The Wedding Industry HasChanged

Don’t Get Left Behind!

In an era when weddings are down, you have to bring your game up. A new generation is redefining marriage. Adapt to the new normal.

Join us in Las Vegas for the 2019 Wedding MBA Convention.
Hear wedding industry giants The Knot, WeddingWire, and international wedding business experts as they reveal their cutting edge-secrets.

With over 5,500 attendees, 150 classes, 11 wedding specialty tracks, and 200 exhibitors, you will be surrounded by the wedding industry elite.

At the Wedding MBA, you will learn the answers to these critical questions:

- How do you find, and sell to, the elusive wedding couple?
- Which social media posts create conversations and conversions?
- Which current trends will be obsolete by next year?
- Why do you connect with some couples, but not others?
- What must you do to avoid charge-backs and litigation?
- How do you hire, train, and motivate your team?
- How do you neutralize a bad review?
- What tax write-offs are you missing?

Get ready for three jam-packed days at the Wedding MBA. You will return home with the tools and enthusiasm that you need to be the best in your market.

Register by the deadline for your Early Bird Discount

www.WeddingMBA.com
Monday, October 14, 2019
11:00 - 5:00  Badge Pick-Up
2:00 - 6:00  Seminars in Your Wedding Specialty

Tuesday, October 15, 2019
7:00 - 5:00  Badge Pick-Up
8:00 - 12:00  Wedding Business, Tech, and Trend Seminars
12:00 - 6:00  Wed-Con Exhibits Open
2:00 - 6:00  Wedding Business, Tech, and Trend Seminars

Wednesday, October 16, 2019
9:00 - 11:00  Seminars in Your Wedding Specialty
11:00 - 12:00  Wedding Business, Tech, and Trend Seminars
12:00 - 6:00  Wed-Con Exhibits Open
2:00 - 6:00  Wedding Business, Tech, and Trend Seminars

All-New Seminars in 2019!

**WEDDING SPECIALTY TRACKS**
- Venues
- Florists
- Photographers
- Planners
- Beauty
- Videographers
- Catering & Cakes
- Disc Jockey & Lighting
- Gowns & Tuxedos
- Officiants
- Photo Booths

**WEDDING BUSINESS SEMINARS**
- Wedding Marketing
- Wedding Sales
- Social Media
- Next Year’s Wedding Trends

Schedule, parties, and seminar times, days, subjects, and speakers are subject to change
FOLLOW ME
Social Media Influences For Venues

She has 39 unread emails, a demanding boss, and a workaholic fiancé. The only sane way she can pick her venue is online. The right social media narrative for your venue weaves together testimonials, visual eye candy, and current weddings.

- Capture and post better Instagram photos and videos
- Turn real weddings into real content for social media
- Effective ways to stage and use testimonials for your venue

SALES STORM
Your Venue Sales Funnel

It’s midnight and a serious lead comes through your website requesting more info on your venue. How do you respond to them? As the sales landscape for obtaining info changes, so do the priorities of wedding couples.

- Effectively automate the first steps of your sales process
- Buyer psychology that primes your couples before they tour your property
- Sales tips to encourage fast and effortless bookings

VENUE FIXATION
Stay Competitive With These Simple Updates

Immediately after they’re engaged, wedding couples come looking for you. The venue is the most visually prominent element of their wedding day. Combine high style meets functionality to increase your bookings.

- Clear tents, creative dance floors, and Lucite details
- Smart seating for the ceremony and reception
- Acclimate to smaller guest lists without remodeling

DEMANDING COUPLES
Top 10 Things Couples Want From Your Venue

Choosing the reception venue is a big deal. Your venue not only sets the tone, you may be their largest wedding budget item. The process overwhelms many brides and grooms. Get inside their psyche and predict what their sales holdups can be.

- Price lists: add-ons, all-inclusive options, and à la carte examples
- Which info to include (and exclude) on your website and marketing materials
- The number one reason they don’t pick your venue

DANGER ZONE
Venue Worst-Case Scenarios And Solutions

Danger! It lurks in every corner. Lawsuits, no-shows, choking, stolen items, drugs, fights, heart attacks, snow storms, declined credit cards. For the first time ever, four experts will walk you through what to do when everything goes wrong.

- Life-saving demo led by a paramedic
- Money saving clauses lead by a lawyer
- Sanity-saving tips from a psychologist

NO VACANCY
Complete Your Calendar With Corporate Events

Relying solely on weddings leaves your venue vulnerable to economic uncertainty. Don’t put all your eggs into one basket. Diversity into corporate and charity markets to boost your venue credibility and profits.

- How to find and sell to corporate decision-makers
- Marketing playbook for corporate and charity
- Leverage high-profile events to increase your total venue bookings
NEEDLE IN THE HAYSTACK
Reach The Couples Who Hire Planners

Planners who advertise to the general public waste 99% of their money. That’s because less than 1% of the population hires a wedding planner each year. How do you reach just wedding couples and not break your advertising budget?

- Instagram, Facebook, and Google organic leads vs. paid ads
- How to befrend and profit from your local gown shops
- Why wedding shows can be your best friend

THE VISIONARY PLANNER
Wedding Trends For 2020

What do weddings and fashion have in common? Both have a wandering eye and are always ready to move on to the next hot thing. What’s in today is today is passe tomorrow. Discover celebrity planner ideas your couples will clamor for the next year.

- Undiscovered color and texture combos
- New takes on luxury vintage, theatre inspo, and bespoke design
- Outdoor elements that thrive indoors

MATCHMAKER
Pair The Right Vendors With Each Couple

Wilted flowers. Grilled entrees that are served cold. A no-show minister. The wedding couple is furious. Not because your timeline or style skills. Because of another wedding pro that you recommended. Even when it’s not your fault, they blame you.

- How to cover yourself if your vendors fail
- When to fire someone from your referral list
- Psychology tips to match the right vendor with each couple’s personality

SURVIVOR
How To Get The Tribe On Your Side

Online reviews are more important than ever. For better or worse, engaged couples trust other newlyweds when they start searching for a wedding planner. How do you keep from being eliminated?

- Selling with a tribe of brides on your side
- How to leverage and increase number of online reviews
- Video testimonials dos and don’ts

MIDNIGHT MADNESS
Set Boundaries For Your Couples

Everyone says you should make your business more customer-centered. But what if she threatens, harasses, or constantly yells? How do you deal with midnight phone calls? Where do you draw the line?

- Expectation checklist
- Verbiage to take her off the ceiling
- When you should say no

UNCOORDINATED
Convince Couples To Hire A Professional Planner

There is no shortage of wedding planners. Your biggest competitor isn’t the planner down the street…it’s her best friend Emily, venue coordinator Jessica, or DJ Chris. The ultimate threat is not hiring a planner at all. Show the how you will fight for their wedding vision and keep everything on track.

- Tested sales scripts and email templates
- Tips to explain the difference between independent planners and venue planners
- Marketing mistakes planners make and how to avoid them
ELECTRIFIED
Lighting To Energize Your Events

Ordinary rooms come alive with the right touch of lighting. Your choices of lighting propel the music through all phases of the wedding reception. Discover the illuminating secrets that create satisfied customers who recommend you to their engaged friends.
- Advanced lighting set-ups that crossover to corporate gigs
- Most-requested reception lighting themes
- Lighting gear for maximum effect and minimum investment

SCRATCHING THE SURFACE
Adapt Club DJ Techniques To Weddings

Club disc jockeys have the advantage of crowds that share the same taste in music. But if you bring the club directly to a wedding reception, not all generations will appreciate it.
- Which club DJ techniques translate directly to weddings
- How to build momentum at a reception
- Club DJ skills that make you a perfect wedding emcee

TECH TOYS
Next Year’s DJ Gear That’s Worth The Spend

Remember when you bought your first DJ equipment? You picked up some cheap speakers, a CD player, and a used mixer. To be booked solid, update your gear to stay relevant and competitive.
- Preview of 2020’s hottest DJ gear
- What you want vs. what you need
- Software you can’t live without

TREBLE MAKER
Curated Playlists and Mixes That Book Clients

Your first appointment with a wedding couple can feel like an awkward first date. They are trying to decide if they can trust you with their important event. In weddings, custom is the key. Do you have what it takes to keep their friends partying without alienating their parents?
- Reading the couple, reading the crowd
- How to handle a frenzy of guest requests
- Discover overlapping tastes vs never-plays

PROMOTED
Boost Your Bank With Corporate And Charity Gigs

Corporate clients have some things your wedding couples don’t: annual events and bigger budgets. You might be booked every weekend until 2020, but you still have weekday openings. Fill those dates with high-paying, repeating corporate gigs. Charity performances give you solid cred with donors who can hire you for other high-end events.
- How to get and keep corporate clients
- Tips to become a skilled auctioneer
- Online videos and reviews that appeal to corporate clients

SOCIAL MEDIA PLAYLIST
Social Media Strategy For 2020

Engaged couples want social media that is life-like, moving, and always fresh. Flex your social media muscles and show customers what up-to-the-minute DJ services you offer.
- Social media content tips for DJs
- DJ mistakes on FB, Snapchat, and Instagram
- Stand out from the crowd with live video
COOK THE BOOKS
New Recipes For Your Menus
Creating a new catering menu can be overwhelming, especially when millennials demand transparency. As even food trucks and small independents offer grass-fed beef, cage-free chicken, locally-grown veggies, and gluten-free options, you need to adapt to stay competitive.

- Modern menu real-world examples
- Graphic design tips to create a solid catering menu
- Playful wording to spice up your new menus

FEAST OR FAMINE
Fatten Up Your Food Profit Margins
It’s not about what you make – it’s about what you keep. Fat profit margins make the difference between just getting by, or saving enough to send your kids to college, take a vacation, and build your retirement.

- Are high-end caterers really the most profitable
- Fresh spins on classic dishes
- Bookkeeping tools that keep you on-track
- How to analyze the profit from each event

FRONT OF THE LINE
Interactive Buffet and Station Trends For 2020
Wedding couples are moving away from the traditional sit-down dinner. Fun and light-hearted nuptial fare are the head of the line for next year. It’s all about action and interaction.

- Logistics to keep lines running smoothly and cut down on wait times
- Global fusion, Insta-worthy food styling, and pint-sized presentations
- Futuristic beverage flights, comfort foods with culinary flair, and dessert stations that don’t feel overplayed

FROSTED
Next Year’s Cake And Dessert Trends
The wedding cakes is still the traditional wedding dessert, but today’s couples serve their guests more that yesterday’s designs. They look everywhere for cake inspiration. The texture of her wedding dress, their china pattern, or even the ceiling design from their reception venue.

- Sugar crystals, sprinkles, and glitter
- Passed desserts instead of dessert bars
- Delicious drinks for dessert

TWO PLATES FULL
Sales Techniques To Fill Up Your Bank Account
Of all the buying decisions for the wedding day, catering is the most complex. Even after they fall in love with your company and menu, the sale isn’t closed. How do you even get them to make the final decisions and sign off?

- Live on-stage sales presentations
- Closing techniques that don’t feel forced
- Which words to use and avoid to win the sale

SOCIAL HOUR
Boost Bookings With Social Media In 60 Mins
With more than 200 million posts tagged #food and 23 #drinks, food and beverage photos are among the most popular. Potential clients love your content. How do you keep it coming without running out of time or new ideas?

- Create next level content that encourages conversions
- Shortcuts for content creation on your blog, Instagram, and FB Live
- Don’t post these 5 food mistakes
LOVE AT FIRST LIGHT
Advanced Lighting Workshop

Why do 100-year-old images from master photographers stand the test of time? Some are because of the subject. Some are because of the pose. But all are because of the lighting. Manipulation of light adds the texture, luminosity, and color you need to make your wedding photos instant classics.

- Natural light and off-camera flash techniques
- Shoot softly in harsh sunlight
- Add dimensionality to ordinary scenes

I DO...MORE THAN WEDDINGS
Guide To Corporate, Charity, And Special Events

Relying solely on weddings leaves your photography business vulnerable to economic uncertainty. Break into corporate and charity markets to boost your company credibility and diversify your cash flow.

- How to identify and sell to the real corporate decision-makers
- Leverage high-profile events to promote all your photo categories
- Marketing playbook for corporate and charity events

SHUTTER SHOCK
Price List Templates From Real Photographers

How much do you really make per hour? Do you count the many hours of post-processing work? Many photographers are shocked when they do the math. Pricing photography packages is more challenging than pricing products like food or flowers. Which wedding markets can bear more aggressive pricing?

- Best ways to monitor and raise your prices
- Monthly profitability cheat sheet
- Market test new photography services and prices

GEARED UP
New Must Have Photography Equipment In 2020

We get it. What’s in your camera bag does not define you as a photographer, but it sure makes your job easier when you have the right tools for every situation. With new camera and accessories being released at record speed, it’s hard to keep up, let alone decide what to spend your money on.

- When to skimp and when to spend
- Equipment that separates your from a hobbyist
- Best-reviewed lenses, camera, and lighting for 2020

POSER
Award-Winning Location And Posing Techniques

Not every ceremony provides the backdrop of the Four Seasons on Maui. Not every bride or groom is a professional model. What do you do when shooting locales and subjects are not ideal?

- How to uncover unusual engagement locations
- Dealing with scene clutter and poor natural light
- Tips that turn any subject into a posing pro

MODERN EXPOSURE
Close Sales Through Social Media

Successful photographers have one thing in common: They stay relevant. Social media gets you in front of your audience consistently. Each image gives your exposure to your potential customers and peers within the wedding industry.

- Facebook, Pinterest, and Instagram Tips
- Tags, keywords, and influencers that get your photography business noticed
- Common mistakes for social media branding with your images
PETAL POWER
Dominate With Large – Scal Floral Installations
Win the floral contract by offering large-scal looks that inspire, surprise, and delight. Imagine a dreamy ceremony arch, a structured floral statement piece, and an ethereal pathway that creates a reception fantasy.
- New, over-the-top floral backdrops
- Pricing super-sized creations
- Floral-driven escort card decor

Hand-Picked
How To Choose The Best Floral Employees
You have flowers to buy, couples to book, and centerpieces that won’t arrange themselves. At some point in a successful business, you need some extra help. Efficiently hire, train, and keep the best new staff.
- Where to advertise for seasonal part-time positions
- Interview questions that identify hidden train-wrecks
- What tasks you should never delegate

ARRANGED MARRIAGE
Techniques For Exquisite Centerpieces And Bouquets
Decedent florals and lush greens are ever-popular, buy with a new twist. Storybook romance meets nature-driven hues to make centerpieces that are manicured and whimsical. Don’t forget to pack your fairy dust for this fun tutorial.
- Floral veils, combs, belts, and anklets
- Low centerpieces that are high impact
- A breath-taking bouquet your competitors don’t offer

FLEUR-ISH
Grow Your Brand Through Social Media
Floral is the most visual wedding specialty. After all, your work is art! However, when you promote your creations online, social media seems like a bottomless pit that consumes images faster than you can create new one. How do you find the time to consistently post on so many social media platforms?
- Floral go-to guide that simplifies your social media to-do list
- Eye-catching posts for your website, Pinterest, and Instagram
- Two social media platforms that florists can bypass

COMING UP ROSES
Find, Sell, And Close Wedding Couples
Expanding your floral business is like growing a garden. You can’t just plant some seeds and hope for the best. You need a proven plan to nurture new leads into sales. It’s easy to say you want to double your sales, but what does your actual sales action plan look like?
- Prospect and track the cost of acquiring new wedding couples
- Sales techniques for social and corporate selling
- 3 things that stand in the way of a quick floral close

GREEN THUMB
Price For Maximum Profit
Florists always see green. But this rich hue should not be limited to your centerpieces. Green should be showing in your bank account, too. Pricing a wedding 18 months out can be tricky. How do you make sure you’re not leaving money on the table?
- What to do when outside forces affect your original proposal
- Common pricing pitfalls and how to avoid them
- How much profit you must net from each event
ALWAYS A BRIDESMAID
2020 Bridesmaid, Tux, And Accessories
Forget the days of boring taffeta and horrid shades of fushia. Bridesmaid
dresses are evolving toward the sultry and luxe. Fashion-forward designs that
can be worn more than once are in demand.
- Embroidery, patterns, and florals
- Two-piece dresses, slits, and textures
- Inspired color combos for dresses and tuxes

WHITE HOT
Fight Against Big-Box, Online, And Local Competitors
Online shopping makes it easy to find many places to buy wedding gowns.
You know that the online version listed for $200 is not the same as your
designer masterpiece. But she doesn’t. She also doesn’t know that your
newest competitor isn’t paying her bills. How do you fight fair and still win?
- Counter-programming against your competitors
- 3 small details that mean everything
- Tips when she price-shops you against a discounter

WARDROBE MALFUNCTION
Top Mistakes Gown Shops Make
It’s Saturday after the holidays and every newly engaged bride wants an
appointment. You should feel good, but you’re stressed. It feels like you are
working hard, but not getting ahead. What are you doing wrong?
- Avoid making these 5 common gown shop mistakes
- Understand why your customers buy and don’t buy
- Gown shop layouts and lighting that improve the user experience

TO MARKET WE GO
Avoid Expensive Buying Disasters
Your goal is to implement a reasonable merchandising plan to increase sell-
through. But market makes you dizzy with options if you don’t have a solid
buying checklist. Where do you start?
- Flattering and universal styles that turnover quickly
- When to say no to your designers and sales reps
- How to crowdsource advice on what to buy

YES TO YOUR DRESS
Sales Techniques That Close Her On The First Visit
You know that the moment she leaves, your chance of a sale goes down by
50%. Discover the secrets that pave the way to matching a bride with her
dream dress and keep her from shopping anywhere else.
- The best way to pre-qualify the bride
- Creative incentives to promote a quick buy
- Scripts with the exact questions to ask

THE CROWN
Royal Wedding Gown Fever Continues
Brides have always been fascinated with royalty. It’s easy to get caught up in
the dreams of horse-drawn carriages, blingy tiaras, and regal magic. Learn
how to turn these fairytale gown dreams into very real cash.
- Royal wedding gowns and accessories that translate into real
weddings
- Attire that drips with royal elegance
- Refined trains, veils, and femme florals
VANITY
Beauty Branding For Your Hair And Makeup Business

Millennials require a completely different marketing plan. They don’t respond to traditional methods like previous generations. Learn how to create a successful campaign that appeals to today’s brides.
- Authentic beauty brand messages
- Turn online leads into in person appointments
- How to create a cohesive brand image

CLEAN BEAUTY
Pretty Looks San Harmful Ingredients

The US hasn’t passed a major federal law to regulate the safety of ingredients used in personal care products since 1938. Your brides are savvy. They want to know which ingredients are being applied their face. Be ahead of the millennial trend toward health-conscious beauty.
- Good for you products without all the additives
- List of ingredients to avoid
- Modify your makeup bag

EASY ON THE EYES
What You Can Learn From Social Media Influencers

The selfie generation allows a novice to master makeup tricks that were previously known only to professional makeup artists. Beauty vloggers have raised the social beauty bar. How do you mimic what she loves from her beauty influencers?
- Best social media for your audience
- Geo-specific post ideas that capture customers in your local market
- Dos and don'ts for before-and-afters and tutorials

THE OSCAR GOES TO
Beauty Ideas From The Red Carpet

Bridal beauty shouldn’t be basic, boring, or predictable - it just has to be flattering to the woman who is wearing it. Borrow ideas from the celebrities who set the trends.
- Prep before you paint - skin care techniques
- Hair trends for the bride, mom, and maids
- Latest in celebrity eyes, lips, and cheeks

THE BEAUTY BAR
Stop Concealing

When hair and makeup artistry is your career choice, there are days when your job is anything but glam. It’s nice to know you’re not the only one who struggles.
- Interactive open-mic session reveals beauty problems and solutions
- What to do when she hates how she looks or cancels
- Guide to beauty timelines

FLAWLESS
Beauty Price Lists

The average woman spends over $4,000 a year on beauty products and services. But she shudders at your price for the most important beauty day of her life. How do you get paid what you are worth?
- Mobile beauty companies real price lists
- Minimum package pricing you should implement now
- Common mistakes beauty pros make when pricing their services
FAITH
Interfaith Religious Ceremonies
One-third of couples in the United States marry someone of a different religion. Blending traditions and cultures are vital for the ceremony, but the details can get tricky.
- How to perform a ceremony with two officiants
- Best ways to include both faiths and families in the planning process
- Focus on principles that unite both faiths

RAINBOW WEDDINGS
Same-Sex Wedding Ceremonies
From the processional to the recessional, the ceremony must reflect the unity of the same-sex couple.
- Gender-neutral ceremony readings
- Ideas for same-sex wedding vows
- How to handle parents who don’t approve

I NOW PRONOUNCE YOU
My Officiant
You aren’t just another vendor. Officiants form a sacred union between two people. Unlike picking food or flowers, you are forming a lifelong partnership and creating an intimate moment in their lives. Wedding couples have a lot of choices in officiants. How do you get them to pick you?
- Questions to ask during the first meeting
- Sales meeting dos and don’ts
- Clear ceremony communication tips

TIE THE KNOT
Real Officiant Price Lists And Add-Ons
Officiants rejoice, it’s time for a raise. You’ve earned it. You have the most important job of the wedding day. Why not charge accordingly?
- Real officiant prices lists from across the country
- How to price custom vows, rehearsals, travel, and pre-marital counseling
- Should you accept a tip

I VOW TO DO BETTER
Give Personality To Your Ceremonies
Wedding ceremonies typically follow a pattern: processional, welcome, readings, vows, kiss, pronouncement, and recessional. But there is no reason you have to adhere to the expected. Throw out the script and start from scratch.
- Creative ideas for the ceremony schedule
- Personalize opening and closing remarks
- Unity ceremony ideas and music input

REPORTING LIVE FROM THEIR CEREMONY
Officiants Guide To Social Media
You’ve performed hundreds of ceremonies. How do you promote your officiant skills that are pretty close to poetic? How do you show off your ceremonies through social media? Social platforms seem like a bottomless pit that consumes videos and images faster than you can create new ones. How do you find the time to consistently post online?
- How to use live video for your business
- The social media platforms you can live without
- Engaging content ideas
WEEKDAY WARRIOR
Break Into Corporate Videos
Saturday weddings are a great profit generator, but what about the rest of the week? Take your same equipment and turn your excess capacity into over-the-top cash.
- How to break into corporate video
- 3 ways corporate storytelling is different from weddings
- Biggest mistakes of corporate video newbies

THE TETRIS EFFECT
If You Fit In, You Disappear
Yet another couple claims, “Our wedding is going to be different.” When they elaborate on their vision, you realize it’s not so different at all. The good news is that they choose you because you stand out from your competitors. Learn how to stand out in an industry by using creative video marketing approaches and brand identities.
- Creative video marketing approaches
- A new twist on your wedding business
- Brand identity dos and don’ts

IN FOCUS
The Best Videography Gear of 2019
An artist uses paint and canvas. Videographers use cameras, lighting, drones, and motion sliders. Look like a modern cinematographer without spending all your profits.
- Next year’s best equipment
- Accessories that are worth the investment
- Over-hyped gear that doesn’t measure up

SEEING IS BELIEVING
Video Marketing Insight
90% of your sensory input is visual. Visuals are processed in the brain 60,000 times faster than text. Maybe that’s why half of wedding couples take action after viewing video marketing ads.
- Online ads with video impact
- Marketing messages through video
- Easy tips to get video to work for you
PHOTO BOOTH TRENDSETTER
Top 5 Photo Booth Trends For Weddings
As soon as a photo booth trend goes mainstream the marketing power behind it loses momentum. Stay ahead of your competitors and book more weddings with these photo booth trends.
- The creation process behind photo booth trends
- Technology you need to make unforgettable memories
- Where the photo booth industry is headed

GEAR HEADS
Next Year’s Amazing Photo Booth Features
Photo booths are like the latest iPhone – a new model is always just around the corner. Don’t waste your money on photo booths and accessories with a short shelf life. Our photo booth expert reveals future photo booth must-haves.
- Next year’s best photo booths
- Software comparison
- Photo booths with the best social media

BRANDED BOOTHS
Embrace Your Photo Booth’s Brand Through Creativity
Running a photo booth company is exhausting. You book wedding couples, update your existing booths, and manage your upcoming events. There is barely enough time to sleep-let alone think about how to build a brand identity. But without a solid brand, you are just a commodity, forced to compete on price alone.
- Build a successful photo booth brand
- Photo booth themes that set you apart
- Innovation inspiration

AFTER THE SALE AND BEFORE THE EVENT
Create A Better Photo Booth Experience
As a photo booth owner you concentrate on customer care on two days; the day you close the sale and the wedding day. But, the time period between these days is where sales magic can happen. Create a plan that can grow your business and profits.
- Strategies from other industries that work in your photo booth business
- Automated photo booth follow up plans
- Photo booth up-sell opportunities
DEAL OR NO DEAL
The Art Of Negotiating

90% of negotiation can be anticipated. “Is that your lowest price? I’m not sure if it’s in our budget. The other wedding pro I met with quoted us a lower price.” How do you negotiate the close without losing your profit?
- Learn how to master negotiators get what they want
- Tactics borrowed from selling a house and buying a car
- Trade don’t cave – add value without lowering your price

NO SIT, SHERLOCK
Clues To Find More Wedding Couples

You can’t sit around waiting for customers to find you. Your closing ratio may among the best in the industry. But you can’t sell to un-detected customers. With the decline in the number of annual weddings, it’s harder to find those elusive wedding couples.
- Organic marketing vs. paid advertising options
- When are bridal shows and print ads relevant
- Are networking meetings worth your time

JURY OF YOUR FEARS
Protect Your Business From Wedding Lawsuits

In today’s litigious society, lawsuits can attack any business at any time. In the United States alone, 15 million civil cases are filed each year. When you mix the high emotions of a wedding day with our culture’s propensity to sue, you are sometimes left with uncertain circumstances.
- 3 insurance rides you must add immediately
- Always say this – Never say that
- Contract clauses that minimize your risk

ESCAPE ROUTE
When And How To Say NO

Your time is limited. When you combine business, kids, and errands, there is no time left for you. Many wedding pros find themselves exhausted, resentful, and stressed because they didn’t say no enough. Steve Jobs said, “It’s only by saying no that you can concentrate on the things that are really important.”
- When to refuse a client’s demands
- Determine which industry events are worthy of your time
- What to do when an important wedding pro asks for too much

SOCIAL ADDICTION
Create Stand-Out Social Media Content

Good social media campaigns help start a sales conversation, build authority, and get your wedding brand to stand out. In the wedding industry consistent social media branding could mean the difference between making a modest income and becoming financially independent.
- Clever ways to infuse humor and personality into your brand’s voice
- Addictive behind the scenes content from other wedding pros
- Photog tips that make your visuals more engaging

BREAKING UP IS HARD TO DO
Passe Wedding Looks That Need An Ultimatum

We’ve had a good run with flower crowns and the color blush, but it’s time to move on. Rustic chic is getting on our nerves, and overdone signage is just too needy. DIY crafts and faux calligraphy are breaking our hearts. We are never, ever getting back together.
- What trends to pick a fight with
- Small details with large impact
- Next year’s wedding décor that looks better than your ex

WEDDING NOIR
Mystery Reception Reveals

With as many weddings as you manage, it’s easy to get tired of the same look. Resuscitate your passion for transforming reception spaces with a little bit of inspiration and a torrent of new ideas.
- Black accents that stand out
- Neon signs, geometrics, and lucite
- A fresh take on vintage
EXTINCTION
Epic Fails That Destroy Your Business
We all know of a talented florist, high-style gown shop, or stunning venue that looked prosperous in the spring, only to close their doors in the fall. What went wrong? How do you avoid their mistakes?
- Legal traps that steal your entire business
- Pricing mistakes - the Silent Killer
- Real-world horror stories of failed wedding businesses

OPEN BOOK
Build A Story Brand
You are the boss. Your About Us page describes how you are a sweet tea addict, animal lover, and yoga devotee. But what if…Instead of being the hero of your Story Brand, you play the supporting role?
- Make wedding couples the protagonists of your company story
- The first step toward gaining any new client
- Simplify your brand message for instant engagement

DANGER ZONE
Worst Case Scenarios And Solutions
Danger! It lurks around every corner. Lawsuits, no-shows, choking, stolen items, drugs, fights, heart attacks, snow storms, declined credit cards. Four crisis managers walk you through what to do when everything goes wrong.
- Life-saving demo led by a paramedic
- Money-saving clauses lead by a lawyer
- Sanity-saving tips from a psychology

CORPORATE, CHARITY, AND CASH
Diversity Into Corporate And Charity Events
Corporate clients have some things your wedding couples don’t: annual events and bigger budgets. You might be booked every weekend until 2020, but you still have weekday openings. Fill those dates with high-paying, repeating corporate and charity soirées. Charity events also introduce you to donors who can hire you for other high-end events.
- How to get and keep corporate clients
- Marketing tips for charity reviews
- Online videos and reviews that appeal to corporate clients

TAG...YOU’RE IT
Hash Your Way To More Wedding Sales
Instagram, FB, and Twitter constantly change their algorithms. You’ve recently received fewer likes and comments than a year ago. How can you use hashtags that increase your findability online?
- Hashtag tools that make the hunt for the #perfectcaptions painless
- Social media searches your wedding couples use
- Best use of What’s Trending on social for your posts

PRISM BREAK
Millennial Approved Seasonal Color Palettes
Winter brings ice blue frozen ponds, silver snowflakes, and mink-colored sweaters. Spring combines pepper green gardens, aspen gold sunshine, and sweet lilacs. Summer is the time of coral sherbert, hot pink flamingos, and aquamarine pools. Fall reveals tawny port wine, spruce trees, and autumn maple dreams.
- Color palettes for 2020
- Unlikely color combinations inspired by the seasons
- Hue-driven design boards for practical applications

CLAIRVOYANT
Wedding Trend Predictions
In the future, couples will abandon old wedding ways to create their own new traditions. Gaze into our crystal ball at 2020 and beyond. When you get ahead of these dynamic changes, couples will trust your ideas, fresh perspectives, and savvy wedding expertise.
- Curated trends for geo regions and price points
- Texture, sustainability, fluid color schemes
- Minimalist designs that exude decadence
BRAIN FREEZE
I’ll Tell You About It Tomorrow
Do you struggle with procrastination? At the end of the day, do you wonder why you didn’t get more done? The habit of waiting until the last minute results in lower-quality work performance and reduced well-being. How do you outwit your natural inclination to put things off?
- Brain breaks and when to use them
- How to schedule your soul-sucking tasks
- Maximize your productivity with these tips

CLOSING TIME
Get Them To Sign On The Line
Closing the sale is an evolving art. The way your couples buy is changing. What worked last year isn’t as effective today. It’s time arm yourself with our next-generation techniques for closing the sale.
- Learn the new buying patterns and how to adapt to them
- Real-world questions that increase your closing ratio
- How to conquer your biggest sales fail

LIAR LIAR
Become A Human Lie Detector
Is the buyer really a liar? Do couples really like your sales proposal? Are they telling you the truth about their budget? How would your business change if you could detect lies and half-truths?
- 3 subtle signs that someone is lying
- Which buyer lies to ignore
- When their body language says Sign Me Up

A WRINKLE IN TIME
Wedding Timeline Tips
Some days you’re running on caffeine, car pools, and color-coded to-do lists. It seems like there is never enough time to create another labor-intensive wedding timeline.
- Timelines from each wedding pro’s perspective
- Custom wedding timeline cheat sheet
- When another wedding vendor destroys your timeline

TYPE-CAST
Online Persuasion Techniques
Before having their first real conversation with you, engaged couples go to your website. They have a virtual interaction with something you’ve written. In the hyper-competitive wedding industry, the first step to closing a sale starts with the excellence of your online persuasion.
- Sell with scarcity, social proof, and reciprocity
- Best practices for self-through emails, texts, and online forms
- The one thing you must remove from your inquiry form

COMING OF AGE
Bar And Bat Mitzvahs
Mitzvahs are a multi-billion dollar industry. Functionally, these sometimes over-the-top events require almost all the services of a wedding. In many markets, the average Mitzvah budget exceeds the average wedding. But right from the start, there are several crucial differences.
- How to break into the Bar and Bat Mitzvah market
- 3 things that will absolutely lose you in the Mitzvah sale
- Jewish tradition primer for non-Jewish wedding pros

CHAIRMAN OF THE BOARD
Create Great Inspiration Boards
Hear the crashing waves. Smell the coconut oil. Feel the ocean breeze. It’s time to plan a wedding that feels like a tropical vacation.
- Distinguish meaning from her nonsensical pins
- Curate the right ratio of small details and big décor elements
- Boards that don’t look like your competitors
LOVE THY SELFIE
Create Leads From Instagram
Getting other wedding pros to follow you is easy, but finding the right engaged couple fans in your market can prove to be challenging. With over 8 million registered business accounts on Instagram, you aren’t the only one trying to generate new leads for your wedding business. How do you find relevant followers who will eventually buy from you?

- Strategic hashtagging to increase lead generation
- Common comment mistakes and how to avoid them
- Find your company’s authentic voice without appearing unprofessional

FORM FITTING
Protect Yourself With The Right Paperwork
Everyone knows they should develop a strong contract. But what about your other forms that can cause legal problems? Cover your assets by updating all your paperwork.

- Price lists, customized proposals, and marketing material liabilities
- When your mouth can get you into trouble
- The importance of asterisk and footnotes

THE SOCIETY SQUAD
High-End Wedding Strategies
Champagne wishes and caviar dreams fill your head, but fewer than 1% of engaged couples have an ultra-luxe wedding budget. How do you market to the country club crowd without alienating them in the process? Find out how to make your brand celebrity-worthy.

- Open the door to elite clientele
- Market insights to attract high-end couples
- Five-star client experience

SHY SALES
Sell To Introverts
You’re sitting across from a quiet couple. You can’t tell if you’ve impressed them with your presentation. They could easily be thinking of their internal to-do list or just counting the minutes until their escape.

- Thoughtful questions to ask introverts
- Ideas for sales that include samples
- Tips for those that aren’t easily swayed

SNAP TO IT
Snapchat For Wedding Pros
Snapchat has over 100 million daily users and is one of the fastest-growing social networks. Snapchat stories create narratives that give couples a behind-the-scenes look at what you do.

- Wedding filters, photos, and video tips
- How to promoted your Snapchat account
- Use snapchat to build your authentic brand

WEDDING NOIR
Mystery Reception Reveals
With as many weddings as you manage, it’s easy to get tired of the same look. Resuscitate your passion for transforming reception spaces with a little bit of inspiration and a torrent of new ideas.

- Black accents that stand out
- Neon signs, geometrics, and lucite
- A fresh take on vintage

BLOCKBUSTER
Movie Influence On Wedding Trends
Hollywood and television have always shaped popular culture. To keep the public’s attention, writers have to constantly innovate. It isn’t surprising that couples look to these mega-creatives for new ideas.

- Adapt the latest movie sets to your wedding style
- Incorporate cinematic nostalgia
- Expensive looks for modest budgets
WED-CON EXHIBITS
12:00 - 6:00 pm
Over 200 exhibitors with wedding industry products and services.

EXHIBIT STAGE TALKS
12:00 - 2:00 pm
Lightning Round 10-minute idea blitzes from select exhibitors.

Tuesday Afternoon

MARGIN FOR ERROR
Make More Money From Each Wedding
In a perfect world, you work less and make more. In the real world, you need an action plan to make this happen. It’s easier to sell more to an existing client than find a new one. Discover how to maximize your revenue from each wedding.
- Peak and seasonal pricing increases
- Add-ons, up-sells, and overtime
- Practical pricing for out-of-town

LOOKING OUT FOR #1
Love Your Weddings AND Your Life
It’s 5:00 and you are not even close to being done with your day. You still have two proposals to write, bills to pay, and an appointment walking through the door at any moment. You are over-worked and almost burnt out. Time for your Scheduling Intervention!
- Sample schedules that get you home before dinner
- What to automate and delegate
- How to carve out more time for yourself each day

ENCORE
Anniversaries, Renewals, And Second Weddings
More than 30% of today’s nuptials are Encore weddings. Pair them with Renewals and Anniversaries. You’ll find an untapped market you can’t afford to ignore.
- How to market to second-wedding couples
- Budget differences of Encores, Renewals, and Anniversaries
- 5 ways to make your wedding business more Encore-friendly

WHAT JUST ‘Appened
Brilliant New Apps For Wedding Pros
The best apps are like a new employee for your business. As tech evolves, wedding pros rely on these savvy and low-cost tools to streamline their everyday tasks.
- Best new apps in wedding productivity
- Apps that remember everything for you
- Virtual business cards, social media management, and clipboards

WHIMSICAL WEDDINGS
Vintage, Industrial, And Boho
Whimsical wedding themes are everywhere. Blogs and inspiration boards are overflowing with playful new ideas. How do you give them a theme that doesn’t mimic every other wedding online?
- Subdued luxe elegance
- Boho meets industrial
- Colors that bewitch and inspire

SWEET 16
Sixteen Creative Wedding Trends
Looking towards a new decade, the most arresting wedding trends are anything but obvious. But how do you take a widespread trend and customize it for your couples in your geo-specific area?
- Food and beverage, flowers, gown, venue, and décor ideas
- Online influencers who stay ahead of the trends
- Guest experience winners and losers

Tuesday 2:00 PM

IT’S SHOWTIME
Insider’s Guide To Wedding Expos
A wedding show producer sees epic wins and fails at every event. They know what booth designs will bring in the brides and grooms and which will make them run the other way. What can you learn from a show promoter that has the behind the scenes scoop?
- Floor plan tricks to ensure superior booth placement
- How to compete against your competitors at a show
- The best way to network with other wedding pros onsite
ARE YOU WINNING
The Bottom Line
You love the creative side of your wedding work. You enjoy everything in your business except the financial side. How do you know if you’re winning? An excellent reporting system shows if you’re doing well or bleeding cash. To stay in business doing what you love, here is the bottom line.
- Best new financial apps
- Job-cost profits for each event
- Integrate purchases, leads, and sales

PEER PRESSURE
Create A Successful Influencer Campaign
In the niche market of weddings, imitation is prevalent. Wedding couples want what other popular bloggers and social celebrities have. How do you team up with newlyweds who have a strong fan base?
- How to find the influencers in your market
- Step-by-step influencer guide
- Leverage giveaways to those with promotional power

S.O.S
Stress: Friend Or Foe
Stress can rob you of sleep, productivity, and energy. It drains your time and pushes you to burn-out. But not all stress is bad. Instead of fight-or-flight, can you harness stress to accomplish tasks more effectively?
- Best ways to manage stress
- How to identify and stop stress early
- Breain breaks that turn anxiety into energy

HONEY, I SHRUNK THE GUEST LIST
Get Big Money From Small Weddings
Couples are sometimes secretly ecstatic when the RSVP card comes back as “Declines with regret.” They don’t want to feed their cousin’s on-again/ off-again boyfriend; or look at their boss’s crooked smile during cocktail hour. Only the VIPs are allowed into their most exclusive event.
- Small wedding playbook to maximize your profits
- Options that increase the per-person spend
- What’s the difference about intimate events

NEXT TEXT
Marketing And Relationship Building Via Text
With telemarketers calling more often than friends or family, the preferred method of communication has evolved. Millennials prefer text messages. Do your texts send the right message?
- Permissions and relationship building with text
- How to best handle sales questions via text
- Texting services you can use right from your computer

DON’T GET LOST
Find 10 Tactics To Rank Higher On Google Maps
How do you get into the coveted 3-pack on Google maps? Can your ranking on Google maps increase your overall SEO? Which keywords help with the GMB ranking?
- Tips to list your address – even when you work from home
- How to best handle sales questions via text
- How do you get into the coveted 3-pack on Google maps? Can your ranking on Google maps increase your overall SEO? Which keywords help with the GMB ranking?
- Fix your on-page, business hours, and geo-tags
- Properly categorize your business and imbed a Google Map on your website

PUPPY LOVE
Paw-Fect Ideas That Include Your Pets
Americans spend over 63 million dollars on their pets annually. Wedding couples and their fur babies are no exception. It takes more than a leash and dog treats to ensure their guest of honor doesn’t turn into a party animal.
- Fashion forward looks
- Training to make sure their best friend is on be behavior
- Unique ways to include their pets
CLAUSTROPHOBIC
When Marketplace Walls Close In

In the wedding industry, the barrier to entry is low and the rewards are high. It feels like as soon as we get a handle on our competition, a newer/cheaper competitor is hacking into our territory.

- Small wedding playbook to maximize your profits
- Options that increase the per-person spend
- What’s the difference about intimate events

THINKING OUT LOUD
Brainstorm Out Of Your Funk

Inertia is powerful. You found something that works, and you’re still doing it. But if just keep doing the Same Old Same Old, your competition will make you obsolete.

- Stop for a moment and be your future customer
- A tactical approach to successful brainstorming that avoids overthinking
- How to partner-up for brainstorming sessions (even if you work alone)

WEREWOLVES, SNAKES, AND TAXES
Wedding Nightmares Come Alive

Even mellow wedding couples can turn into raging, fire-breathing monsters. An unavoidable increase in the quote for flowers. An impossible wedding dress alteration. The family feud that explodes into a reception apocalypse. How do you handle insanity with grace?

- Number one way to deal with unreasonable people
- Uncover each couple’s hidden needs
- 3 things you never say in a crisis

GENERATION NEXT
Marketing To Millennials

Millennials require a different market plan altogether. They don’t respond to traditional methods that have worked with previous generations. Learn how to create a successful marketing approach to millennials.

- Adapt to millennials’ aversion to salespeople
- Get an in-person sales appointment with an online buyer
- Authentic messaging tips

WIN THE PIN
Champion Hacks For Pinterest

In a social media world where disappearing stories are the new normal, it’s no mystery why wedding couples hold tightly to a platform that saves and stores their ideas. After all these years, wedding pros still struggle to find pins that grab engaged couples’ attention.

- Pins that lead to appointments
- Latest marketing techniques for Pinterest
- Content-driven pins that attract couples in your market

SNEAK PREVIEW
Brand Your Image With Promo Videos

Did you ever go to a movie and been more excited about a preview than the movie you’re waiting to start? Evoke that same excitement from wedding couples with a dynamic promo video. Promote your business with memorable videos that lead to brand awareness and more sales.

- The 5 things every good promo video must include
- Creative videos with humor and panache
- How a good video boosts your Google rankings

FLEUR DE LIS
European Flower Trends For 2020

Some of the best wedding trends begin across the pond. Take the leap and discover next year’s leading floral looks. From forest inspired arrangements that are dominated by lush deep tones; to ethereal pale petals with layered pattern and texture. Preview these trends before they hit the states.

- Pocket square boutonnieres, floral cuffs, and umbrella bouquets
- Flower trends, types, and color combos
- Jaw dropping arrangement ideas
FUTURE OFF THE WEDDING INDUSTRY

Everything Has Changed

Millennials have transformed the wedding industry. They are getting married in fewer numbers and later in life than previous generations. These differences are having an impact on the wedding industry and will shift even more in future years.

- How digital innovation and tech modifies buying patterns
- Adapt with insights into the millennial mind
- Who the new decision makers will be
TRASH TALK
*Words Can Really Hurt You*
Defamation of your business occurs when a person makes a false statement that damages your reputation. It’s either liable (if defamation is written) or slander (if defamation is spoken). The First Amendment doesn’t protect liars who damage your business.
- Requirements needed to take civil action
- Respond to online defamation without making it worse
- Examples of cases won in the wedding industry

YOU CAN’T WIN IF YOU DON’T PLAY
*Contests To Grow Your Business*
Defamation of your business occurs when a person makes a false statement that damages your reputation. It’s either liable (if defamation is written) or slander (if defamation is spoken). The First Amendment doesn’t protect liars who damage your business.
- Creative photo and video contests
- Crowd-source new ideas and slogans
- In-store, bridal show, and scavenger hunts

UP IN SMOKE
*When Marijuana Is Legal In Your Town*
Medical marijuana is now legal in 33 states. Recreational marijuana is legal in 10 states. Are you ready for the time when marijuana is as legal as alcohol?.
- Your first reception request for a Cannabis bar
- Pros and cons of a marijuana wedding
- Protect yourself legally

BLOGGER
*Convert Readers Into Leads*
Many wedding businesses have a blog. Even though most posts don’t go viral, the right content can resonate with your wedding couples. They might even be impressed enough to share your words across social media with other engaged couples.
- How to make your articles more shareable and engaging
- Topics that break writer’s block
- Best ways to share a new article for max exposure

GET SIRI-OUS
*Conversations and Conversations with Messenger Bots*
How much do you charge? What is your availability for an appointment? What do your packages include? Is my wedding date available? Repetitive questions can be answered with automated bots. Messenger bot open rates are at 85% which is impressive when compared to email open rates which is only 20%.
- How to build an interactive experience without coding
- Bots to answer your frequently asked questions and book an appointment
- Time saving tips with bots

TREASURED IDEAS
*Modern Day African Princess*
Grab your passport and join us for new African-inspired wedding themes from Algeria to Zanzibar. Transform her wedding into an African paradise with the right decor and flowers.
- Rich traditions and customs
- African wedding dresses and hairstyles
- The best resources to create a fresh event

RSVP
*Exciting Invites For 2020*
Invitations set the tone for the entire event. Even with the rise of evites, the desire to hold onto something solid and shimmering for the wedding still stands.
- Save the date, wedding day, and menu card trends
- Hand-crafted invites that use unexpected materials
- Inspiration to create your own invitations that impress
Wednesday Afternoon

WED-CON EXHIBITS
12:00 - 6:00 pm
Over 200 exhibitors with wedding industry products and services.

EXHIBIT STAGE TALKS
12:00 - 2:00 pm
Lightning Round 10-minute idea blitzes from select exhibitors.

Wednesday 2:00 PM

CONGENEALITY CONTEST
Get The Couple To Love You
What creates that pang of desire that makes them love you? How do you become the salesperson from whom everyone has to buy? Leverage your company’s allure without having to twist any arms in the process.
- A modern take on persuasion: in person, over the phone, and with email
- Critical steps to make your company message more compelling
- 3 things that stand between you and the sale

SEA CHANGE
Tsunamis Targeting Your Business
Waves of demographic, cultural, and technical changes can wash away your wedding business. Unless you stay ahead of the waves. Come to this seminar for the ark you need to weather the storm.
- Demographic Tsunami
- Cultural Tsunami
- Technical Tsunami

TURN UP THE VOLUME
Charge Less-Make More
Conventional wisdom says “Charge more to make more.” But your market can’t handle Neiman Marcus prices. If you are struggling to fill your calendar, discover how you can really make it up on volume.
- Calculate your pricing Sweet Spot
- Metrics that measure your price-point success
- How-to guide for budget and mid-level weddings

OPEN ME
Your Essential Guide To Better Emails
The average person receives 35 emails a day. This constant bombardment requires people to make an instant decision on which emails to open. How do you make sure your emails don’t go straight to the trash?
- Best days and times to increase response rates
- Subject lines that engaged people open
- Key metrics that drive click-throughs

STAR SEARCH
Online Review Playbook
This is the age of the consumer. A single bad review can cost you lots of money. What if you make just one mistake on a wedding? What if a review is untrue? For every star a wedding business earns, revenue increases 7-9%. Learn how to generate more stars and better reviews.
- Best way to take a negative conversation offline
- How to offer a solution without taking the blame
- 4 ways to increase your positive reviews

ISLAND GIRL
Destination And Tropical Wedding Themes
Hear the crashing waves. Smell the coconut oil. Feel the ocean breeze. It’s time to plan a wedding that feels like a tropical vacation.
- New sample island themes
- Dressed-up casual elegance
- Praise-worthy décor, cakes, and flowers
**SCRABBLE**

The Right Words For Every Situation

Words are in your sales appointment, on your website, and in your text messages. Language is powerful and ever-changing. Online dictionaries choose Words of the Year and remind us that language is not static. Discover the words that can make the difference in whether you succeed or fail.

- Modern language to connect with your wedding couples
- Forbidden words that kill any sale
- Words you must include on your website

**LAB REPORT**

Science-Based Sales Techniques

There has never been a more exciting time to be in wedding sales. Over the past few decades, there has been an explosion of scientific research on what impacts buying decisions. With science-backed strategies, you don’t have to guess which sales techniques are most effective.

- Best time of day to follow up on leads
- How to use anchor pricing
- Best ways to present your package options

**LOVE WINS**

Serving Same-Sex Wedding Couples

About 7% of weddings in the United States are now LGBTQ. Learn the top traditions and other key facts about same-sex weddings in America.

- Ideas for inclusive marketing
- LGBTQ wedding day needs
- The latest trends in same-sex weddings

**HOLLABACK**

Steal Your Competitors’ Backlinks

Are you struggling to out-rank your competitors online? What are they doing that you're not? Their SEO strategy probably includes a strong bank of backlinks from other websites. Learn to flip their strengths into your new marketing arsenal.

- Which competitors to backlink against
- Analyze their backlinks and infer their strategy
- Content and incentives that draw backlinks

**RE-BOOT**

Kick Up Your Google Analytics Insight And Actions

Seventy-five percent of wedding couples never click past the first page of a Google search. There are things you could do to improve your ranking. But you can’t fix something if you don’t know it’s broken. Google Analytics help you perfect a strategy to rank higher.

- Find out how your conversion rate is working
- Know which content will clutter your site and make it difficult to navigate
- Measure how much traffic you get from social media platforms

**FIELD OF DREAMS**

Next Year’s Décor And Rental Trends

Urban vintage. Boho chic. Minimalistic white and color combos. If you can envision the ceremony style and decor, it can be created for the wedding. Such is the state of party and event rentals today.

- The latest in tables, chairs, and linens
- How to mix different style types e.g. vintage/modern, farm/glam, and zen/opulent
- Trends in décor rentals
TO CLONE OR NOT TO CLONE
When To Hire – When To Outsource
You've got too much work to do and not enough time. The jobs are getting done, but you're exhausted and popping antacids. How do you decide between hiring and outsourcing?
- Signs you need help
- When to hire in house vs. outsource
- Best interview questions to ensure quality candidates

SURVEY SAYS
All You Have To Do Is Ask
What do engaged couples look for most in your specialty? What are their major turn-offs? A good survey gives you surprising answers. Brides and grooms may not give you a straight answer in-person, but the truth pours out when they are anonymous.
- Survey sample questions that provide insight
- Engaged vs newlywed surveys
- Results that will save you money

THE GOLDILOCKS STRATEGY
2019 Price Lists From Real Wedding Pros
Today's couples crave pricing transparency. They have already been burned by a vendor with hidden fees. The Goldilocks Strategy is a “just right” pricing approach that leads to increased trust and more sales.
- Best pricing tactics when they ask for a custom package
- Negotiating tactics that don’t include discounts
- Words to avoid when talking price

TANGLED WEB
Next Year's Website Design Trends
Nothing is certain except change. Website design is a never-ending quest for more creative, engaging layout, and visuals. Your website is usually their first experience with you. If your website is outdated, you’ve already lost the sale.
- Responsive designs and chatbot do's and don'ts
- On-trend colors and shapes for your website
- Updates for your original copy, photos, and videos

STAGED
Stylized Shoots
A Picture Is Worth a Thousand Words, but a stylized photo is priceless. When you get hired for a wedding, the couple is in creative control. You might not always agree with her colors, makeup, dress, or venue. Stylized shoots give you a portfolio that aligns with your vision. These images look great on your website, social media, and marketing materials.
- 2020 themes and looks for your shoots
- On-trend colors and shapes for your website
- Updates for your original copy, photos, and videos

FUN FOODS
Interactive Catering, Cake, And Cocktails
When it comes to entertaining, food is more than just a meal. It has become a form of entertainment. Caterers are creating interactive culinary kiosks for the cocktail hour and reception. Interactive food stations give their guests a chance to interact with chefs and mixologists.
- Innovative pairings, light bites, and organic options
- Food presentation photos and blueprints
- Assemble your own drink and dessert ideas
What To Do With Your Notes

Every year we go home bursting with excitement and a notebook full of ideas. Get some tips on how to prioritize your actions to make the most money.

Wedding MBA 2019 Convention concludes Wednesday 6:00 pm