



Consultation Services

Venue Consulting Services

You have an established winery, farm or piece of property where you are considering hosting weddings & events? But where do you start?

Debbie will provide you with a custom road map for repurposing your current spaces and explain how to begin establishing your property as a sought after wedding & event venue

Increasing Revenue For Established Venues

Currently hosting weddings & events on your property, but not turning a substantial profit? Partner with Debbie to learn how to substantially boost sales by adding additional revenue streams. Learn the keys to quickly bring in off season events, mid-week corporate business, and attract your desired wedding clientele

Templates

You've had weddings on your property, but unsure how to regularly attract the modern bride? How should you answer all their questions? Unsure how to keep everything organized? Does your venue contract have everything it needs? What about your website and social media?

Debbie Bender Design provides custom templates to refine and simplify the entire event management process;

Pricing - Contracts - Policies & Procedures - The Client Experience - Email Templates - Event Management Team

- Social Media Presence - How to Attract Corporate Business - Vendor Partnerships - & More!



The Benefits of Working with a Wedding Venue Consultant

Many venue owners' biggest events of the year are their weddings. These luxury events can be a core stream of income for venue businesses, meaning that understanding what makes a wedding venue service successful is so important.

Many venues don't have any formal training or education to help them understand how to accurately price their venue and their services, which can often lead to overpricing (and loss of potential income) or undercharging (potential for low levels of service). A great wedding venue consultant can help you through this.

Having helped many venue owners navigate these waters through my venue consultancy services, I wanted to share my top three benefits of hiring a wedding consultant for your venue. I hope you find it helpful!

Why Might Venue Owners Need a Consultancy Service?

There are many reasons why you may need the support of a consultant. You could be a new venue that needs guidance on how to set up operationally and/or how to launch your event space, or perhaps you are an established venue and would like to take your business to the next level.

Alternatively, perhaps you would like to target a new area of expertise such as residential events, weddings, or corporate meetings. You could be going through a period of change and may need an interim senior event professional to bridge a gap and help recruit a new team, or your team could currently be furloughed, and you would like some advice on how to re-align your marketing strategy so that when you re-open, you can hit the ground running.

These are just a few examples of how an experienced consultant could work with your venue, hotel, or restaurant. If you are thinking of working with an independent consultant and have not yet taken this leap, then you may find this article useful to help you realise the benefits of working with an experienced industry professional.

13 Key Benefits of Working With an Expert Wedding Venue Consultant

They Boost Your Wedding Bookings and Profits

The #1 Reason why consultants are brought into a business is to solve problems and improve the bottom line. They will do this by understanding your business and identifying areas that would benefit from greater attention. This might be working on the external image of the venue, such as repositioning, repackaging/ rebranding, or it might be improving the internal operational focus.

It could be a combination of all the above. There is no doubt that having input from an experienced consultant can help drive more bookings, better revenue and profit - they are there to solve problems and make things happen within your business.

They Bring Expertise

Unless you have previously worked within the events sector it can be quite a daunting environment, as it is an extremely specialist area. Within the term 'events' there are different areas that can be targeted - groups, weddings and corporate to name just a few - and each one requires a subtly different strategy and approach.

The good news is that hiring an event venue consultant means you do not have to become an expert in any of these areas yourself!

It also means that you do not need to hire a new specialist permanent employee to help you. Working with an experienced consultant can save time and money to help you achieve your goals more quickly. In addition, an experienced consultant will, where practical, provide their advice and guidance on future challenges, which means you can avoid costly surprises later down the line!

They Have Experience

A consultant works with different venues and hotels on an ongoing basis and therefore brings with them a wealth of relevant and up-to-date transferable experience gained throughout a variety of different projects.

This allows them to offer creative solutions and an objective viewpoint, more so than perhaps current employees purely associated with your own business. In addition, as they are experienced in working on different projects in a multitude of different environments, if they do not know the answer, they will know how to find it!

13 Key Benefits of Working With an Expert Wedding Venue Consultant

They Help Identify Challenges

As a consultant is independent of your business, they will have a fresh pair of eyes and time to see things differently. This is helpful to identify problems that you and employees closer to the business may overlook.

By acting as a sounding board for new ideas and strategies they can help you to identify areas of potential weakness so that if the time comes, you are ready to take advantage of any opportunities as they arise.

They Provide Mentoring and Training Opportunities

An added benefit to hiring an independent venue consultant is if situated within proximity to your team, they also provide on-the-job training strengthening their experience and skill set. They can also train and advise senior employees on how to keep new initiatives and changes in place and moving forward.

Perhaps you don't need a consultant to execute a project for you but would like some personal guidance on selected business decisions, it is often the case that a consultant will have different levels of service available, and are happy to provide ad-hoc and short term mentoring to businesses owners and/or chief executives. Thus, giving the person at the top somebody independent to talk to about confidential key/strategic/sensitive issues, which otherwise may not be available.

Day-to-Day Business Operations are Not Interrupted

Hospitality and event businesses often struggle to find time to work on new initiatives and strategies, as it's more important that you and your team can focus on the general day-to-day operations and looking after your existing clients.

Working with an independent consultant means you and your employees are left to focus on your current enquiries, clients, and events so there is no interruption to current business operations and cash flow.

In the current economic environment, many businesses struggle to stand out against the competition and small business owners wear many different hats and operate a remarkably busy work schedule. Choosing to work with a venue consultant offers a solution to your venue allowing the business to grow rather than just maintaining the status quo.

They Offer Flexibility and Save Money!

There is often the misconception that hiring a consultant is expensive, however working with temporary expertise means the business does not have to pay the same taxes associated with an employee, company benefits do not apply, they do not have any human resources requirements and most importantly there are no employment liabilities.

You are in control and can decide how long you would like to work with them, you are not tied to lengthy contracts and can just fill the gaps as and when required. This is especially important now we are coming out of lockdown as hospitality businesses try to increase revenues and keep costs low. Hiring a consultant is an investment rather than a cost and ensures the long-term commercial success of your business.

13 Key Benefits of Working With an Expert Wedding Venue Consultant

You Can Build Long Term Partnerships

Although hiring a consultant can be a short-term commitment, once you have worked with them successfully you will have an ongoing relationship with an industry expert who you trust. You may find after completing a project questions crop up and your consultant is just at the end of the phone to assist you. If you have another project in the future, you already have someone who knows your business concerns and can step in quickly to provide support.

They Can Be a Catalyst for Change

Implementing change within an organisation can be tricky especially with tight-knit established teams, and one of your own managers could find it difficult to achieve the required outcome. This is where a consultant can be beneficial as they will keep the business needs as the key focus, without becoming involved in other organizational issues.

They Know the Wedding Industry

Hiring a wedding consultant with in-depth knowledge of the industry is vital, as they already know what works, what doesn't work and can bring fresh ideas to your business. You may be thinking that your personal experience within the market will suffice but many times an industry expert is your best bet. They can also put you in touch with other wedding suppliers and help your venue navigate the wedding market.

They Help Existing Venues Grow and Develop

Many business owners often find that they run their venues smoothly and efficiently, however when it comes to developing the site this is where problems may arise. Wedding venue consulting services will have the appropriate experience and expertise in this area giving them a competitive advantage against other businesses. They can then help you implement a stronger sales process and strategy that are proven to work.

They Can Help New Wedding Venue Get Started

If you are only considering opening a new venue, then consulting with an expert will make the project less daunting and reduce the risk of failure or financial losses. They have worked on many sites in all stages of development so can provide guidance to ensure everything goes smoothly from planning and marketing materials, to getting the venue ready for launch, and beyond.

They Offer An Independent Opinion

With a consultant working on your site, you will get an unbiased opinion of what is working well and where improvements can be made. Working on your own, it is often difficult to see the wood from the trees and a wedding business consultant will bring a fresh eye with added industry knowledge.