



HOW TO
MAXIMISE
YOUR CHANCES OF
SUCCESSING

AT A
wedding fayre

A GUIDE FOR EXHIBITORS

BOUQUETANDBELLS.COM

INTRODUCTION

So, you've signed up to exhibit at a wedding fayre... now what?

Bouquet & Bells want our exhibitors to have the best possible success at a wedding fayre. Some companies have years of experience and have exhibited at various exhibitions across the country, however some are new and don't have the same experience. That's why we decided to put together a handy 'how to' pack to help inspire you and give you the best tips for the best chance of succeeding at a wedding fayre! We'll help you to ensure every box is ticked to give you the best possible chance of securing those all important bookings.

CONTENTS

SECTION ONE

PREPARE

- Your Brand
- Your Stall
- Goody Bags
- Setting an Incentive

SECTION TWO

THE DOS AND DON'TS

SECTION THREE

THE IMPACT OF SOCIAL MEDIA

- Using Your Followers
- Marketing Plan
- Be Active During the Show

SECTION FOUR

FOLLOW UP

- Following Up With Couples You Met
- Following Up With Couples You Didn't Meet



SECTION ONE: PREPARE

SECTION ONE: PREPARE

YOUR BRAND

Branding is super important because not only is it what makes a memorable impression and distinguishes you from others, but it allows your customers and clients to know what to expect from your company.

Your logo is the most important element of your branding because it is the face of the company, so it should be memorable and used across your promotional material.

Colours and themes should also remain consistent throughout.

We would strongly advise having the following literature & promotional material featured at a wedding fayre:

- A large promotional banner - this may be a roller banner style, or why not get creative and make your own frame to hang your promotional material
- Business Cards
- Flyers / leaflets - this should contain more details on your business and what you're able to offer couples

We've previously seen exhibitors offer a sweet treat or incentive attached to their business card. This is a very good idea as it helps couples remember you, and you'll stand out for all the best reasons.

It's also a good idea to have a treat available for children as they're often brought to wedding fayres, and this is always massively appreciated by the parents because it keeps them quiet!

All items you hand out should include your contact details and website to make it easy for couples to get in touch following the event.

SECTION ONE: PREPARE

YOUR STALL

When you are exhibiting alongside top industry professionals and your competitors, you must at all times strive to outshine them. After all, visitors will be bombarded with information and will see so many new faces so help them to remember you.

Your exhibition space should be eye catching and completely irresistible for couples to approach. Why not include something wacky like a dog stuffed toy in a wedding dress? That way when it comes to emailing the couples you met you can start with “I was the exhibitor with the dressed up dog on my stall!” It will make them smile.

It's essential that visitors recognise the kind of services you offer as soon as they see your stall. Your key message should strike a chord with your audience. It should summarise what you are offering and why your consumer needs it. There are often 30+ different exhibitors at a single wedding fayre, so it's very easy for brides to get distracted by the variety. Don't leave them confused about what you do because they'll give up guessing very quickly.

We highly recommend setting up a mock stall at home. Being prepared in advance to the show means you'll have time to play around with your space at home, and you'll have a list of exactly everything you need to bring on the day, avoiding bringing any unnecessary items or forgetting anything!

SECTION ONE: PREPARE

GOODY BAGS

Goody bags are something we know couples love which is why we like to have them available across our wedding fayres. These goody bags are filled with special offers and discounts from exhibitors, as well as other treats including the latest copies of a top bridal mags.

We don't charge a fee to advertise in our goody bags if a supplier is exhibiting at the show, so take the opportunity! By featuring your literature in the goody bags brides are guaranteed to walk away with your details (and a great special offer they can't resist).

A lot of couples don't tend to begin the process of sifting through exhibitor literature until they get home, so another benefit of promoting in goody bags is they'll come across your details when they're at their most proactive.

SECTION ONE: PREPARE

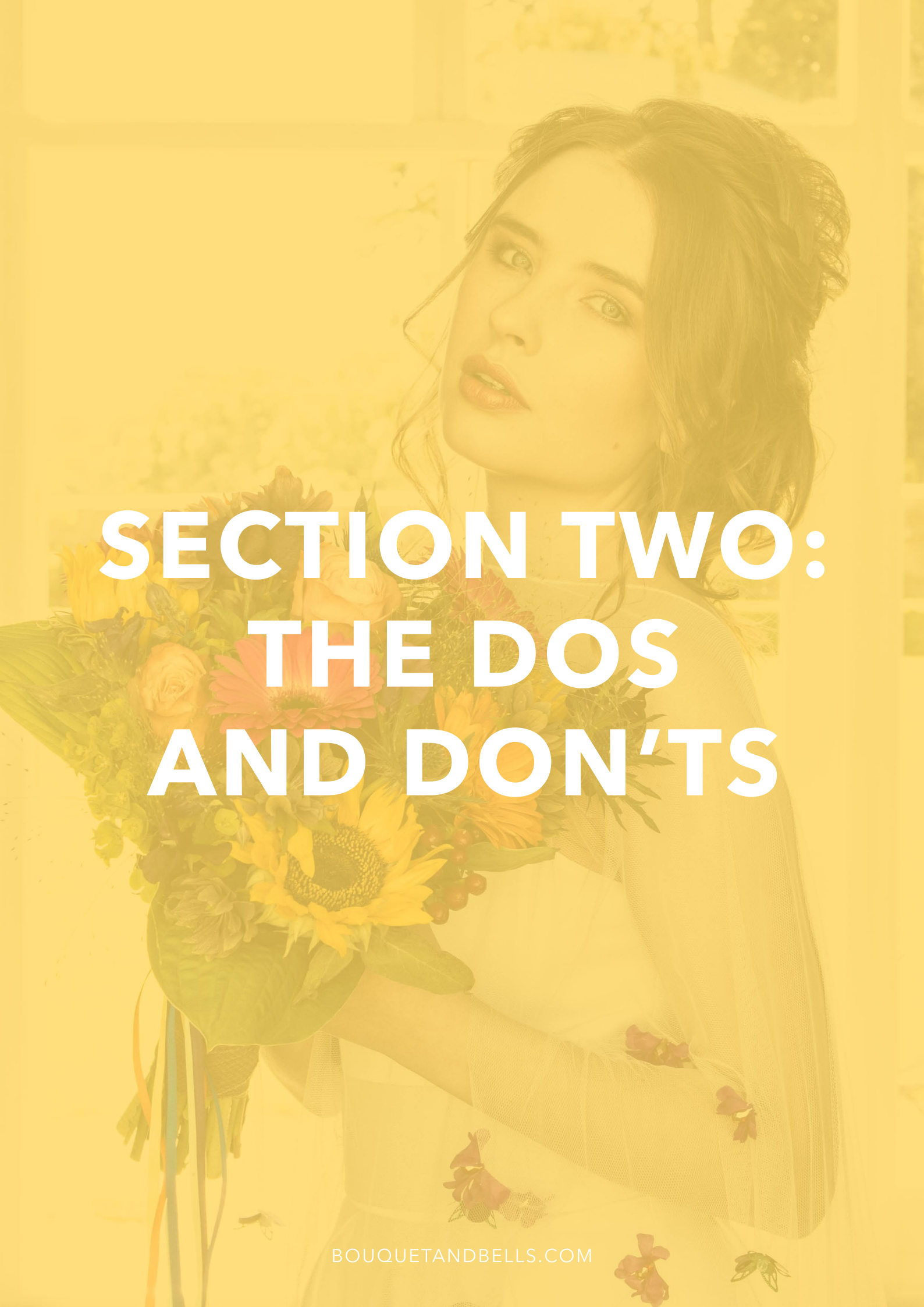
SETTING AN INCENTIVE

One of the top reasons why couples like to visit wedding shows is to make the most of the exhibitor special offers and discounts.

Having an incentive can hugely increase chances of bookings, so it's important you think carefully about what you could offer. If you don't want to discount the price of your service or package then you could throw in a freebie instead. Either way this acts as a great incentive and will encourage visitors to engage in conversation.

An offer that's usually quite effective is a freebie for members of the brides / grooms parties, for example, a florist may offer five free gentlemen's buttonholes when they book.

We'd recommend extending your special offer for up to a week after the wedding fayre because some couples prefer to book after the event once they've had a chance to look at your services in more detail.



SECTION TWO: THE DOS AND DON'TS

SECTION TWO: THE DOS AND DON'TS

DOS

Do remain standing if you can help it

Exhibitor stalls can often act as a barrier, so you'll appear much more welcoming and approachable to couples if you are standing. Additionally if space allows, try to stand to the side or in front of your stall.

Do have an incentive

Having an incentive in viewing distance of the visitor like a sweet treat, or special offer will grab people's attention and encourage visitors to take advantage and engage in conversation.

Do collect couples details

Collecting details is very important because it will enable you to contact them after the show. It's often the case that wedding fayres are very busy with continuous fresh faces passing your stall. If you engage in a long conversation with a particular person, it's likely that you'll miss potential customers that pass by. Therefore, it's best to speak to people but encourage them to write down their details so you can chat to them further after the event.

If you don't quite manage to capture as many details as you would have liked, we always have all the bridal data available to purchase following a show. All information received complies within GDPR regulations.

Do make your services clear

It should be super clear who you are and what you can do. First impressions are everything. You don't want to mislead couples or leave them confused as this could detract from potential business.

SECTION TWO: THE DOS AND DON'TS

DOS

Do have someone helping you on the day

There's a very high chance that you'll spend the majority of your time speaking to multiple couples, and there may be times where you're in such high demand with a line of people wishing to speak to you about your services. Try to bring a helping hand with you on the day. Preferably someone that knows a little about your business and can therefore pass the right information on to couples.

Do social media

Being active on social media is not just to help promote the fayre, but it's to promote yourselves. We're always hot on social media at our events, so it's likely that anything you post will be shared on our platforms, allowing our brides and suppliers to connect with you.

There are lots of ways to become involved on social media. Live videos are a fantastic way of giving your followers a taste of the wedding fayre.

SECTION TWO: THE DOS AND DON'TS

DON'TS

Don't accept the standard furniture included with your space

We know this may seem odd as we offer a 6ft trestle table and chairs as standard across our shows, but by not using these items and creating your own unique set up sets you aside from the average stall and will make you stand out. Even switching a table cloth to one of your own can help. Around 90 – 95% of suppliers use the standard set up, so don't be scared to be different. It can really pay off!

Don't leave the show early or start breaking down before closing

Not only does leaving early look unprofessional, but you may miss potential business. It isn't unusual for us to get a number of couples entering the show just before closing, and they may just be the ones that make a booking.

SECTION TWO: THE DOS AND DON'TS

DON'TS

Don't eat at your stall

Maybe this one is a little obvious, but we see a lot of exhibitors sitting down and eating their lunch at their stall. This can be incredibly distracting for visitors and detract them from approaching you. This is another reason why you should have someone else attend the fayre with you on the day, so you can take a well deserved guilt-free break.

Don't forget to network

We were introduced to a lot of our contacts by attending other wedding fayres in our spare time. It's always lovely to chat to fellow suppliers. Why not head over to some stalls and follow them on social media at the start or end of the show – It's likely they'll return the favour.

We've recently introduced a supplier sheet containing each exhibitor's social media handles. Every exhibitor across our shows will have a copy on their stall making it even easier to connect.

We also like to upload photographs of exhibitor stalls on our Instagram story during the show, and we often tag the supplier - so make sure you're on Instagram and return the favour by sharing the story to yours. This makes connecting with others super easy.



SECTION THREE: THE IMPACT OF SOCIAL MEDIA

SECTION THREE: THE IMPACT OF SOCIAL MEDIA

The connections on social media platforms are endless and it's important you make the most of this as an exhibitor. As an organiser, we put around 80% of our advertising budget into promotion on social media platforms including Facebook and Instagram. These are used throughout the organisational process to continuously promote the event.

We've learnt clever ways to make the most of these platforms so are happy to pass on some tips.

Be active during the show

Your social media presence at a wedding fayre is so important. Why not take a photograph of you at your stall and let your followers know you've arrived. We'd always recommend tagging us and the venue in all of your posts so we can share too!

We love helping exhibitors make connections. We always publish a list of exhibitors to our social media platforms and website prior to a wedding fayre, making it super easy for suppliers to connect in advance.

SECTION THREE: THE IMPACT OF SOCIAL MEDIA

Using your followers

Every business has a following, whether it be big or small, and we encourage exhibitors to use this to their benefit. Our wedding fayres host anywhere between 25 – 100 exhibitors, and with so many wedding specialists coming together the online reach can be extraordinary. It's important that your followers are informed where they can next find you, and giving them an opportunity to meet you and chat to you face-to-face may just encourage a booking!

Marketing plan

We send a comprehensive marketing plan as part of our Exhibitor Manual to all exhibitors that attend our shows. This is made up of lots of ways they can help spread the word about the wedding fayre.

It's essential that we work with exhibitors to help boost visitor numbers. While we have a great following with lots of excited couples and a fantastic list of pre-registered couples for each show, working together can result in even more people visiting the shows which gives suppliers a better chance of securing those all important bookings.



SECTION FOUR: FOLLOW UP

BOUQUETANDBELLS.COM

SECTION FOUR: FOLLOW UP

The show is over so your hard work is over, right? **WRONG**. This is where it begins! You have attended a wedding fayre and have a lot of great leads, so, this is the opportunity to connect with the people you met, as well as any others.

Follow up with couples you met

Personally write to each couple who's data you collected at the show. Start with your very best leads first. This is likely the one's you had the most interaction and positive vibes from at the wedding fayre. We always recommend noting some personal touches to reiterate in your follow up email along with the first names of the couple.

Personalising the email even more and it will instantly make you stand out from the rest and make the couple feel at ease. Remember to remind them of your exclusive show special offer (if applicable) as an incentive.

You could use this as an example email template:

Hi, [INSERT NAMES]!

I'm so happy we met at [INSERT NAME OF WEDDING SHOW] on [INSERT DATE]. We're pleased to say that we're free on your wedding date.

Here's a link to our website / portfolio so you can see our full range of services [INSERT LINK].

The next step is for us to have a phone call so I can learn more about what we can do for you.

Are you available for a quick chat on [DATE] at [TIME]?

As you can see, this email is short. We'd recommend you keep it that way as you're much more likely to get a response from these leads because you've already established a relationship.

SECTION FOUR: FOLLOW UP

Follow up with couples you didn't meet

This is slightly trickier because you've not had the interaction with them like the one's you met at the wedding fayre, but it's still very possible to secure bookings this way.

Following each of our wedding shows, we offer the attendee list to all exhibitors to purchase for a small fee. This data contains details such as the couples wedding date, wedding venue and how far they are along the planning process so you know exactly who to target. You can even tailor the content around each couple.

It's unlikely you'll get anywhere if you request a phone call with the couple. We'd recommend trying one of two approaches:

- A special, limited time offer. This could just be the same offer you were promoting at the wedding fayre or something else.
- Valuable information that will help the couple and position you as the expert. Send them some content they'll find useful such as some tips, along with an invitation to contact you for a free consultation.

We highly advise to avoid sending generic emails to a bulk email database made up of couples from a recent wedding fayre. These will likely be ignored and you may even be considered a spammer. Instead, build up the couples trust by following up weekly or monthly with genuinely helpful content that they simply don't want to unsubscribe to. Every email should ideally contain both tips and a call to action such as email to arrange a free consultation. These couples will come to associate your emails with value.

It may take a bit of time to do some testing and tracking of results to see what truly works. Every business is different so it's about what's finding is right for you.