

Wedding PLANNER MAGAZINE

MASTER BRIDAL CONSULTANT™ SUBMISSION GUIDELINES

Description: Master Bridal Consultant™ (MBC™) profiles are featured in every issue of Wedding Planner Magazine and includes information and photos designed to give insight into the person and the professional behind the MBC™.

Eligibility: Persons profiled must be a MBC™ in good standing with the Association of Bridal Consultants.

Photography: Please include a professional headshot and 3-5 hi-res photos of events you have planned/coordinated.

Deadline: November 14, 2011

Questionnaire (Completed as you would like to see it in print—although some editing will likely occur due to space and other issues.):

Name/credentials:

Business name:

Description of business and services offered:

Business address:

Phone:

Website/blog:

Email:

Social Media you are involved in (i.e. Twitter, LinkedIn, Facebook, etc.):

Number of Employees (both full- and part-time):

Without sharing financials, what is the breakdown of your company's revenue? (For example, 65% consulting, 15% day-of coordination, 10% rentals, 10% invitations.):

Did you predict an increase in business this year and why or why not?

Business goals:

List marital status and if you have children and their ages:

Educational background (degree(s), school, location):

Why, when, how did you start your business?

Why did you become a MBC™ and how long did the process take you?

What year did you receive your MBC™ designation?

How long have you been an ABC member and why do you belong to the ABC?

List other associations you belong to both locally and nationally:

Who are your mentors and why?

What do you see as the big influencers in the wedding industry?

Where do you seek inspiration? List other sources/industries that inspire you?

What is your marketing strategy?

How do you refresh yourself/your company each year?

How do you continue your education, outside of the ABC?

Describe your ideal client:

What books are you reading right now?

Do you have a favorite movie/TV show/book that inspires you?

What do you do in your free time?

Have you been published? List where:

Have you been featured on a television show? If so, which and when?

What advice do you have for other planners?

How do you give back to your industry and community?

Return completed form to: editor@weddingplannermag.com.
Send photography to: nancy@weddingplannermag.com.