

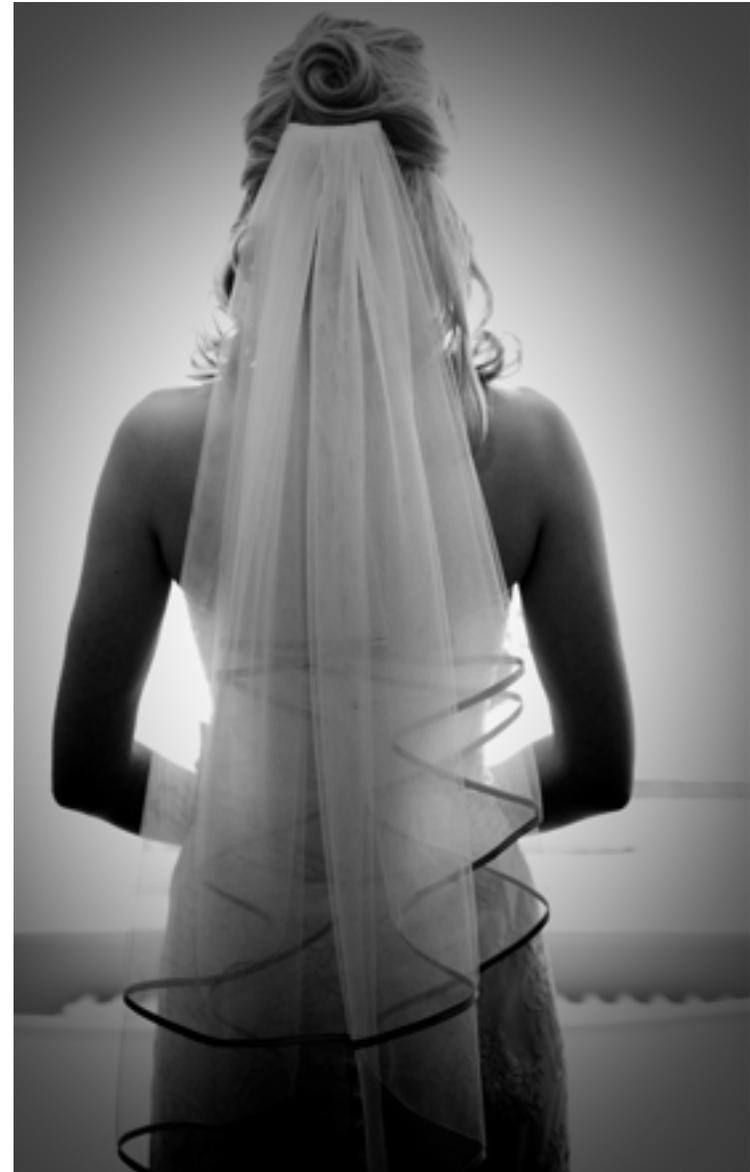
ISABEL SMITH

WEDDING CONSULTING

ISABEL SMITH WEDDING CONSULTING (FORMERLY WEDDING VENUE EXCELLENCE) IS A BOUTIQUE MANAGEMENT CONSULTANCY FIRM SPECIALIZING IN THE WEDDING SECTOR.

WE HELP OUR CLIENTS ACHIEVE THEIR AIMS THROUGH

- BUSINESS PLANNING
- MARKETING STRATEGY PLANNING AND IMPLEMENTATION
- RECRUITMENT
- TRAINING
- PROPERTY MANAGEMENT OUTSOURCING



ISABEL SMITH HAS WORKED IN THE WEDDING INDUSTRY FOR ALMOST 10 YEARS, FIRST IN HOTELS WHERE HER TRAINING INCLUDED SALES, WEDDING PLANNING, MARKETING AND REVENUE MANAGEMENT.

SINCE 2009, ISABEL HAS SUCCESSFULLY MARKETED HER OWN WEDDING PLANNING BUSINESS, OFFERING THE OPPORTUNITY TO WORK WITH VENUES AND SUPPLIERS FROM THE CLIENTS' PERSPECTIVE AND PROVIDING A UNIQUE INSIGHT INTO BEST PRACTICE.

ISABEL HEADS UP A NETWORK OF SPECIALIST CONSULTANTS, EACH WITH THEIR OWN EXPERIENCE WITHIN THE WEDDING INDUSTRY:

- FINANCE AND BUSINESS PLANNING
- BRANDING AND WEB DEVELOPMENT
- PR AND SOCIAL MEDIA MARKETING
- WEDDING BUSINESS MARKETING STRATEGY
- CLIENT FACING: SALES, WEDDING PLANNING AND OPERATIONS





“I have thoroughly enjoyed the four-day training with Isabel and would certainly recommend it to other venues looking for this style of in-house training.

I felt Isabel’s approach to training was calm, approachable and perfectly structured, allowing us to develop very clear objectives for the venue. I definitely better understand the complexities of upgrading our website and brochure with the client in mind – I have a much clearer idea of who we are aiming for and what to completely avoid.”

SARAH BRIGHT, SALES AND MARKETING MANAGER
REBECCA HASKINS, EVENT COORDINATOR
BMA HOUSE



“Whilst helping us recruit a new in-house wedding and private events coordinator (a total triumph by the way – Isabel found the perfect candidate who has been with us for 2 years now and has been integral in our recent growth in the wedding marketplace), Isabel also assisted us with extremely useful insights into the type of couples we should be aiming for and how to reach them. These tips have helped to give our marketing real focus and definitely helped us increase the number of bookings in recent years.”

TIM BARRETT-JOLLEY,
SALES AND MARKETING MANAGER
RSA HOUSE





“Isabel’s marketing knowledge is outstanding. What really impressed me is her understanding of traditional marketing and PR methods, whilst Lucy focuses on digital and social media platforms.

I fully believe that the training offers fantastic value for money. There are so many marketing activities you can undertake (some of which are very expensive), but Isabel showed me which were relevant to my target market, how to get going without spending a fortune, and definitely saved me from spending money where I didn’t need to.

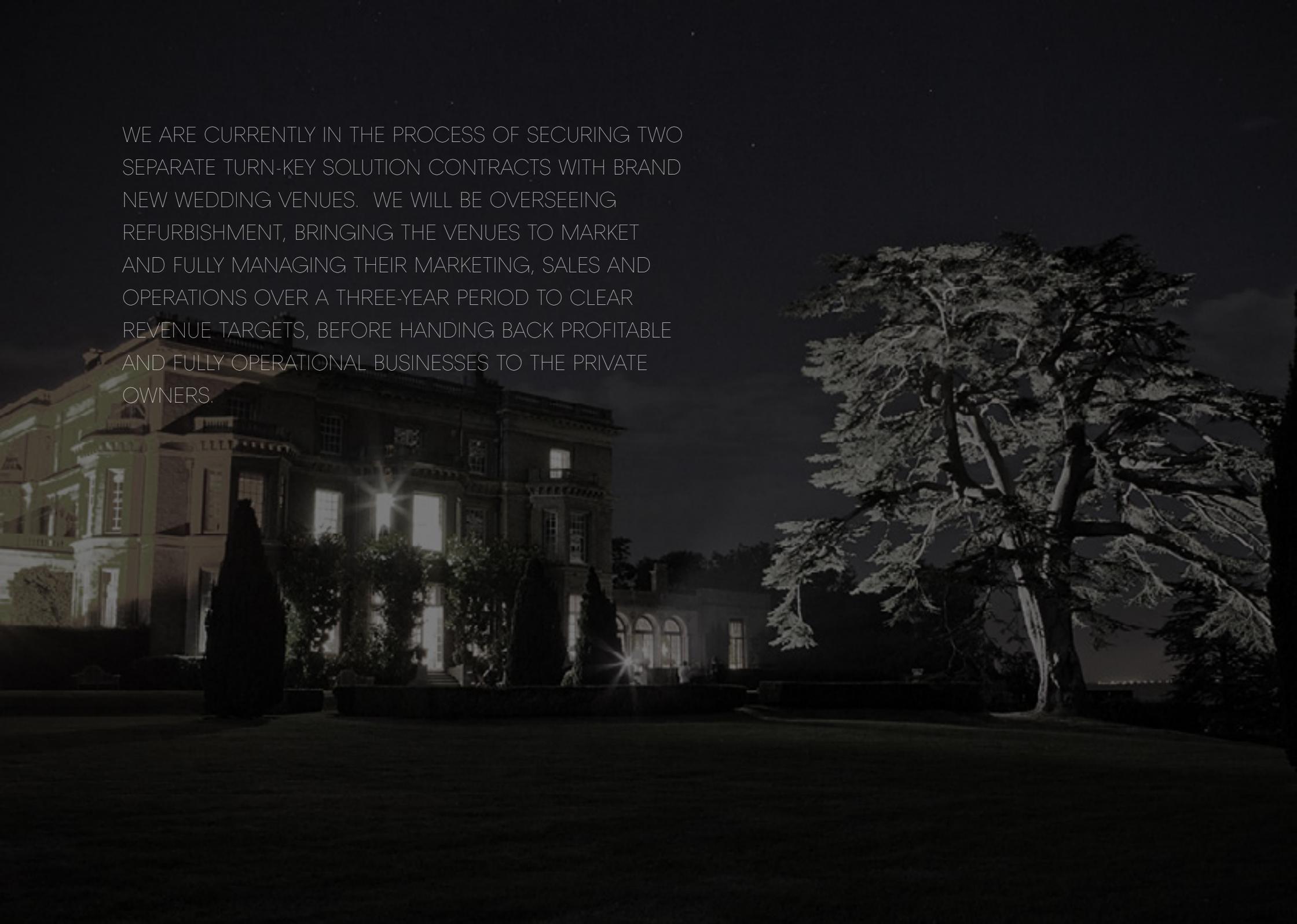
I can’t stress the importance of Isabel’s expertise and advice – there is no doubt I am getting the right kind of enquiries having followed the marketing strategy Isabel developed for my business.”

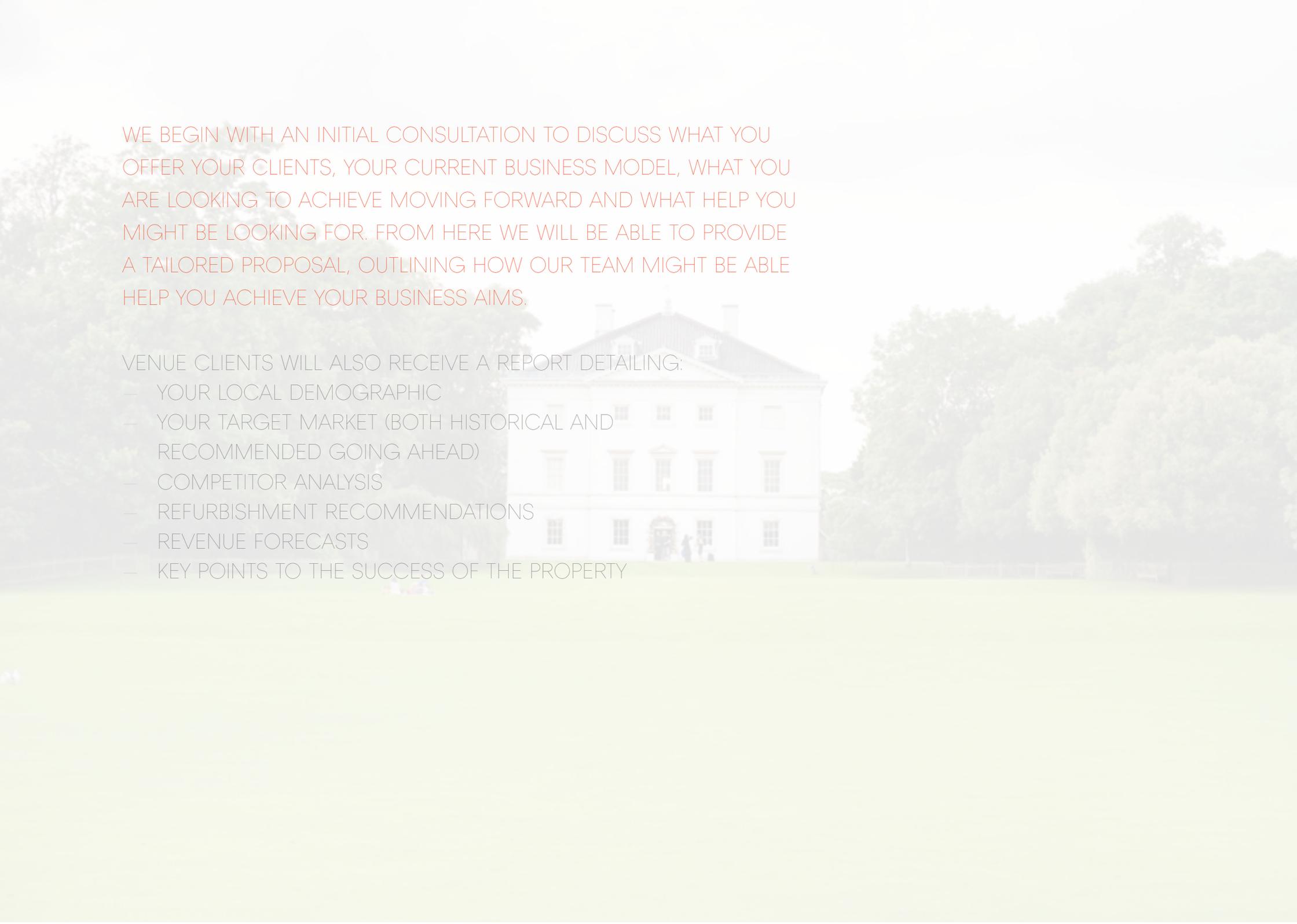
MARK BUCHANAN, DIRECTOR
HANG THE MOON



HANG THE MOON

WE ARE CURRENTLY IN THE PROCESS OF SECURING TWO SEPARATE TURN-KEY SOLUTION CONTRACTS WITH BRAND NEW WEDDING VENUES. WE WILL BE OVERSEEING REFURBISHMENT, BRINGING THE VENUES TO MARKET AND FULLY MANAGING THEIR MARKETING, SALES AND OPERATIONS OVER A THREE-YEAR PERIOD TO CLEAR REVENUE TARGETS, BEFORE HANDING BACK PROFITABLE AND FULLY OPERATIONAL BUSINESSES TO THE PRIVATE OWNERS.





WE BEGIN WITH AN INITIAL CONSULTATION TO DISCUSS WHAT YOU OFFER YOUR CLIENTS, YOUR CURRENT BUSINESS MODEL, WHAT YOU ARE LOOKING TO ACHIEVE MOVING FORWARD AND WHAT HELP YOU MIGHT BE LOOKING FOR. FROM HERE WE WILL BE ABLE TO PROVIDE A TAILORED PROPOSAL, OUTLINING HOW OUR TEAM MIGHT BE ABLE HELP YOU ACHIEVE YOUR BUSINESS AIMS.

VENUE CLIENTS WILL ALSO RECEIVE A REPORT DETAILING:

- YOUR LOCAL DEMOGRAPHIC
- YOUR TARGET MARKET (BOTH HISTORICAL AND RECOMMENDED GOING AHEAD)
- COMPETITOR ANALYSIS
- REFURBISHMENT RECOMMENDATIONS
- REVENUE FORECASTS
- KEY POINTS TO THE SUCCESS OF THE PROPERTY



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