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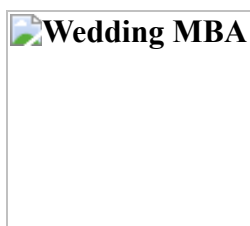
WEDDING MERCHANTS BUSINESS ACADEMY

LAS VEGAS CONVENTION CENTER

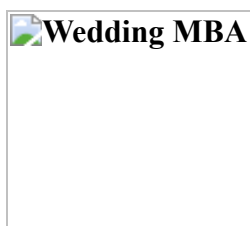
Begins Monday, November 8, 2021 2:00 PM

Concludes Wednesday, November 10, 2021 5:30 PM

DISCOUNT DEADLINE Jul 3, 2021



Menu



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Wedding Pro Convention

150 Seminars + 100 Speakers + 200 Exhibits

Wedding Style - Wedding Tech - Wedding Sales Training

Wedding Specialty Seminars for Venues, Planners, DJ's/MC's, Lighting, Catering / Cakes, Florists, Gowns / Tux, Officiants, Photographers

Strategic Sales: Targeted Techniques For Wedding Pros

The difference between wedding pros who stay in business and those who don't is their ability to sell often, sell more, and sell skillfully. In an ocean of uncertainty, sales savvy is your lifeboat.

- Identify clients who want to buy from you
- 3 ways to sell more
- Bring your sales skills into focus

Law And Disorder: What Your Wedding Business Needs To Know

COVID changed everything. What do you do when the couple cancels? Does your contract protect you from errors and omissions? How do you deal with negative online reviews? Learn how to keep your money with an enforceable non-refundable deposit policy. Preserve your reputation with methods that save your business, even when things get tough.

- Contracts that protect you from cancellations
- Resolve disputes with integrity
- Language to legally manage client expectations

The Vanishing Act: When The Couple Disappears

Couples these days pull more disappearing acts than ever before. With a screen between you and your customer, it's easy to get ghosted. They made an inquiry. You replied right away. Then, suddenly the couple vanishes. What went wrong?

- Reasons behind a disappearing customer
- Follow-up ideas and guidelines
- When it's time to move on

The Hidden Truth Behind Google: Online Marketing Insight

Marketing has always been about connecting with your customer in the right place and at the right time. Today, you need to meet your wedding couples where they spend their time: online. Take the mystery out of the Google Search.

- How and why Google displays results when you conduct a search
- Three factors that rank you higher on Google
- Tricks you don't know about Google(but should)

Micro Weddings: Get Big Money From Small Weddings

Many couples are choosing more intimate ceremonies and receptions. Shrinking guest lists are scary, but small weddings can mean big profits for your wedding business. How do you offer micro weddings and not impact your larger, full-service events?

- When and why to create a sub-brand
- Uncover hidden profitability
- Your go-to guide for intimate weddings

Bigger Pockets: Revenue - Expenses = Profit

Profit is a measure of success. Businesses lose profits because they do not pay enough attention to their money management techniques. Break the cycle of cash flow struggles so your business can say yes to profits.

- When should you pocket the cash or reinvest it back into the business
- Best method to identify and improve your company's financial health
- Secret strategy to uncover cash flow pitfalls

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