

Catersource + The Special Event™

Trend-Setting with Lighting & Decor: Creating the Offerings That Clients Are Looking For

Kevin Dennis

CPCE, CWIP

Founder and Owner of Fantasy Sound and WeddingIQ

Learning Objectives

1. Recognize the latest and greatest in lighting and decor and how you can use them to diversify your events and your portfolio
2. Identify the demands of today's clients and how to position yourself as a creative partner who can deliver
3. Utilize the science behind trend-hunting to ensure you're always ahead of the curve

Have a Question?

Why is lighting important?

- Advances in technology and a trend in more unique events have turned lighting design into an element of personalization rather than functionality.
- Lighting can completely transform a venue from ordinary to breathtaking



Why is lighting important?



- Lighting can impact the feel of an event
- Lighting not only enhances your venues, but it can also highlight the other important elements of decor, like centerpieces, and focus attention on certain areas of the room like the dance floor or head table

The Power of Lighting













Catersource
+ The Special Event™

The Power of Transformation





The Power of Transformation

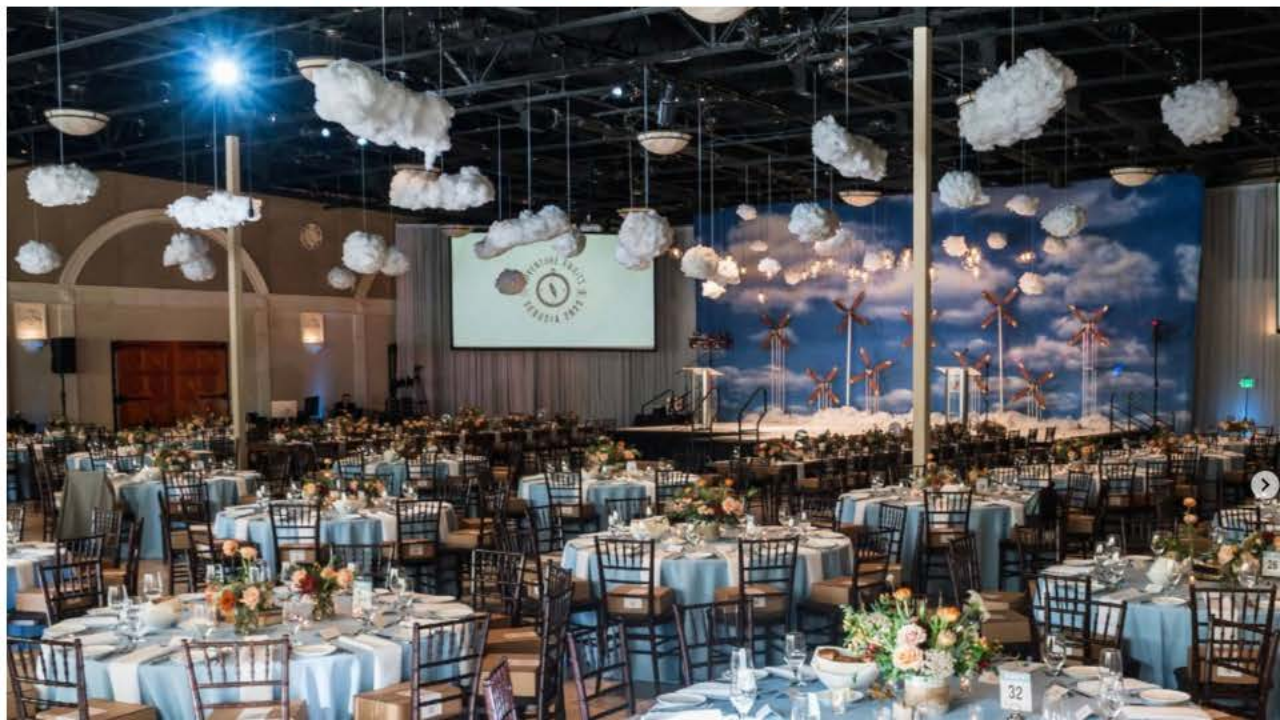






Catersource
+ The Special Event™





The Sales Process

Pre-Consultation

- Should you offer packages or custom designs?
- Should you have a minimum?
- Should you charge for on-site consultations?
- Make sure your photo galleries are easy to navigate
- Send out a short design questionnaire to learn more about your client's aesthetic and design inspiration

Consultation

- Give each client an iPad when they set foot in your office
- Have photos of your work displayed all around your office
- Be prepared with ideas to present based on their questionnaire responses
- Be prepared to explain and at times defend your pricing
- Ask questions to make sure you are on the same page

Questions to Ask Your Clients

Strategizing the lighting and drapery placement

- What features in the room do you want to highlight?
- What features in the room do you want to hide?
- Are there areas of the room you want to make focal points?
- What decor elements do you want to highlight?

Questions to Ask Your Clients

Strategizing the lighting and drapery placement

- Can the venue lights be turned off or dimmed if needed?
- Can the different lighting fixtures in the room (sconces, chandlers, etc.) be controlled individually?
- What are the load-in options for your event space?
- How much power is available?

Post Consultation

- Give your estimates expiration dates
- Set dates of follow up
- Be prepared to send multiple revisions

The World of Pinterest

I discovered I'm actually planning two weddings - the one inspired by Pinterest and the one I can actually afford.

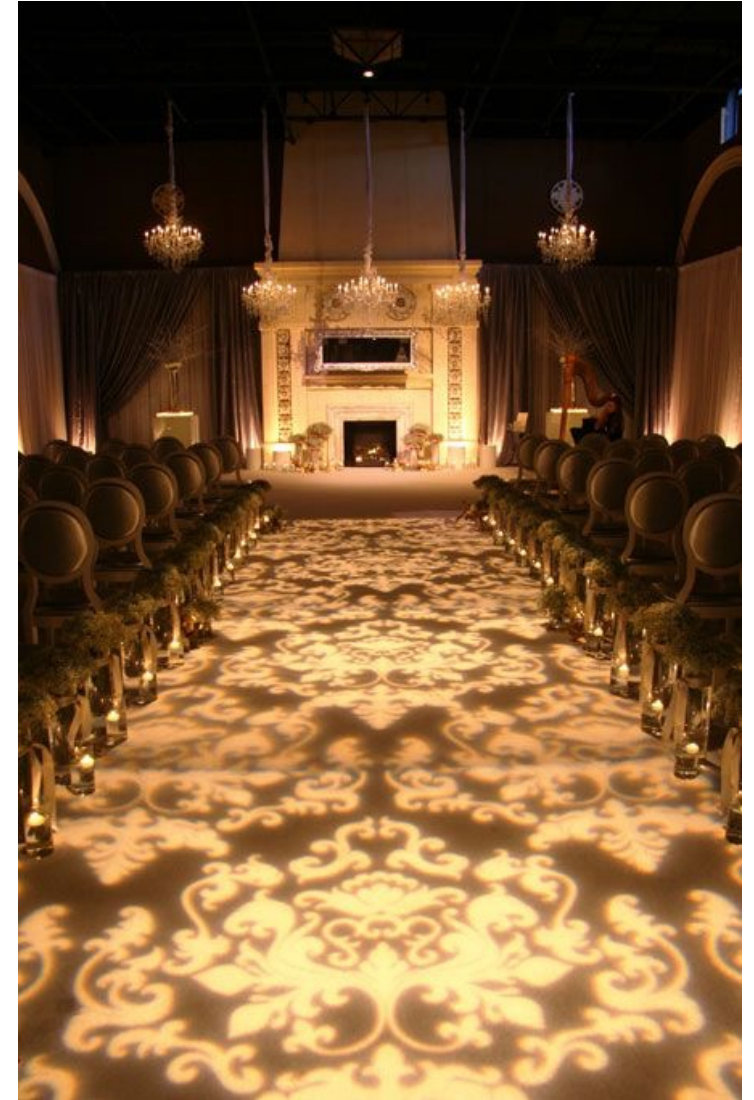


your  cards
someecards.com

The World of Pinterest



The World of Pinterest



The World of Pinterest



**Catersource
+ The Special Event™**

The World of Pinterest



Instagram is Your Friend

Your clients are turning to Instagram to find their creative partners,
so you need to be using it to your advantage.

Create a Strategy

- What do you want out of your IG platform?
- Learn about your audience to target them effectively
- Save time- plan content and posts ahead of time! Find the right scheduler that works for you.

Engagement Matters

- Followers are seeking connection- not just a one sided experience.
- Always geotag your location to attract new users
- Encourage your couples to follow their venue's account for inspiration

Consistency is Key

- Your account will see the most organic growth and engagement.
- Shows commitment to your brand and builds trust
- The algorithm LOVES consistency

Have Fun With It!

- Clients want to see your true authentic self and brand
- The algorithm is always changing, so keep an eye on trends
- Give your followers a reason to continue engaging with you

Instagram is Your Friend

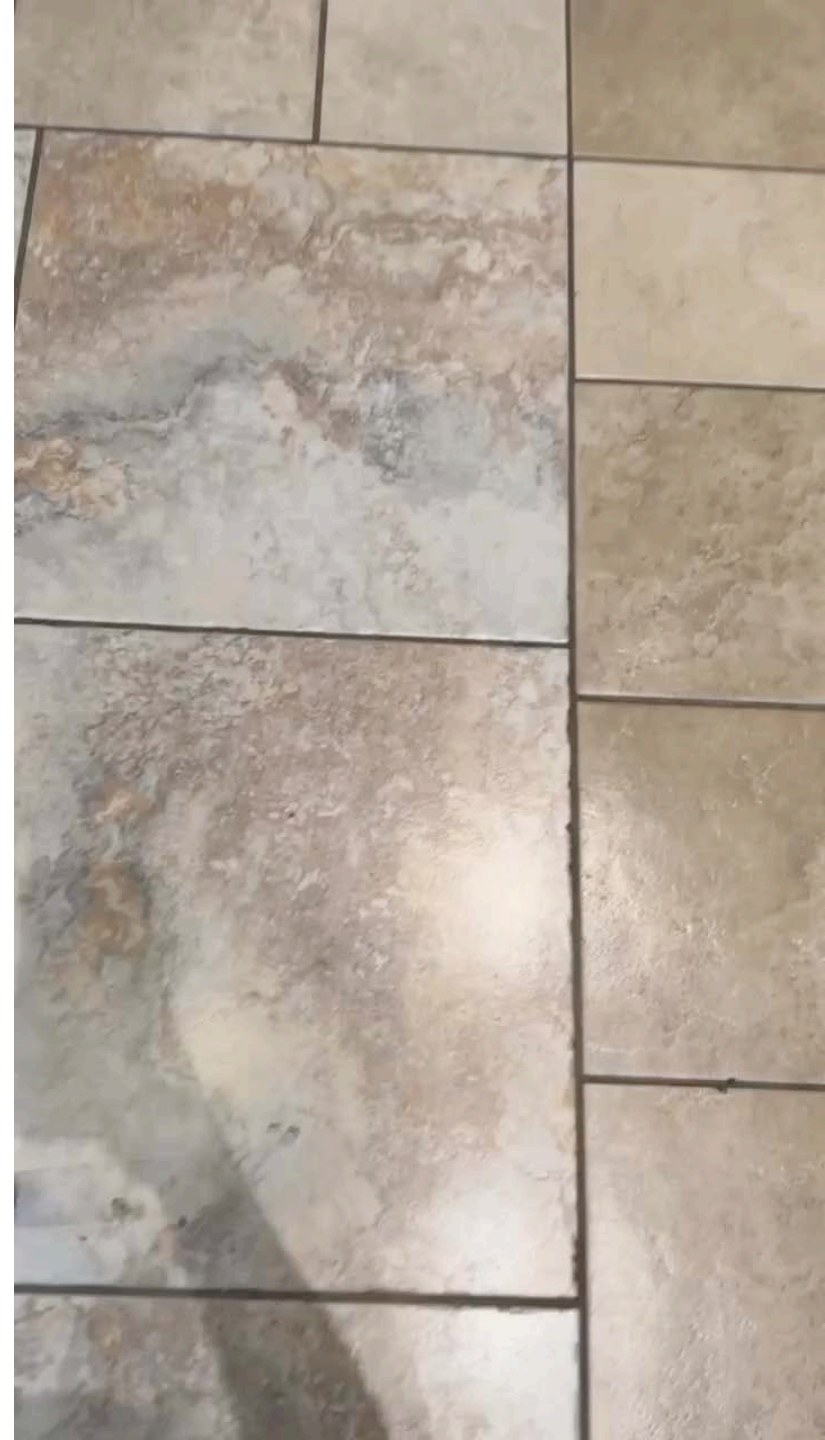
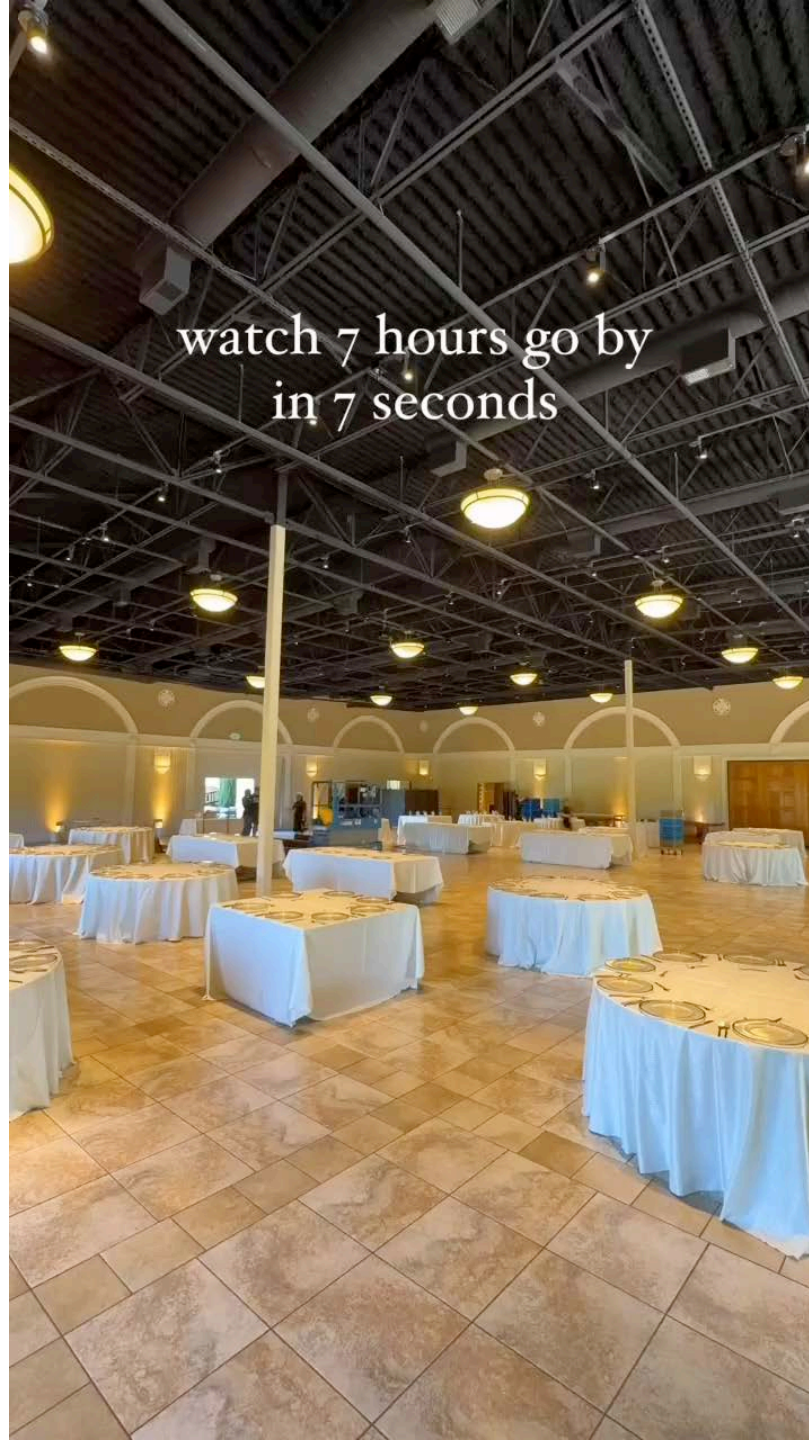
Static feed posts are necessary for consistency and great for cultivating an overall aesthetic...but clients are consuming Stories and Reels at an exceedingly higher rate.

Take advantage of that!

BEHIND THE *SCENES*



watch 7 hours go by
in 7 seconds



But What About TikTok?

i feel like you're just here for
the scissor lift

TikTok
@fsesevents



pov: you have to capture
wedding day content

TikTok
@fsesevents



TikTok
@fsesevents

pov: you're trained in
every position at
your job

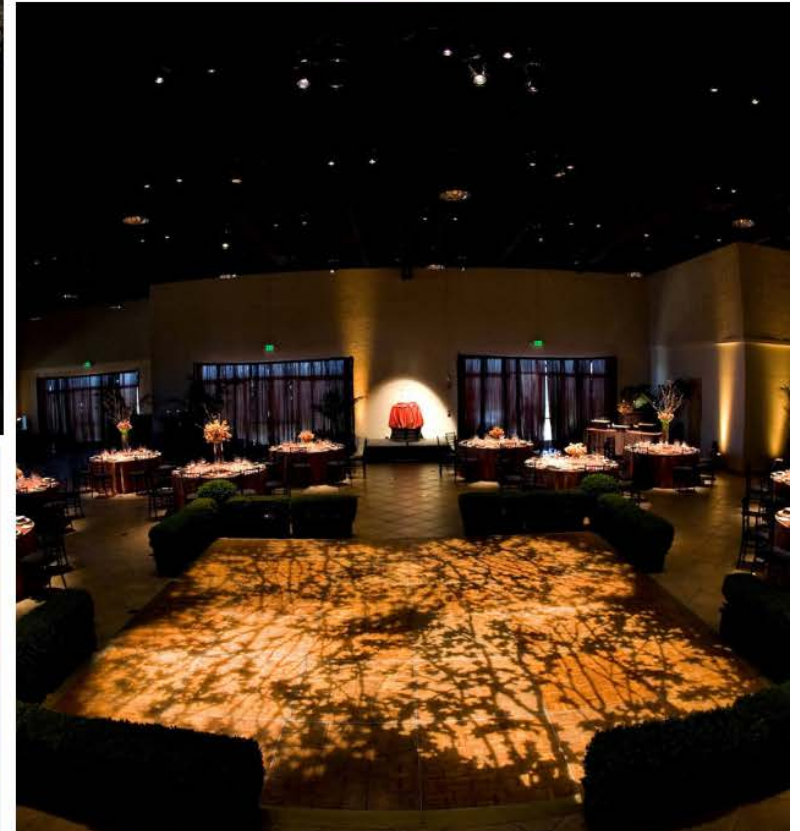


The Importance of Photos

- Professional photos for your website gallery are a must
- Make sure to get your client's photographer information prior to the event
- Schedule times to reach out to the photographer no sooner than 2 weeks after the event
- Get involved in styled shoots

Lighting Trends to Get Excited About

...But Don't Forget the Basics



Showstopping Chandeliers



Catersource
+ The Space

Showstopping Chandeliers



Showstopping Chandeliers



Catersource
+ The Spe

Showstopping Chandeliers



Catersource
+ The Spec

Innovative Inventory



Innovative Inventory



Innovative Inventory



Innovative Inventory



Customization



Custom Drapery



Collaborating with Florists



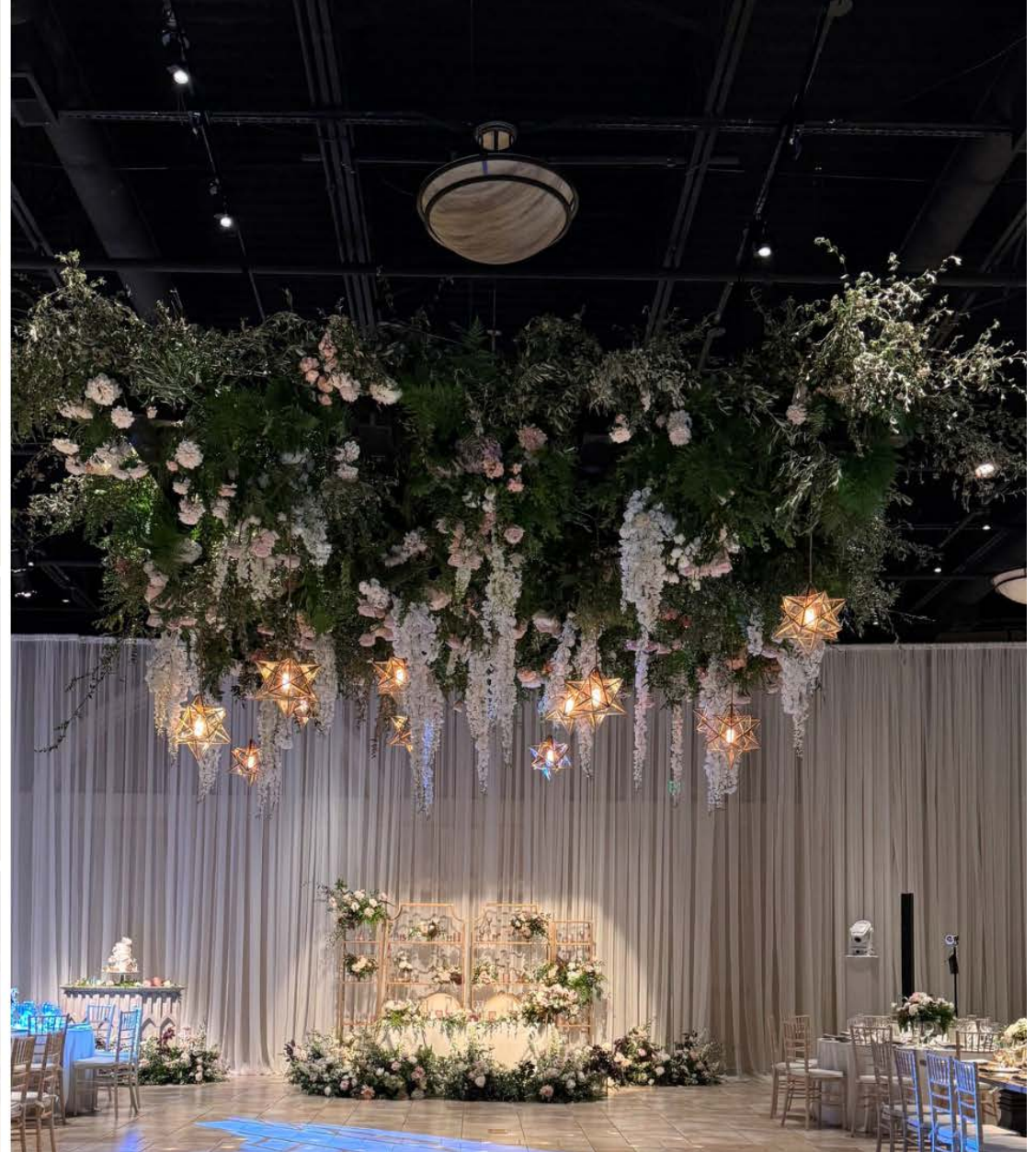
Collaborating with Florists



Collaborating with Florists



Bridgerton



Palm Royale



Coastal Chic



Romantic Glam



Organic Garden



Questions?

Kevin Dennis, CPCE, CWIP

kevin@weddingiq.com

@wedding_iq

@fsesevents

@kevinmdennis

