

Win-Win Event Relationships

The collision of business relationships and integrity



A provocative presentation by [Andy Ebon](#)
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The Big Goal: Inter-awareness of all parties serving the wedding reception or an event.



So Andy, what's the big question here?



What is in the best interest of the bride?

Fiction: Brides know how things fit



Fact: Brides buy one at a time

WAKE UP CALL

"Loyalty is what we call it when someone refuses a momentarily better option."



"I joined your networking group. Now pick me!!"



Unrealistic Expectations

How to Connect

- Pick the right organization
- Show up at meetings
- Ask questions & listen
- Make wise donations
- Work the organization 250 days a year
- Become a Leader
- Who's the gatekeeper
- Have patience



Mistakes That Venues Make Too Often

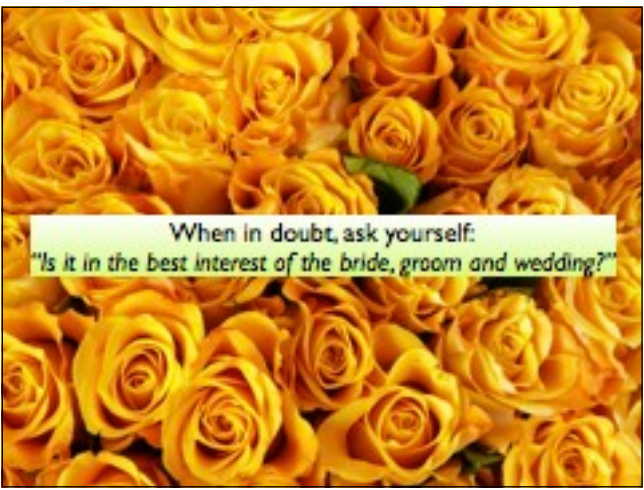
- Refer for the wrong reasons
- Fail to understand the interaction of day-of vendors.
- Leave the event too early
- Don't develop new vendor resources frequently enough
- Have tunnel vision



Coffee Conversation

- Off-Property or away from business
- Ask career questions
- Ask about what 'challenges' they have with your business category.
- Be quiet
- You will be asked...
- Ask to be SECOND on the list





When in doubt, ask yourself:
"Is it in the best interest of the bride, groom and wedding?"



Questions