



WEDDING FAYRES LTD

PRESTIGIOUS EXHIBITIONS & EVENTS

Hampshire | Surrey | Sussex

PMN Wedding Fayres Ltd

Established, well-organised, prestigious Wedding Fayres - Held across The South Coast and beyond, providing inspiration and variety at many of the best wedding venues...



PMN Wedding Fayres Ltd are one of the leading Wedding Fayre Organisers in the South of England, awarded Regional & National accolades for 'Best Wedding Fayre Organisers UK 2018' at the Wedding Awards.

Celebrating our 11th Year Anniversary and having produced more than *two hundred and eighty* Wedding Fayres to date, our reputation and portfolio of established, unique and prestigious wedding venues speaks for itself...

Established in 2008; a husband & wife team - with extensive backgrounds within the Wedding Industry, working closely with venues and some 2,500 local wedding businesses who exhibit with us, has gained us a reputation for *professional, well-organised & well-attended wedding fayres*; www.pmnweddingfayres.co.uk



In the increasingly competitive wedding industry, we are regularly contacted by venues requesting our services to *organise, produce and promote* their Wedding Fayres, as understandably - time, staffing & budget are often limited for such events. Adopting the entire process ourselves, from selecting suppliers, managing enquiries & bookings, continual marketing & advertising, set-up, pack-down, floor plans and much more, we personally attend to *every aspect from beginning to end*.

Costs

Touching on this important element promptly; there is absolutely no cost to the venue for us to produce your Wedding Fayre(s), *nor do we charge for our services*.

The entire production of the Wedding Fayre is offset against any venue hire charge; the venue allowing us to utilise the agreed space required (*usually accommodating a minimum of 35 Exhibitors*) in return for PMN Wedding Fayres Ltd producing the entire event. Using a marketing budget of some £3,000 *per fayre*, we promote the event to its utmost; by all means of available media (please see below how we market our wedding fayres)

Rest assured, reputation is everything...

We recognise that image is everything when working with prestigious venues any external organisation reflects upon the reputation and perception of the venue itself. This and our own reputation, which we've worked tirelessly to attain, are unequivocally important to us also. Therefore, all our marketing is bespoke to ensure brand recognition and professionalism; with uniforms worn by ourselves and any members of our team – our appearance prior to, throughout and after the event is of the utmost importance. We are also happy to accommodate any of our venues own branding within most of our promotional and/or marketing materials, reaffirming professionalism and reiterating the collaboration, whilst also providing further exposure of the venue within the industry.

Why choose PMN Wedding Fayres Ltd?

Having created PMN Wedding Fayres to stand apart from all other wedding fayre organisers, we are wholly committed to what we do; this is not a part-time interest that we undertake at the weekend, nor a hobby – it is our family business that we continually inject our time, effort, enthusiasm & experience into, *every day*. We are never complacent and therefore strive to stay a step-ahead, looking at new innovative ways to provide our venues with significant wedding revenue; our exhibitors with numerous bookings from attending our events, and the many wedding-planning-couples attending their potential wedding venue, ample of ideas & inspiration for their special day...

We also realise and appreciate that some venues hold their own *Wedding Open Days/Evenings*, which can prove beneficial if well-advertised and promoted to the desired wedding-planning audience. We support these fully, however they are even more beneficial ***in addition to a professional Wedding Fayre***; if dates are carefully selected so that an Open Day or Evening follows soon after our Wedding Fayre, following the influx of wedding-planning-couples attending the fayre, those specifically interested in the venue for their wedding, can return to view the facilities, minus the many exhibitors, yet showcasing the various rooms & facilities available.

This is an ideal time for the venue to provide a second personal welcome, with drinks & canapes, whilst completing more relaxed show-rounds and discussing packages, prices and further details.

How do we it?

Ultimately, it's all about marketing & promotion of the event to make it a success...We specialise in extensive marketing campaigns, attracting significant footfall to all of our wedding fayres, a reputation that we are not only proud of, but have become recognised for.

MARKETING

We are the only South Coast Wedding Fayre Organisers to use *National Radio* to promote our wedding fayres; our very own branded and personalised Radio Commercials are aired across the recognised and popular radio stations **Heart & Capital FM** – part of the Global Radio Group, along with local stations such as Eagle Radio (Surrey).

***NEW for 2020** - we will also be 'going Digital' across the music streaming channels! The Digital Audio Exchange (DAX) will provide us with the opportunity to now reach the streaming audience via their smart phones, laptops and tablets. DAX allows our commercials to target the right audience by Geographic area, age, sex, device used, time of day and by interest by tracking them through their IP/log in and Digital surfing behaviours. Targeted at scale, across over 180 different Digital platforms it is trackable, measurable and transparent...all very clever stuff!

This is a massive investment by us of more than £40,000 annually and remains one of the most beneficial methods of advertising; having conducted market analysis as to how our wedding fayres are heard about and received, this method along with Social Media still form the top results.

THE GREATEST AUDIO CONTENT IN THE WORLD



With fayres predominantly across *Hampshire, Surrey & Sussex*, this provides us with vast exposure crossing these counties, targeting the desired demographic. Each commercial is produced in advance of the event and the venue name mentioned, with both 'bonus' airtime & 'filler' airplay in addition to the specified scheduled airtime – this means that the venue name can be broadcast up to 200 times across several Radio Stations; *something that no other Wedding Fayre Organisers invest in, nor provide such direct exposure for the venue.*

All other Marketing

Once a venue joins our portfolio it receives continual promotion on our website, at all our wedding fayres, and across all our marketing materials. We also invest in;

- National & County-wide Wedding Magazine Publications
- PMN 'Wedding Planner' Publication
- Newspaper Feature Advertisements
- Flyer Distribution
- Exhibition Displays such as; Feather Flags, display banners & signage
- Poster displays & distribution

- Promotional Merchandise (pens, keyrings, notepads etc)
- Bespoke directional road signage; approved by the local authorities.
- Fully branded liveried vehicle also used to attract attention to our events.
- Paid-targeted-reach Social Media campaigns
- Prizes & Giveaways – we regularly collaborate with industry related businesses to offer incentives such as Honeymoon Prizes, Gift Vouchers, Wedding Dresses & more.



What sets us apart from other Wedding 'Fair' Organisers

At all of our wedding fayres, we provide **100 Complimentary *Deluxe Wedding Gift Bags** (thereafter the bags are biodegradable plastic rather than foil-detail luxury rope-handled giftbags, but the contents remain much the same) filled with several editions of the very latest editions of many top wedding magazine publications, worth in excess of £10 each.

Other materials included supplier's promotional/marketing flyers, branded merchandise, free samples and most importantly; *literature from the venue detailing their own wedding packages & facilities.*

We deliver an average 200 Gift Bags *per fayre* to the attending couples, so it is imperative that they all leave with the venue's wedding packages information



The process – from beginning to end

Working very closely with our venues to select the most suitable date in both of our calendars; this element is crucial, and it is also equally important to research what *other wedding related events* may be taking place within an approximate 20-mile radius, at any given time, to ensure that *the very best wedding suppliers are available on that date, to exhibit at our event*. A combination and variety of carefully selected suppliers at a prestigious wedding venue, held on the most favourable date, with vast marketing, in turn attracts the many wedding-planning-couples to the venue on the day.

What do we need from you the venue?

Once specific areas of the venue have been agreed upon to be utilised for the wedding fayre, we merely require minimal input from the venue in relation to such matters as;

- **Room/Floor Plans** (with dimensions & services - such as electric points, if possible, but not essential – we will measure & draw our own floor plans)
- **The facility to display** posters, flyers, banners, PMN vehicle (at an entrance or driveway) & any other promotional materials possible.
- **A link on your website** (either in the Weddings or Events category); for any potentially interested Exhibitors as well as Visitors, directing them to our website for further details. This also provides confidence to the exhibitors, seeing that the venue is actively promoting the event that they are attending.

- **Social Media Support** – With many venues now having their own social media presence, whether managed by head office or more centrally, regular posts and the event created on the venue's own social media Pages(s) is a huge support to our extensive paid-targeted-campaigns.
- **Use of conference/banqueting furniture if required**; although we readily hire in any tables/chairs required, we find most of our venues already have stock of items such as various sized trestle tables & banquet chairs. Storage can often be a problem, so we are happy to utilise the venue's own furniture if more practical
- **Wedding Enquiries Database**; as a wedding venue, you will hold data from wedding enquiries received over the past months. We ask that the venue draft an invitation to those enquiries and any confirmed bookings, inviting them to the wedding fayre. We can provide any artwork such as the promotional flyer detailing the event, or of course you are welcome to create your own.
- **Written agreement**; that the date is confirmed, and no other event will take place on the same date, or in place of. We incur costs the moment we embark upon marketing the event, so it is imperative that the event is a confirmed fixture in both calendars.
- **Your Marketing Literature**; as a venue within the PMN Portfolio, we offer the opportunity to have your marketing materials included in ALL of our gift bags at ALL of our fayres, should you wish. This *complimentary service* has immeasurable results, but we certainly know that it works, and its part of our commitment to working together...

Health & Safety

It is imperative that as the Organiser of an event taking place at your Venue, we are both qualified in various fields, insured for all liabilities and equally considerate and professional regarding every aspect of the association between ourselves and your venue;

- We hold Commercial combined Employers Liability & Public/Products Insurance – £10,000,000
 - We are both fully qualified Advance First Aiders, carrying our own equipment
 - We provide full Risk Assessments for each event
 - We provide Method Statements for each event
 - We also provide an Event Sheet detailing all aspects of the event, to liaise with the venue directly in ensuring every element has been discussed & signed off
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A final thought

In return for utilising agreed areas of the venue *for just one day*, you receive;

- A Professionally Managed Event from beginning to end.
- Your Venue continually marketed to many thousands of wedding-planning-couples
- Significant Wedding Enquiries and Leads, resulting in conversions to confirmed bookings & increased revenue (*we bring the couples to your venue; you simply do the rest!*)
- Increased awareness of the Venue and all its facilities, with residual business appertaining to other functions & events
- Bridal Data from the event; enabling you to invite interested couples to your own Wedding Open Days, leading to further potential bookings.
- All at no expense to the venue.

Last year alone we assisted our venues in achieving more than £500,000 additional wedding revenue...We look forward to working with you also.



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