

In my portrait studio, clients often say “We wish we had known about you for our wedding 2 years ago”. It is commonplace for couples to use the services of suppliers from far afield when organizing their wedding but generally this is not because they do not want to use local suppliers, but rather that they cannot find any, or find them too late!

Couples may look through online wedding directories in their search for that perfect product. You as a business like me have probably been targeted by such a national online wedding directory. The problem with this is that you are often one of hundreds listed within an area, which can overwhelm the client who also may not be able to differentiate between a professional business and someone who is making extra money out of a hobby. As a photographer for example, I would be listed as one of approximately 120 photographers within the Wiltshire area! Following research I know for a fact that there are not 120 professional photographers within the area, which left me concerned about how a client would actually know that.

Here in Warminster, we have a wealth of businesses related to the wedding trade, some are easy to find, others are not so. Wedding Fairs in Warminster are few and far between and most of us do not attend them simply because they often fail to bring in the potential customers! Larger fairs in other towns are often hard to get into, simply because they have booked up their quota of 9 florists & 17 photographers!

That’s where we come in!

I want to tell you about 2 things! A Wedding Fair dedicated to Warminster businesses and an online directory of Wedding businesses for Warminster and the local area.

The Warminster Wedding Fair

Sunday 4th March 2012

11am-4pm

The Civic Centre, Warminster.

Our aim is to showcase the local wedding trade at its best. Advertising will be comprehensive, using local publications/press, posters throughout town, leaflets via suppliers, a dedicated website and banners on the main routes into the town. Spaces are limited to 2 suppliers from any one trade. If a specific trade is not available from the town, or a local business does not wish to attend, then only then will we accommodate a business from out with Warminster and the local villages. The newly refurbished Civic Centre looks fantastic, and we have secured use of the entire building for the day.

The cost for this event is £75 and the booking form is attached. Please note that spaces will be filled on a first come first served basis. Display stands are available at extra cost and will be set up prior to your arrival and dismantled after the fair.

Warminster Weddings Online Wedding Directory

www.warminsterweddings.co.uk

The object of the website is to offer a concise directory of local suppliers and so for this reason there will be no free advertising or listings such as there are on national sites. Apart from being a directory, the website will also contain information on planning a wedding. There will be a featured wedding of the month and a Business of the month section. I do appreciate that all suppliers will have different ideas on what is "the best" information for couples, so an advice section will be available for each supplier to add their points to assist prospective clients with their search for information. This facility will only be open to all those who have a main entry within the directory.

This directory is available to all the suppliers in the Warminster and local village area. There are two types of advert. A main listing which will consist of a banner advert with full contact details as well as a web link and a single line entry listing your address and telephone number. An A-Z listing will also be featured and will include all advertisers.

There will be a minimum of 3 allocated spaces for main adverts in each category. If there are only 2 local stationery suppliers for example, then the remaining space will be offered to a recommended supplier from out with the area. No other spaces will be made available to business outside Warminster and the surrounding area. This is the only time spaces including line entries would be made available to suppliers outside Warminster and the local area. Advertising is open to all business in the town. If there are 7 make-up artists who wish to advertise, we will include them all, providing their business is run within the local area.

The cost for advertising on the website is £150 per year for a main entry and £50 for line entry. We are pleased to offer a special introductory rate of £100 for those also exhibiting at the wedding fair. This will run until August 2013, giving a few extra months advertising free. The website is available to view online at present but will presently only be used for the purpose of advertising the wedding fair and showcasing to businesses. The site will officially be launched 2 weeks after the wedding fair.

If you are interested in exhibiting at the Wedding Fair, please contact me soonest as there 30% of the places have already been taken up. Spaces are only available on a first come first served basis which includes payment to secure a place.

Our aim, through the branding of Warminster Weddings, is to provide a way in which to showcase the business local to Warminster and keep the business in the Town. If you would like any further information, or would like to discuss either the Wedding Fair, or website, please feel free to contact us.

Kind regards

David McGirr