

The Wedding Lifecycle

Workbook

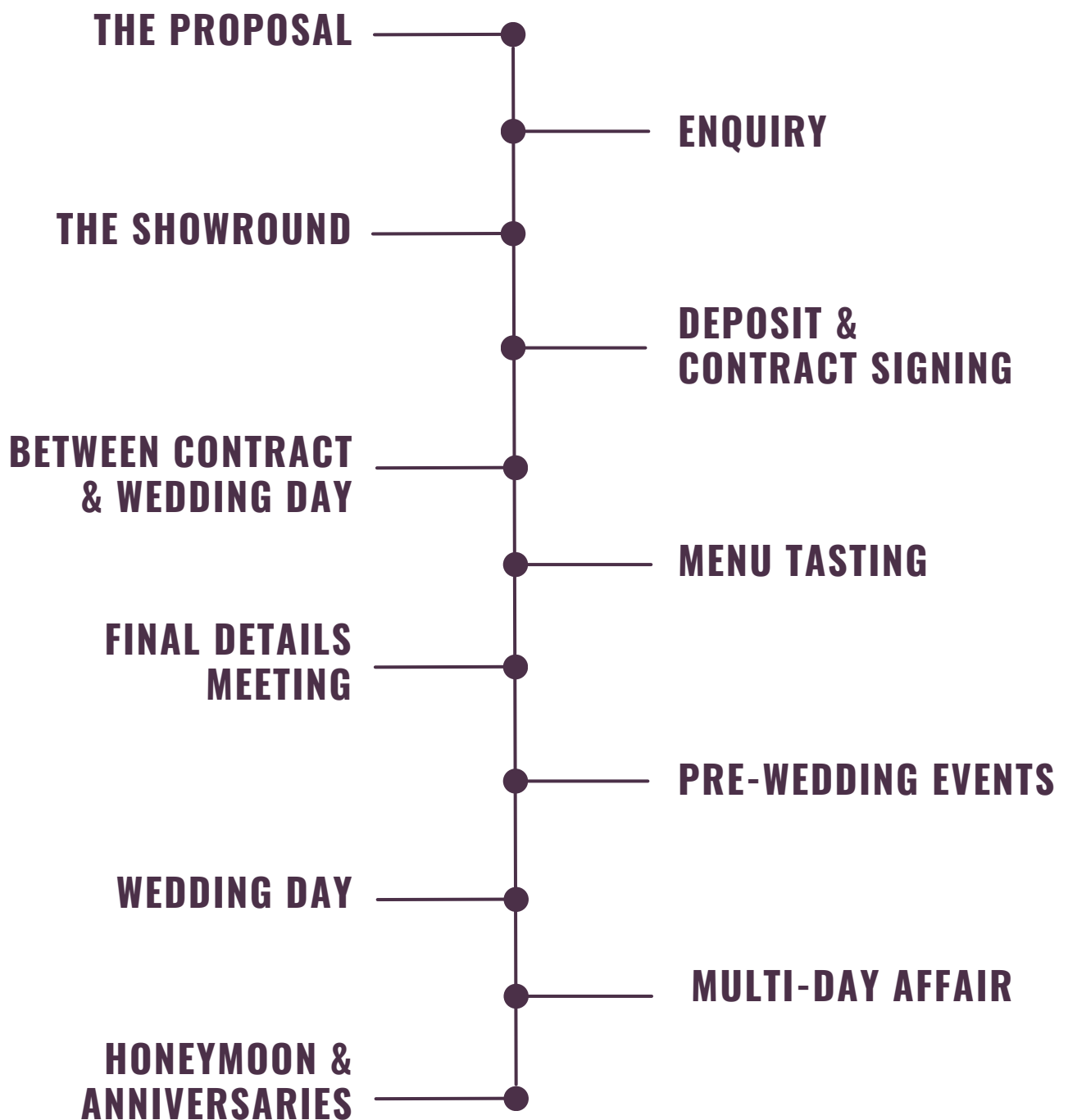


SALES PIPELINE MANAGEMENT
FOR WEDDING VENUES

WEDPRO
by WEDDING
DATES

THE WEDDING LIFECYCLE

Explore the key touchpoints in The Wedding Lifecycle, from the initial proposal to the post-wedding celebrations, and gain a comprehensive understanding of how to navigate and optimise each stage for exceptional results.



YES/NO

CHECKLIST

Use this checklist to assess your venue's efforts in creating exceptional wedding experiences. Answer "Yes" or "No" for each question.

-
- | | | | |
|-----------|--|--|---------------------------------------|
| 01 | Does your venue have distinctive features that set it apart from others? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|--|--|---------------------------------------|
-
- | | | | |
|-----------|---|--|---------------------------------------|
| 02 | Do you tailor your services to meet the unique preferences and vision of each couple? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|---|--|---------------------------------------|
-
- | | | | |
|-----------|--|--|---------------------------------------|
| 03 | Do you ensure exceptional customer service throughout the entire wedding planning process? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|--|--|---------------------------------------|
-
- | | | | |
|-----------|--|--|---------------------------------------|
| 04 | Do you offer elevated culinary experiences for couples and their guests? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|--|--|---------------------------------------|
-
- | | | | |
|-----------|---|--|---------------------------------------|
| 05 | Do you create a captivating ambience that matches their desired wedding style and atmosphere? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|---|--|---------------------------------------|
-
- | | | | |
|-----------|--|--|---------------------------------------|
| 06 | Do you streamline the planning and coordination process for couples? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|--|--|---------------------------------------|
-
- | | | | |
|-----------|---|--|---------------------------------------|
| 07 | Do you maintain a relationship with couples beyond their wedding day? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|---|--|---------------------------------------|
-
- | | | | |
|-----------|--|--|---------------------------------------|
| 08 | Do you actively engage with couples and showcase your venue on social media platforms? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|--|--|---------------------------------------|
-
- | | | | |
|-----------|---|--|---------------------------------------|
| 09 | Do you regularly seek feedback from couples and make improvements based on their suggestions? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|-----------|---|--|---------------------------------------|

WORKSHEET

ASSESSMENT

Elevating your wedding venue experience: Use the following prompts to brainstorm ideas and assess your venue's efforts in creating exceptional wedding experiences.

UNIQUE VENUE FEATURES	
What distinctive features does your venue offer that sets it apart from others?	
How can you highlight these features to create a memorable experience for couples?	
PERSONALISATION AND CUSTOMISATION	
How do you tailor your services to meet the unique preferences of each couple?	
Are there additional options you can offer to further personalise their experience?	
SERVICE EXCELLENCE	
How do you ensure exceptional service throughout the planning process?	
Are there specific touchpoints where you can exceed couples' expectations?	

WORKSHEET

ASSESSMENT

Elevating Your Wedding Venue Experience: Use the following prompts to brainstorm ideas and assess your venue's efforts in creating exceptional wedding experiences.

ENHANCING THE ATMOSPHERE	
What can you do to create a captivating atmosphere that matches the desired wedding style?	
CULINARY DELIGHTS	
How can you elevate the culinary experience for couples and their guests?	
SEAMLESS COORDINATION	
How do you streamline the planning and coordination process for couples?	
Are there any tools you can implement to enhance communication and organisation, like WedPro?	
POST-WEDDING ENGAGEMENT	
How can you maintain a relationship with couples beyond the wedding? Are there opportunities for future event bookings?	

WORKSHEET

BRAINSTORMING

Take this page as an opportunity to brainstorm and define your venue's goals and corresponding actions to elevate the wedding experience you offer. Reflect on your current practices and consider new ideas to implement.

OUR GOALS:

**STOP
DOING**

**DO
LESS OF**

**KEEP
DOING**

**DO
MORE OF**

**START
DOING**

WORKSHEET

BRAINSTORMING

Use this page to brainstorm and set goals for your venue, ensuring an elevated wedding experience for couples. Reflect on your current practices and explore areas for improvement. Define clear goals that will propel your venue towards success.

CATEGORY	WHAT WE'RE DOING WELL	WHERE WE NEED IMPROVEMENT	OUR TEAM'S GOALS
ENQUIRY MANAGEMENT			
SHOWROUND VALUE			
COUPLES COMMUNICATION			
STREAMLINED WEDDING PLANNING			
SOCIAL ENGAGEMENT			
BEYOND THE BOOKING			
ADDING VALUE			

WANT TO TAKE YOUR VENUE TO THE NEXT LEVEL?



MANAGE

Keep on top of your to-do list with easy-to-use management software.



CONVERT

Enhanced experience for your couples with personalised automated responses.



TRACK

Powerful reporting on the effectiveness of your marketing channels

BOOK A DEMO

WEDPRO
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