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At Least 5 Things You Need to Know about Social Events

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What We Will Cover Today

- What you should know about the social market
- What questions should be asked
- How are they different from other clients
- How selling to social clients is different
- How selling to social planners is different too



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What makes an event a social event?

- After all isn't every event where people interact with each other "social"?
- The answer is No and Yes
 - No; what they interact about may not be social
 - Yes; "social" can mean many different things



Dictionary Definition of Social

- **Social**
 - of, pertaining to, connected with, or suited to polite or fashionable society: a social event.
 - a social gathering or party, esp. of or as given by an organized group: a church social
- **Social Event**
 - an event characteristic of persons forming groups



Our Definition of a Social Event

- A Celebration of a Personal Nature
 - Religious Rites of Passage
 - Bar/Bat Mitzvahs
 - Quinceañera
 - Birthdays
 - Milestones i.e. Sweet 16, 40, 50 etc
 - Commitments
 - Weddings
 - Wedding Anniversaries



What you should know about the social market

- Priorities are different
- Emotion is the decision maker
- Money does matter, but differently
- You only get one shot



What questions should be asked

- Start with Who, What, Where, When & Why
- Then dig deep
- Find out about them
 - what they like
 - what they hate
 - and why
- It is not what you ask but how you ask it



How are they different from other clients

- Emotion is the decision maker
- They need to be educated
- They need to feel safe
- They need an expert - YOU



How selling to social clients is different

- They need to like you
- They need to understand what you sell
- They need to feel you are an expert
- They need to feel they are special to you



Social Planners have different needs too

- They need to trust their contact
- They need to understand how vendors work
- The vendor needs to demonstrate how they will help them
- They need to understand how they can help vendor



Thank you!

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