



The First Stop for Millions of Brides Planning The Event of Their Lifetime

“I know that you worked hard to convince me to come on board with Wedding-Location.com and that I was a bit of a hard sell, but I am very glad that you persevered. Our wedding business has increased and we are getting many inquiries through your website.”

*Molly McIntosh*  
Director of Sales & Marketing  
Bluff House Beach Hotel, Bahamas



SHERATON KEAUNOHOU BAY RESORT & SPA



~ Dedicated to increasing your wedding and honeymoon revenue since 1986 ~



## Our Promise

Sophisticated hoteliers and wedding venues in the most desirable destinations seek out Beverly Clark Enterprises for solutions to increase revenue by attracting on site weddings, receptions and honeymoon business.

Our time-tested expertise in connecting brides with locations combined with certified training programs deliver pre-qualified leads, high conversion and maximum revenue for our clients.



“We have worked with the Beverly Clark team for almost five years and have been very happy with the results. The service provided is second to none. Their presentation is very professional and their leads of high quality.”

**Garret Corcoran, General Manager  
Troutbeck Resort, New York**

“We have been using WeddingLocation.com to reach brides on the Internet for over four years. It allows us to easily show them our unique property through pictures and has been extremely effective for us.”

**Alan Osbourne, Director of Sales  
The Dearborn Inn, Dearborn, Michigan**

“We are pleased with the number of great wedding leads that we have received from WeddingLocation.com. Marketing with you has been a tremendous benefit for promoting and increasing our wedding business.”

**Emma Bird, Wedding Coordinator  
Greenbriar Inn, Colorado**

“The weddings we get from WeddingLocation.com are fantastic for us. We’ve been on your site for years and it just keeps getting better.”

**RJ Escobar, VP of Sales & Marketing  
Hilton Santa Cruz/Scotts Valley, Scotts Valley, CA**

“WeddingLocation.com has been fantastic for our property. In less than a month we’ve booked two weddings and have five more possible events from the leads generated by having our Club on WeddingLocation.com.”

**Emily Santana, Sales and Marketing Director  
Swan Point Yacht & Country Club, Maryland**

## Site Features

### PROPERTY SHOWCASE PAGES

**KEY ACTIONS**

**Request Information** which forwards inquiries to you in REAL TIME. Response is databased in your accessible Performance Report.

**Wedding Packages** and **Honeymoon Packages** are also key elements of your micro-site as they are heavily searched keywords on leading search engines including Google, Yahoo and MSN.

### SAMPLE PERFORMANCE REPORT

Accessible via password 24/7

Property:	Excellence Riviera Cancun
Range:	01.01.2007 - 04.01.2007
Appeared in Search.....	115,185
Rotated on HOME Pages.....	1,273
Viewed on Sites.....	2,033
Linked to Site.....	461
Real Time Leads.....	183

### SAMPLE OF REAL TIME LEAD

Databased Information

Create Date	04.03.2007
First Name	Carolina
Last Name	Smith
Address 1	123 Lover's Lane
City	Santa Barbara
State	CA
Zip Code	93105
Phone	805-898-1234
Email	Carolina@MSN.net
Visit Start Date	April 20, 2008
Visit End Date	April 30, 2008
Guest Count	50
Best Contact Time	PM
Wedding Date	April 21, 2008
Notes:	Interested in brunches, spa and golf for bridal party

### THE NUMBERS

- \$25.4 million in wedding business generated from WL.com in 2007\*
- 2.3 weddings forecasted for 2008
- Weddings generate more than \$120 billion
- 27% of couples pay for their own wedding
- Average wedding cost is \$26,327
- 68% of budget spent on ceremony/reception

\*Based on 2% Real Time Lead Conversion Rate and \$25K avg event expenditure  
Sources: Beverly Clark Wedding Survey, Fairchild Info Back

# Beverly Clark's Hospitality Training Program



## BEVERLY CLARK'S HOSPITALITY TRAINING *Program*

A unique training and certification program created by wedding and lifestyle expert Beverly Clark and our team of seasoned industry professionals, specifically designed for social catering professionals to better understand today's brides, generate more weddings and increase per event revenue.

Inquire with your Regional Manager  
or preview course outline at

**[www.beverlyclarktraining.com/demo](http://www.beverlyclarktraining.com/demo)**

[info@BeverlyClarkTraining.com](mailto:info@BeverlyClarkTraining.com)

BEVERLY CLARK  
CERTIFIED WEDDING  
PROFESSIONAL  
ON STAFF

"There was a lot of really good information and detail in the Beverly Clark Hospitality Training and Certification Program. I felt it took me to the next level beyond previous wedding training I had taken. And the final exam was very helpful in making me understand how all that information could be put to use in my work. I highly recommend it.

*Hillary Byrne, Senior Event Manager Catering Sales, CWP  
Palm Desert, CA*



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