

**HOW TO SHOW YOUR
EXPERIENCE ...**

**WITHOUT BECOMING
A DINOSAUR**



FAIR, FAT AND 50 --

- Who I am,
- Where I came from and
- How I learned to deal with brides





Culinary Institute of America -1981

Hyatt Regency Dallas - 1982
Specialty Restaurant Chef
PM Sous Chef


Hyatt Regency Crystal City- 1985
PM Sous Chef

daka international - Smithsonian- 1987
Executive Chef
Catering Manager

American Eats, Inc. - 1990-2000
Owner / Executive Chef
Director of Catering and Events

THE QUEEN OF HEARTS
WEDDING CONSULTANTS

- Full service wedding planning company-
- Based in Philadelphia, Pennsylvania
- Serving Greater Philadelphia, Southern New Jersey and Delaware
- Established in 2000
- Eco friendly event design
- Multi cultural weddings
- Long distance planning
- Custom Invitations and Stationery



The Truth About Brides, Grooms and Parents

Who's your client?

Dealing with parents of the bride

- When I deal with dad

I'm the boss...mommy & daddy will write the checks

- Who signs the contracts and who makes the final decisions?

Yours. Mine and ours... the three way split

- Establishing boundaries

Paying their own way...

Brides Want To Build Relationships

- Spending money on things they want and people the feel a connection with
- Honesty is the best policy
- Friends opinions count

Grooms Want To Make Brides Happy

Happy Wife, Happy Life

- Elimination of stress
- Cut to the chase...
- Dealing with Groomzilla



I'm Getting Older, But Our Brides Aren't



- What today's couples want
 - I WANT IT ALL
 - Knowing your product
 - Having latitude

- Negotiating with a 20 something
 - Give them options ...just not too many
 - Something has got to go
- Communicating with a 20 something
 - Blogs, photos and video
 - Establishing boundaries
 - Put it in writing
 - Don't let them run the process

Going Mobile

- How 'smart' is your website?
- Do you have a social media presence?



Find us on
Facebook

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- How 'smart' is your website?
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- QR code
- How to show your room when it's empty

Just because you've got years of experience in food and beverage doesn't mean you have to be stuff, stale or stagnant

Read what your brides are reading, ask them for feedback on what they want and their experiences in planning....

It might just revitalize you!

Q & A

**Thank You
for
Your Time
and
Attention!**



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