what all-in price.

5. **Draft your first-reply template, with blanks for the couple's names, date, venue and two consultation times.**

Check: can you now

- Plan your wedding marketing year around the engagement season, the show calendar and the summer booking lull
- Decide whether a wedding show booth or a paid listing is worth it, using cost per booking
- Build a booth plan, a listing profile and an inquiry reply that convert couples in the busy months

One change you will make this week