



Press Release: The First Wedding Consultant to the Wedding Industry

FOR IMMEDIATE RELEASE

Sam Lloyd, has launched, The Wedding Owl, a consultancy business committed to providing a professional service to both Kent Wedding Venues and Wedding Suppliers

The UK Wedding Industry is worth over £10 Billion (Hitched) Sam Lloyd, The Wedding Owl, is planning on providing face-to-face business support to the local Kent Wedding Industry, in particular, to Venue Owners and the Suppliers to trade. She plans to help solve issues such as branding, growth, delivery, innovation, and hopes that due to her deep knowledge of the wedding industry, this unique initiative will mean that she will quickly become their go-to expert.

Sam, The Wedding Owl, said “Couples that to want to get married, and share their love with the world, search the internet, book appointments, visit numerous wedding venues, finally putting down a deposit to secure a date. They then work with Wedding Planners, Co-ordinators and suppliers to ensure that all goes as planned and that they get their dream day. Couples take their wedding day very seriously and want to throw the party of a life time so they usually spend around 16% of their total budget on Venue Hire (Hitched). What is surprising, is that so many of the venues are privately owned, by operators that have often started-up their own businesses, with little to no Wedding or Events experience. They have no-one to help or support them during the business life cycle; at the seed idea, at the start up or when looking to grow or perhaps to expand, once established”.

Sam continued, “The Wedding Industry is a very competitive market with the number of licensed wedding venues in Kent now over 230 (A Kentish Ceremony), and there is a new trend, being driven in part by Pinterest, for couples to get married in a registry office and then arrange for a celebrant to perform their less formal ceremony anywhere, at any time. In addition to this, the majority of UK couples find their venues via the internet (Hitched), so the need to keep websites, social media and brochures up to date and on trend is increasingly important; something that can be overlooked, especially during the busy summer season”.

The Wedding Owl is also offering her services to the Wedding Suppliers. Sam said “Many of the Wedding Suppliers are small independent sole business traders. They have set up some amazing, creative businesses with passion and dedication, but often lack the time to grow and develop their business. As someone who has worked with some of these remarkable suppliers over the last ten years, I am offering a service to work with them, so that their businesses don’t stand still and that their hard work actually translates into profit”.

Sam concluded that she was “confident that by Venue Owners and Wedding Suppliers working with me they can stay one-step ahead of the competition and meet the demands of an ever-changing marketplace”.

The Wedding Owl will also blog on ‘how-to topics’, aimed at venues and suppliers to the trade, that is available to anyone in the wedding business to read, on ways to continually improve their business.

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NOTES TO EDITOR

About Sam Lloyd

Originally from Chesterfield in Derbyshire, Sam Lloyd married a man of Kent in 1993. They married in the village church in Newington just outside Folkestone, where they now live.

Since moving to the County, over the last ten years, Sam has worked at award-winning wedding venues in senior management roles. She has managed the wedding process from the clients initial excitable enquiry to closing the sale, to upselling, through to delivering the event on the day. This has included organising food tastings, engagement shoots, wedding shows (both in-house and using external suppliers), invoicing and tactfully chasing couples for payment. In addition to this she has also brought catering in-house, opened an exclusive holiday cottage and a four-star hotel and won the converted best Visitor Attraction Award for the Livingstone Lodge Experience at Port Lympne Wild Animal Park. As a bit of a geek, she loves wedding statistics and understands they can help support and guide decision making. She is passionate about delivering exceptional customer service, enjoys trouble shooting and change management.

As the wise Wedding Owl, she genuinely cares about you and your contribution to the Kent Wedding Industry. She wants to help make Kent the best County in the Country for delivering weddings.



Photo of Sam Lloyd by sam@sammillen.co.uk

For future updates follow The Wedding Owl Blog <http://theweddingowl.com/blog>

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