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# “7 WAYS TO GET MORE BOOKINGS FROM BRIDAL SHOWS”<sup>©</sup>



A Seminar by Julia Markel

Monday, February 2, 2004 • 6:00-8:00 p.m.



1220 Arden Hills Country Club Lane • Sacramento

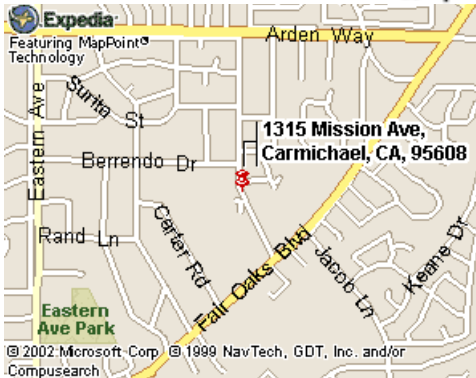


Assn for Wedding Professionals, Int'l  
Bridal Expo<sup>SM</sup>  
2740 Arden Way Ste. 100  
Sacramento CA 95825-1368



**Bridal Expo • February 21-22, 2004**  
Sunrise Mall, Citrus Heights

**AFWPI's 4th Annual "Evening with the Stars"  
Recognition Dinner • February 5, 2004**  
Towe Auto Museum • Sacramento



**Directions:**  
From Hwy 50, take the Watt Ave. North exit to the intersection of Watt Ave. and Fair Oaks Blvd. Turn right and proceed 1.7 miles through two stop lights. Arden Hills is located on the left side of the 4600 block of Fair Oaks Blvd. Look for the black granite fountain marking the entrance to Arden Hills Country Club.  
**916-482-6111**



**Arden Hills Country Club & Spa** is at your service for any special event or occasion. With meeting and banquet rooms accommodating events from 30 to 400 people, Arden Hills Country Club is prepared to work with you in providing the finest in gourmet selections, tasteful displays, theme decor, and graceful presentations.

We have developed unique and exotic spa treatments that have been infused with the traditions of Arden Hills. Our goal is to service

and pamper in a serene and tranquil sanctuary of complete bliss. This sanctuary provides a place to enjoy pure water, herbal teas, fresh juices, and fresh fruits along with dreamy aroma-filled baths, simply exquisite facial treatments, exotic body wraps and scrubs. It is a place for you to relax while we transport you to heaven on earth with pampering massages that invite your senses to let go and experience a world of relaxation and rejuvenation.

### THE SEMINAR SPEAKER

**Julia Markel** is the co-producer of Bridal Expo<sup>SM</sup>, and is the vice-president of the Association for Wedding Professionals, Int'l. She and her husband, Richard, have 18 years experience producing bridal shows. They founded and are current members of Bridal Show Producers International. Julia has presented her "7 Ways..." seminar for the past six years at national and regional conferences and at local meetings. She holds a Bachelor's degree in Education.

RSVP by January 30, 2004

**(916) 482-3010**

**OR**

**1-800-242-4461**

(in 916 calling area)

(out of 916 calling area)

or email: [rsvp@afwpi.com](mailto:rsvp@afwpi.com)

or

Fax: **(916) 482-2025**

**\*\*Ask for a Confirmation Number\*\***

## "7 WAYS TO GET MORE BOOKINGS FROM BRIDAL SHOWS"<sup>®</sup>

A Seminar by Julia Markel

(see bio on opposite page)

**Monday, February 2, 2004 • 6:00-8:00 p.m.**

**Arden Hills Country Club**

Bridal shows are the most effective form of direct marketing to brides. The exposure alone can be a boom to your business. But, wouldn't you like to see more return on the investment of time and money that you put into bridal shows? Here is a seminar that will help you do just that – get more bookings and business from bridal shows. Even if you have exhibited for years, you will use something from this seminar the next time you exhibit. You will even get information that will help you get business from shows where you have already exhibited.

Points to be covered:

- Why and how you should invite current and prospective customers to see you at the show.
- How to set goals so that you cover *all* of your costs and aim for more business.
- How to attract more brides to your booth:
  - What will make you stand out.
  - How choosing your representatives can make or break business.
- How and why you should get along with other exhibitors – *even your competitors*.
  - The value of booth etiquette.
  - How networking at a show with exhibitors brings you business.
- What you can offer the bride to persuade her to buy.
  - How to create a sense of urgency that makes her want to book you.
  - Which incentives to offer (*and which not to offer*).
- How you can ask for the order – and get it.
  - How to interview brides and select those you want to do business with.
- What to give them that will remind them of you.
  - Which ad specialities (pens, magnets, favors, etc) work.
  - Some ideas for handouts and brochures.
- How, why and to whom you should follow up after the show.
  - What the most effective forms of follow-up are.
  - How soon and how often you should follow up.

Bonuses – **Goal Setting Worksheet**  
**Planning Guide**

### SEMINAR FEES

Fees include the seminar, a Bridal Show Planning Guide, other handouts and outline. Exhibitors in the February Bridal Expo<sup>SM</sup> at Sunrise Mall **FREE**  
Members of any of the associations listed below **\$15 per person**  
AfWPI • NACE • PPSV • WPPI • WEVA • ADJA • NAME • ICES • IBBA • ARA  
All others (non members, non exhibitors) **\$30 per person**