

Wedding Marketing - How to Grow Your Wedding Business and Wedding Industry Associations

Networking is a huge key to success in any industry but especially in the wedding industry where referrals and alliances formed can help keep business booming when a recession looms overhead. Are you a wedding photographer, floral designer, wedding reception site, ceremony site, DJ, wedding videographer, wedding cake designer, bridal salon, bridal consultant, or wedding caterer? If so, read on because if you're not already part of an industry association, you may want to think about joining.

There are quite a few wedding industry associations. Many are national associations with regional branch offices. They typically hold monthly meetings and mixers where members can network and get to know one another. Business ideas are shared as to what is working and what is not working in terms of booking weddings. The associations that will be covered include: the Association of Bridal Consultants (ABC), Wedding & Portrait Photographers International (WPPI), Wedding Photojournalist Association (WPJA), Association for Wedding Professionals International (AWPI), National Association of Catering Executives (NACE), International Special Events Society (ISES), and the American Institute of Floral Designers (AIFD). [Networking for Wedding Vendors](#)

The Association of Bridal Consultants is a great resource for bridal consultants. A few benefits of joining the ABC include their comprehensive Professional Development Program, job placement service, business name search, advertising to brides on a national level, referrals, seminars, and local meetings.

The Wedding & Portrait Photographers International (WPPI) is a great marketing and networking association for wedding photographers. Some reasons for joining them include: attendance at WPPI's Annual Convention & Trade Show, WPPI's Referral Network can bring your wedding photograph business added photography assignments through their referral site, group buying rates and services.

The Wedding Photojournalist Association (WPJA) represents the best wedding photographers from around the world. The WPJA sponsors seminars, conventions, and workshops geared towards wedding photojournalism. The WPJA also provides a listing of its members for brides to search from.

The Association for Wedding Professionals International (AWPI) strives to strengthen the wedding industry through networking, marketing and promotions. Your wedding business will be listed in their online and print directory. You will receive a monthly lead list of brides that have requested a directory or assistance, can participate in their networking mixers, and referrals through their wedding hotline.

The National Association of Catering Executives (NACE) provides the catering business with industry specific education, networking with other professionals, seminars, conferences, and awards programs, internationally recognized professional certification, and a listing in their directory.

The International Special Events Society (ISES) provides its members with professional development and education, a listing in their directory, networking parties, local meetings, and subscription to their Special Events Magazine. This association is great for event planners but has members in all sectors of the wedding industry.

The American Institute of Floral Designers (AIFD) is a great association for wedding floral designers. It is a great resource for brides to find a wedding floral designer in their local area. Members have access to floral designs, floral shows, and accreditation programs.

About the Author

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