

Association of Wedding Professionals  
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# Making the Most of Your AWP Membership

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# Your membership is like the gym...

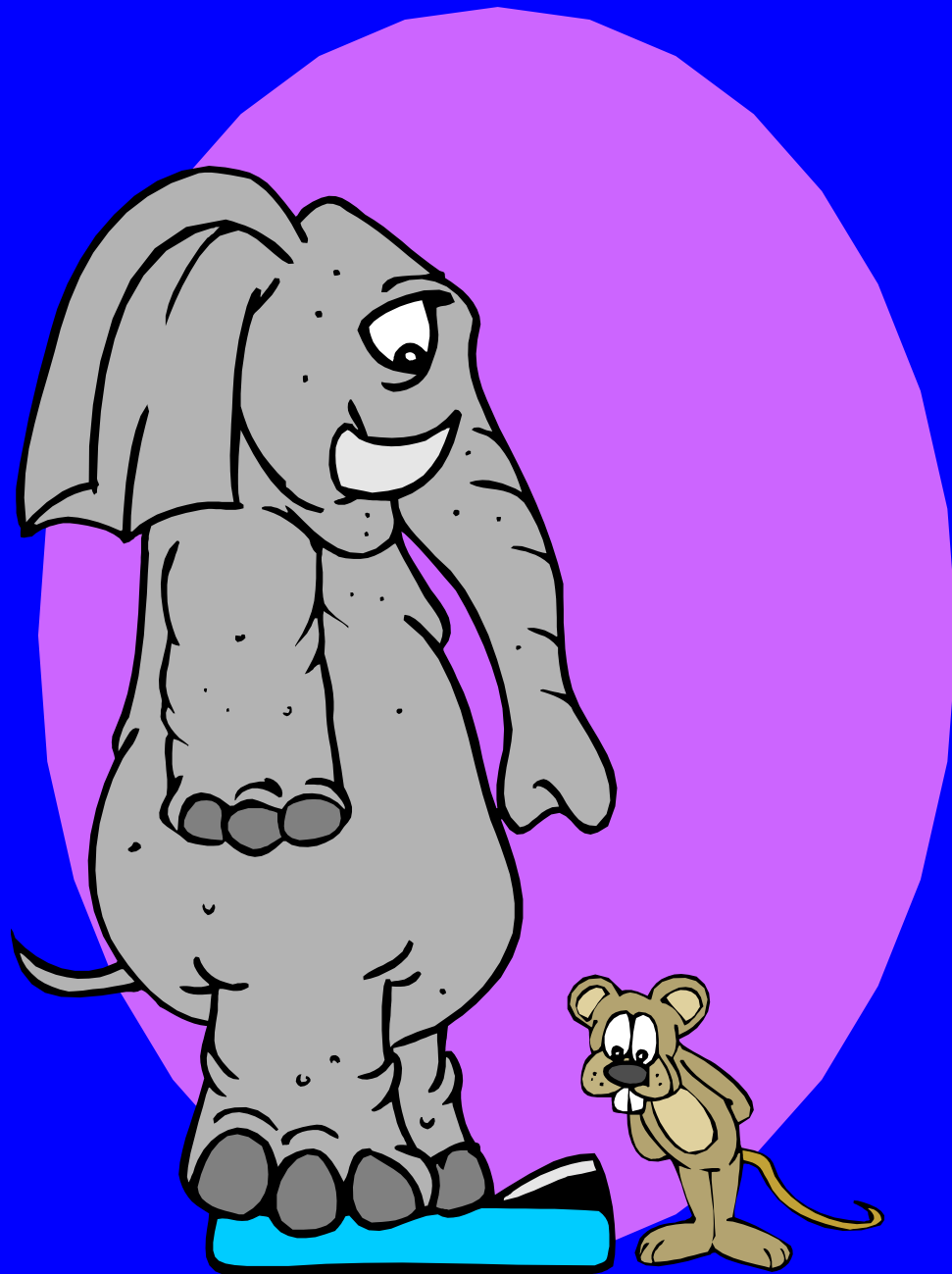


You have to go to the gym regularly.

You have to be prepared to exercise –  
work out clothes, towel, tennis shoes, etc.

You have to follow-up with healthy eating.

If not...



# AWP Benefits of Membership

- Monthly Networking Meetings
- Monthly Newsletter
- Annual “Evening with the Newlyweds”
- Listing on the AWP Website
- Listing in the AWP Member binder
- Listing in the AWP Brochure
- Use of the AWP logo

# Monthly Networking Meetings

- How to Network
  - Dress appropriately
    - Must have pockets
  - Attitude
    - Smile
    - Don't use those pockets as hand warmers
  - 30 second elevator speech
    - Be able to tell who you are, what you do

# Monthly Networking Meeting, conti

## – Plenty of business cards

- Use one of your pockets to hold your business cards, use the other for cards you receive
- Always have more in the car

## – Promotional Items

- This can be put on the information table, or handed to others as you network
- At every meeting, sit or talk with a new member

# Monthly Networking Meeting

- Come prepared with an informational tidbit
  - A question, a tip, a recent find
  - It's easier to start a conversation when you are prepared
- Show up at the meetings
- Ask questions at the meetings
- Thank members for their business publicly

# Monthly Newsletter

- Sent on the 7<sup>th</sup> of the month
- Members are encouraged to submit articles and content
  - Members submitting approved articles will receive \$15 OFF the next AWP meeting
  - Your name, company, and website will be attached to the article – with the help of web spiders you get free publicity
  - Submissions are due by the 1<sup>st</sup> of the month

# Evening with the Newlyweds

- Annual September meeting
- A panel of recently married couples discuss industry related issues
- The purpose is to see how we (wedding vendors) are doing in the marketplace
- This is our largest and most informative meeting

# AWP Website

- Each member has their own page
  - Keep the information on this page updated
  - Add a picture or logo
- Newsletters are archived here
- Members are encouraged to submit articles for the website
  - The articles can be geared towards other wedding professionals or brides and grooms
  - Members submitting approved articles will receive \$15 OFF the next AWP meeting

# Membership Binder

- Each member receives a one-page profile
  - Your information from your AWP webpage is used
- Binders are distributed to the membership to keep as a ready resource for referrals
  - Please see the Membership Chair or VP if you do not have a binder
- The back page of each profile is blank – this is perfect for taking NOTES when you meet with that member

# AWP Brochure

- Updated Annually
- Each member is listed
- Available FREE to members
- Distributed at local bridal shows
- Can be given to your clients as a resource

# AWP Logo



- Add to your website, marketing material, or business cards
- Available in a variety of formats
- Email the VP ([vice@weddingprofessionals.org](mailto:vice@weddingprofessionals.org)) if you need the logo

# Other things you could do...

- Add AWP's website to you email signature
  - This lets your clients know about your membership as well as other wedding professionals
- Invite other Wedding Professionals to the monthly meetings
  - This helps increase the membership
  - Allows more networking opportunities

# Other Things you could do, conti

- Volunteer for a board position
  - Secretary is still OPEN
- Always call AWP members FIRST to do business with
- Focus on the POSITIVE!

- You must take advantage of all AWP membership benefits to help you and your company be more successful!

