



PUBLIC RELATIONS & EVENT MANAGEMENT COMPANY

[www.theeventangels.com](http://www.theeventangels.com)



# Wedding Fair Brochure 2009/2010



## The Brief

As a Public Relations and Event Management Company we are consistently changing to suit current trends, however the current financial climate has been the most challenging to date not only for the company but for our clients too. The Event Angels have invested in significant evaluation and research with Venues, Exhibitors and Attendees, in order to revamp and combine the 'traditional Wedding fair' with an 'Entertainment Event'.

The Event Angels team propose to plan, organise, implement and assess a Wedding fair Package for your Venue. We plan to combine the traditional elements of a Wedding Fair (exhibition, fashion show) with a strong entertainment theme. The Event Angels Team will customise a unique wedding fair package specific to the requirements of your Venue.

***The Event Angels will plan, organise, implement and evaluate  
a Wedding fair in your Venue for only €1,000!***

### What does it cost?

The Wedding fair costs €1,000 inclusive of Organisation, Management, Exhibition, Fashion Show & AV for Fashion Show, Big screen DVD, Customer Information Sheet & Goodie Bags. However this **does not** include advertising, additional equipment or additional AV hire if needed but most Venues are well equipped with tables, chairs, linen, projector and screen, so additional equipment hire is rarely needed.

- The Event Angels can provide Advertising for a range of budgets.
- If we have no control over the attendees on the day we propose to charge a minimum attendance fee to the Venue in the event that there is an unsatisfactory attendance on the day. This fee will be paid out to exhibitors on the day as a gesture of goodwill and so to avoid future repercussions within the community.

### Why have a Wedding Fair?

- ♥ To develop awareness of all facilities/services in the Venue.
- ♥ To establish the Venue as a Wedding Venue.
- ♥ To motivate people to book their wedding reception.
- ♥ To inform people of the event and cause.
- ♥ To alter current attitudes that the Venue may be in financial crisis.



## Recommended Advertising

### **Radio Advertisement (Extremely Essential)**

A radio advert should be produced to generate a greater/wider awareness of the Wedding Fair and the Venue throughout the county and surrounding counties.

- We provide competitive advertising rates with Dublin's 98, LITE FM, Q102, KFM, FM104 and 2FM for a 20 sec advert on prime time radio to target audiences.
- The date, venue and time of the Wedding fair and show should be listed clearly along with the name and telephone number of the Venue.
- These radio stations can provide full packages, which include the creation, recording and production of the advert itself. Radio stations usually plug the event and venue regularly if the venue sponsors some B&B or dinner vouchers.

### **Advertise in local Press**

An advertisement in the local press is an essential way of getting the message out to the community. Advertising in the local free sheets is at a minimal cost and not only attracts potential customers but potential employees.

- The advertisement should be placed where it is obviously visible stating the date, venue and time of the Wedding fair and show should be listed clearly along with the name and telephone number of the Venue.

### **Website Advert**

An advert similar to the poster below should be placed on the existing Venue Website and Wedding sites such as [www.weddingsonline.ie](http://www.weddingsonline.ie) to update all staff and potential customers of The Event Angels Wedding fair at your Venue, ensuring to mention the competition and Fashion show.

- This could be in the form of a banner on the main page linking to a larger advert with more details. It should be full colour and clearly visible to online users stating the date, venue and time of the Wedding fair and fashion show along with the name and telephone number of the Venue.

### **Poster Advertisement**

We propose you use a poster to advertise The Event Angels Wedding fair at your venue, Fashion show and Venue facilities. This will not only attract potential customers but also create community awareness about the venue and what it has to offer.

- The date, venue and time of the Wedding fair and show should be listed clearly along with the name and telephone number of the Venue. It should be lightweight for easy display, A1 size, full colour using the venues logo and corporate colours and The Event Angels Logo. If the venue is running a competition or give in conjunction with the Wedding fair this should be included to entice people to attend the fair.
- Approach key local businesses and community centres for permission for to place the posters in their facilities and also place the posters in view for existing and new customers to view i.e. Health & Beauty centre, Gym, Front reception, Bar area.



## Wedding Fair

A Wedding fair is the most lucrative way for a venue to promote their facilities, announce any new services and encourage on the spot bookings. It allows potential customers to freely view the facilities, as they would be set up for a wedding and provides all the services a bride and groom would require on and before their Wedding day, in the one room. As the target market for Wedding fairs are adults aged 25-38, the most ideal time for a Wedding fair is Thurs-Sat evening 7.30pm - 10.30pm or on a Sunday 2-5pm.

### **Evening Fair :**

A Wedding fair held in the evening will be very attractive to your target audience and will also be more convenient to exhibitors. This fair will have all the key elements of a traditional wedding fair such as the exhibitors and fashion show combined with an array of unique adult wedding entertainment such as; stilt walkers, a fire eater, a magician, dancing waiters, dancers, actors and an assortment of live bands, to provide free entertainment on the night. Teamed with a 'Wine tasting' and some light 'Hors d'oeuvres', this is an evening of free entertainment people will never forget!

### **Day Fair :**

Wedding fairs have been traditionally held on a Sunday to suit the bride and groom who may have children or parents that wish to join in the wedding arrangements. As such we propose to combine these traditional elements with the entertainment theme catering to all age groups such as; face painter, caricaturist, balloon artist, Irish dancers and an assortment of live bands, to provide free entertainment from the moment they arrive. This gives the opportunity to keep the whole family entertained while motivating the bride and groom to book on the day. Teamed with refreshments and snacks, this is a day the family will be talking about until next season!

### **How to Book:**

To book either event please contact the team on [weddingfair@theeventangels.com](mailto:weddingfair@theeventangels.com) or by mobile on 087 8589788 or 086 1241002 to arrange a meeting at your venue. Following the meeting and your confirmation of appointment to The Event Angels, we will immediately start to sell exhibition stands, manage exhibitors, organise entertainment, draft a floorplan, produce a press release, a big screen presentation and Exhibition & Customer information leaflets amongst other tasks.



## Wedding Fair Plan

### External Venue

Customers will be greeted by flame throwers, stilt walkers or a juggling act and classic cars, limousines and other transport at the entrance of the venue on their arrival. Showing customers fine quality and creating a lively entertaining atmosphere from the moment they arrive at the venue. The venue should provide their red carpet placed from the car to the front door (weather permitting) or from the front door inside.

### Reception

In the reception or pre function area we propose to have an array of music to greet customers and to create a lively ambience. Large notices should be displayed clearly stating the name of the exhibition room, times the bridal suites and rooms can be viewed and the time of the fashion show.

### Bridal Suite

The Presidential and Bridal suite should be available and set up to their highest standards ready for viewing. (Fresh flowers, seasonal fruit and candles to entice and create a romantic ambience).

### Exhibition room

- ♥ It is advisable that the Venue should provide a reception of wine, champagne, tea/ coffee and canapés to the guests as a sample tasting. This can be located on or near the entry into the Exhibition room and not in the main reception area as this will limit to Wedding Fair customers only.
- ♥ The Venue should have a stand located at the entrance of the exhibition room to catch all couples as they enter which should be **manned at all times**. Venue & Wedding Brochures should be clearly visible and there should be informative staff at hand to answer any questions and take bookings.
- ♥ The Event Angels team will invite both local and regional companies offering quality wedding products and Services to exhibit at the wedding fair at a minimal cost, offering the venue's suppliers and preferred companies primary invitations.



## Wedding Fair Plan Cont'd

### Fashion Show

The Fashion show will be held at 8.45pm (Evening fair) or 3.30pm (Day Fair) and should run for approx 20 minutes. A catwalk style ramp and a changing room should be provided for the fashion show, making sure steps are supplied to enable easy access for models. We will provide lights and music for the show, models, bridal and formalwear.

Alternatively Top Model Agency '**ASSETS**' can provide a professional fashion show to attract media and capture the '**Celebrity**' image for your Venue.

***Very Special rates ONLY available when booked via The Event Angels Ltd.***

### Room Set- up

The exhibition room should be partly set for a wedding reception with a top table and three rounds to give couples an idea of what the room would look like on their special day. There should be plenty of 8x2ft, 6x2ft and 4x2ft trestles and 6x2ft round tables set with linen and two chairs for exhibitors according to the floorplan supplied by The Event Angels team.

### Evaluation Techniques

- Attendance figures & Free goodie bags
- Experience from previous fairs
- Feedback from Venue, exhibitors and guests
- Bookings taken on the day for Weddings



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