Perfect the proposal at mia's Wedding Conference

The tips to getting couples to say 'I do' to a wedding venue will be unveiled at the Meetings Industry Association's Wedding Conference next month.

With an estimated 279,000 weddings taking place in the UK every year and around 45% of the average £17.5k wedding budget being spent on the venue and catering, this engaging event will examine the psychology behind the decision-making process and how it completely differs to corporate bookings.

Wedding specialists Guides for Brides will cover every aspect of the sales process – providing tangible guidance on how delegates can help maximise their venues' performance in a rapidly growing marketplace.

Attendees will leave with a clear understanding of their venues' potential as the geographical variations, challenges and opportunities as well as the imminent changes to marriage laws will be discussed alongside the current economic conditions and the impact of the pandemic and Brexit.

It will reveal the changing trends – particularly in cultural weddings – and look at all important areas such as inclusivity, diversity, sustainability and accessibility.

Kerrin MacPhie, chief executive of the mia, said: "Weddings offer a key and often untapped source of revenue for many venues and suppliers. However, the psychology behind the decision-making process is completely different to that of a corporate booking. This conference will arm delegates with some great tips and techniques to define and truly understand their 'ideal couples' based on their venues' own unique proposition so they can easily convert more enquiries."

She added: "The full day event will also look at market positioning and the opportunities, benefits and logistics of hosting fairs or open days and collaborating on styled photo shoots and real-life wedding features. There will also be sessions on nurturing and retaining the 'wedding superstars' within the venue and how the varying revenue streams of the organisation can work in harmony."

More information about the Wedding Conference can be found here.

NOTES TO EDITOR

About the mia

The mia is one of the fastest growing associations in the conference, meetings and events sector, founded by a proactive group of hotel and conference centre operators and booking agents to lead the conference, meetings and events industry, providing accreditation, industry awards, research and a voice to government.

The mia supports over 700 members by:

- Providing extensive regional networking opportunities on a monthly basis.
- Helping them to achieve the highest standards of facilities and service through achievement of AIM, the industry standard of quality and excellence.
- Providing a library of best practice and quality standards guidelines.
- Promoting AIM to industry buyers.
- Delivering tangible benefits which support members in the achievement of their own business goals.
- By the provision of information, education, research and advice all of which lead to improved business performance.
- By sharing issues of sector importance with them.
- By raising the profile of business tourism with government.

www.mia-uk.org

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