



THE VENUE CONSULTANTS

A MINT JULEP PRODUCTIONS COMPANY

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My name is Sarah Worsley, the owner of The Venue Consultants. I have over a decade of experience as a wedding planner and venue consultant in the wedding and events Industry. I have a passion for bringing people together and creating unforgettable experiences and spaces.

Over my years of working in this industry, I have seen some wonderfully run spaces and some not so wonderfully run spaces. This inspired me to create a company that can help improve the inner workings of wedding venues to benefit all of the parties involved.

Our team is well versed in all things systems, financials, marketing, PR, design, and hospitality. We have taken our unique experiences and created a series of services designed to support fellow venue managers and owners. We can help you with everything from the paint color on your walls to the hiring and training your staff. We believe that the inner workings and systems are just as important as the instagammable ceremony spots. Let us help you refine your processes so that you can maximize your profits and sell with ease.



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WEDDING VENUE VIRTUAL CONFERENCE

We've created this special offering for those of you on this Virtual Conference. You can create the bundle that works best for you. These offerings are designed as a "toe dip" into working with us as consultants.

\$500 for one, \$750 for two, \$1100 for three, \$1500 for four, or bundle all 5 for \$2000.

Instagram Audit

Our Social Media presence is so important. Let our team of experts take a look at what you are putting out there. We will do an Instagram review and audit those images who may not be attracting your ideal client. Included is a 30 minute consult, mini content review, and a 30 day Instagram calendar with 3 posts per week for you to use with tips on how to increase engagement.

Offerings and Profitability Review

How much does each of your offerings make you? What are your profit margins? Can we trim any fat to increase how much money you put in your pocket. This in depth look will allow for a quarterly numbers review to get down to the brass tacks and find out ways to increase each offerings profit margin along with a plan for you to implement these changes

Sales Brochure Review

What are you handing clients as they visit your space? Is it giving all the necessary information to cut down on extra questions? Are your offerings clear? This is a full review of your sales materials. A 30 minute consult call to talk through your business, then we overhaul based on your desired client and service offerings. You will walk away with a fresh Brochure and link to share with potential clients.

Sales Goal Creation

Do you have sales goals in place to keep you on track to reach your yearly income goals? If not, this is the perfect opportunity to set them. After a 30 minute call, we will come up with your yearly sales goals. You will walk away with a quarterly sales calendar with a formula of what to sell to reach your goal.

Boundary Review and Implementation

Let's dive into boundaries together and really create some structure that you can get behind! We will review your current process and create boundaries and help you implement them to make your business stronger and more productive

OTHER OFFERINGS

Hospitality

Staffing Roles and Training

Sales Process and operations

Site Tour

Client Experience and execution

Best Practices

Food & Beverage

Menu Development

Presentation (serving ware, uniforms, staff knowledge)

Creative concepting

Bar Program

Liquor License Assistant

Public Relations Strategy

Vendor list curation

Fam Trips or Fam Parties

Submissions

Styled Shoots

Marketing

Social Media Presence + Culling

Pinterest

Financial Review

Creating sales goals

Budget creation

Quarterly review

Sales goal implementation

Profit Margin review

Systems Overview

Contract Review

Workflow

Pricing

Email Templates

Branding

Graphic Design + logo development

Brand Deck

Collateral Curation

Brand Voice

Design + Functionality

Interior Design + Revamp

New Construction assistance

Layout Creation

Email thevenueconsultant@gmail.com to discuss your needs

