

Six Key Steps for making the most of your time at a Bridal Expo

Attending a Bridal Expo can be both overwhelming and rewarding. Knowing how to find what you are looking for and how to process the information you receive will make your experience much more worthwhile. Below are 6 key steps to guarantee you make the most effective use of your time.

1. Do your homework. Have a clear idea about your budget and your desired wedding date. Give some consideration to your style so you speak only to those suppliers who will help you to achieve it. For example, if you are having a very glamorous cocktail wedding, you won't need information from a spit roast caterer.
2. Save yourself some time and see first hand. Contact any suppliers you've previously heard of, or want to use and ask if they'll be exhibiting at the Expo. This is an ideal opportunity to see how they work and to view their products.
3. Get sorted. After the Expo, you will have a bag full of brochures, business cards and samples. Make a point of going through all material within two or three days of the Expo whilst displays and conversations are clear in your mind. Make notes in your wedding folder or on the brochure itself. Keep the information you want to refer back to and discard anything that doesn't interest you. Always keep hold of things you are unsure about because you may be looking for that same supplier in the months to come. Remember that suppliers usually offer a complimentary (free) consultation so you'll want to consider who you wish to meet with.
4. Consider your priorities and contact suppliers to schedule a follow up appointment. It is very difficult to have a concentrated conversation at a Bridal Expo so this will be your opportunity to put some thought into what you need to ask. Keep notes of your questions, and anything that really stood out to you at the Expo (even if it wasn't from that supplier). Every little bit helps.
5. Make notes of any inspiring suppliers, decorating ideas, colours, objects, stationery or flowers. When you are at the Expo, your brain is shoved into overdrive and it is very easy to become overwhelmed by all the inspiration. Anything that comes to mind two or three days later made enough of an impression that you will want to take note. This same rule applies to things you didn't like – again, every little bit helps and if you definitely don't like something, make note of it.
6. Talk to a planner. Now that you have sorted through your mind and your paperwork, you may like some help with the next steps. Being a stylist and planner, I have worked with many of South Australia's finest wedding professionals and I also have a portfolio of international suppliers with unique products and ideas. Talking to a planner can help you on your way to a stress free wedding, whether you are embarking on a DIY adventure or a polished professional touch. Even if you don't think you need a wedding planner, a one hour conversation might help you on your way to wedding bliss.

With all the information overload, it is natural to feel overwhelmed. I hope these tips will help you to make the most of your experience and lead to a stress free wedding planning journey. Should you need any help or advice, please feel free to contact me on 040 508 3704 or visit me at the Winter Bridal Ideas Expo.

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3 Piece Events

