

2019 Knowledge Sharing Summit and Marketplace
Thursday, March 28, 10:00 am - 11:30 am Roundtable Session:
Weddings 101: How to Make Your Property a Wedding Destination

Selling the Wedding Weekend Experience

Presented by Anastasia Hicks, Ashford Acres Inn, Cynthiana, KY

Anastasia will share how providing an entire wedding weekend experience increases wedding traffic to Ashford Acres Inn, and brings guests back as repeat guests for years to come.

BULLET POINT LIST OF TALKING POINTS:

- Discuss why the “wedding weekend experience” sells → Bridal Q&A that we have
- Explain *how* we provide a full weekend experience
 - (bedrooms, rehearsal dinner, breakfasts, lunches, ceremony, receptions, end of the night fun, breakfast the day of check-out)
- Explain how our close relationship with the couple to make their experience unique, sells and brings them back for years to come. → 6 mo, 3 mo, and 1 mo meetings.
 - Anniversary Packages, Special Touches
- How do we sell the event venue space → How many locations can they utilize and how do they utilize them
- How our bridal tours highlight our unique-ness.
 - What we sell in our tours—what the facility fee covers, longer than 4-5 hours, lighting package, how much you get with the facility fee, the bedrooms, and a shopping list to look through for rentals.
 - Provide visuals from magazines of other weddings on site and styled shoots.
- The importance of social media and how that helps sell our venue, and its unique venue space
 - → how to tell our story, spread our “unique-ness”, look desirable/provide a visual.
- How to confidently market to your specific clientele using social media. → Finding the hashtags that they use/look at, finding the media that they use, finding the filters/psychology behind media searching.
- How the full wedding package helps to keep brides and grooms sticking to our vendors, our catering, and capitalizing on our add-ons. → providing a quality experience.

HANDOUTS:

- Bridal Q&A that we use at our meetings
- Packages and Pricing → shows the full experience and what you get from booking with us → We will have a couple of these that stay at the table for people to look through.
- Info on our social media techniques → maybe screenshots showing some of what we do
- Our brochures showing how we try to sell our Ashford Acres Experience.
- An example of a timeline from a wedding, showing how I implement what the bride and groom expect of AAI.
 - What service do I expect my staff to provide that fulfills what I have sold to the bride and groom up until their wedding day.

- Questions? Please contact:
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