

Bride's Guide Promotion Event

Date: February 11, 2010

Time: 1-4pm

Place: MC Event Room 387

What: Displays of:

- flowers
- wedding/engagement photographs
- wedding invitations
- wedding cakes

People at displays:

Student photographers and students from the floral shop to talk about their work and share ideas.

Music:

Live student jazz group performed for the first two hours.

Refreshments: two different kinds of sheet cakes from University Catering

I-Comm Agency:

We had members of Agency stationed at the refreshment table, entrance, going back and forth replenishing supplies, perusing the event itself maintaining displays and answering questions, taking photos, and downstairs in wedding gowns promoting the event and passing out Bride's Guides.

Outcome:

The first hour and a half of the event was the busiest and the room was pretty full. The rest of the time there was a steady stream of people coming and the room never emptied. We ended up having to cut pieces of cake in half because there were so many people. Next time we should order two more flats. Everyone who came to the event left with at least one copy of the Bride's Guide, often times more. People seemed very excited to be there and seemed to enjoy themselves and get some good ideas.

Things to Remember for Next Time:

Start at the beginning of the semester -know the location -know what's approved - get the cakes, the brides, the photographers, the flowers, food, catering, etc.

Table for the magazines in the event hall

Better directions to event- arrows, people, etc.

Students given credit for their work- a card by the Cakes, Photography, flowers.

Drinks at the refreshments table -more cakes

Brides in the event room and down stairs

Make the Jazz band open to approach- contact **Brother Miller** for the Jazz Combos

Location was GREAT-elegant and sophisticated!!! -maybe in the little theater in the MC/closer

Incorporate the articles in the fair -ex. registry article and have physical examples at the fair of registries -maybe have prizes

More BRIDES to switch through the day! -Brides to have Husbands with them or near (or men in tux.)

Estimate 200+ in the fair Estimated by the Brides and Brides maid 300+

Article in the Scroll the week before the event. -and one after!!!!

A pull out poster promoting/announcing the Bride's Guide on the news stands

Have people come and set up sooner

Make perfectly clear to the Media services, so know what to do -contact Media Services and have an adviser to contact them