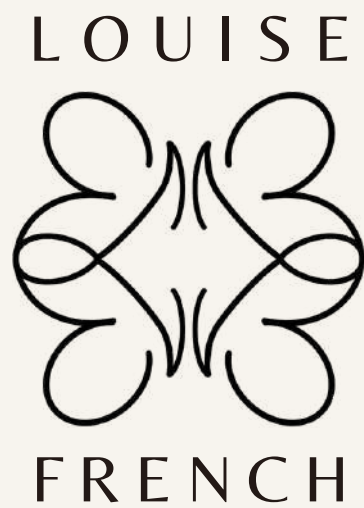
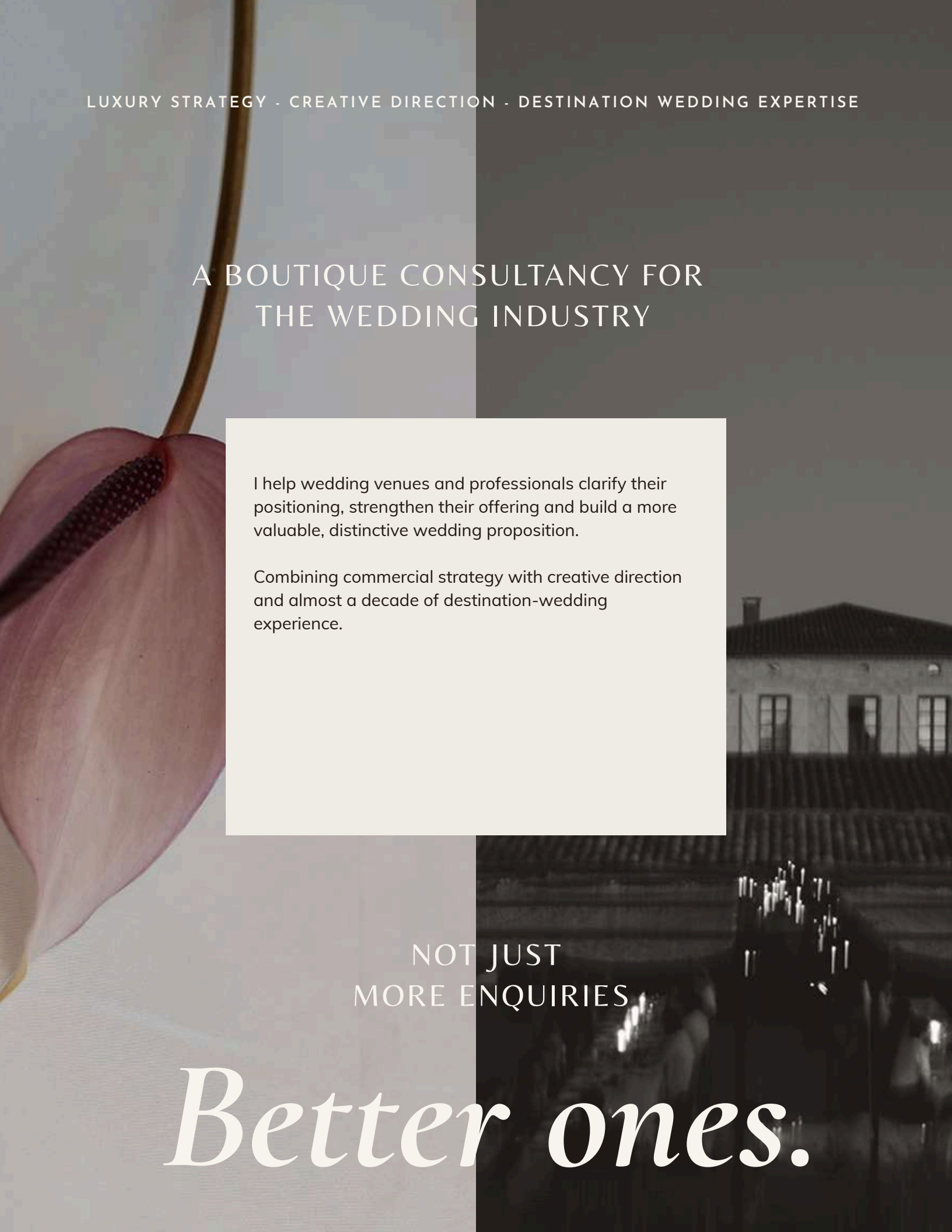




WEDDING INDUSTRY CONSULTANCY

STRATEGY & CREATIVE DIRECTION FOR THE WEDDING INDUSTRY



LUXURY STRATEGY - CREATIVE DIRECTION - DESTINATION WEDDING EXPERTISE

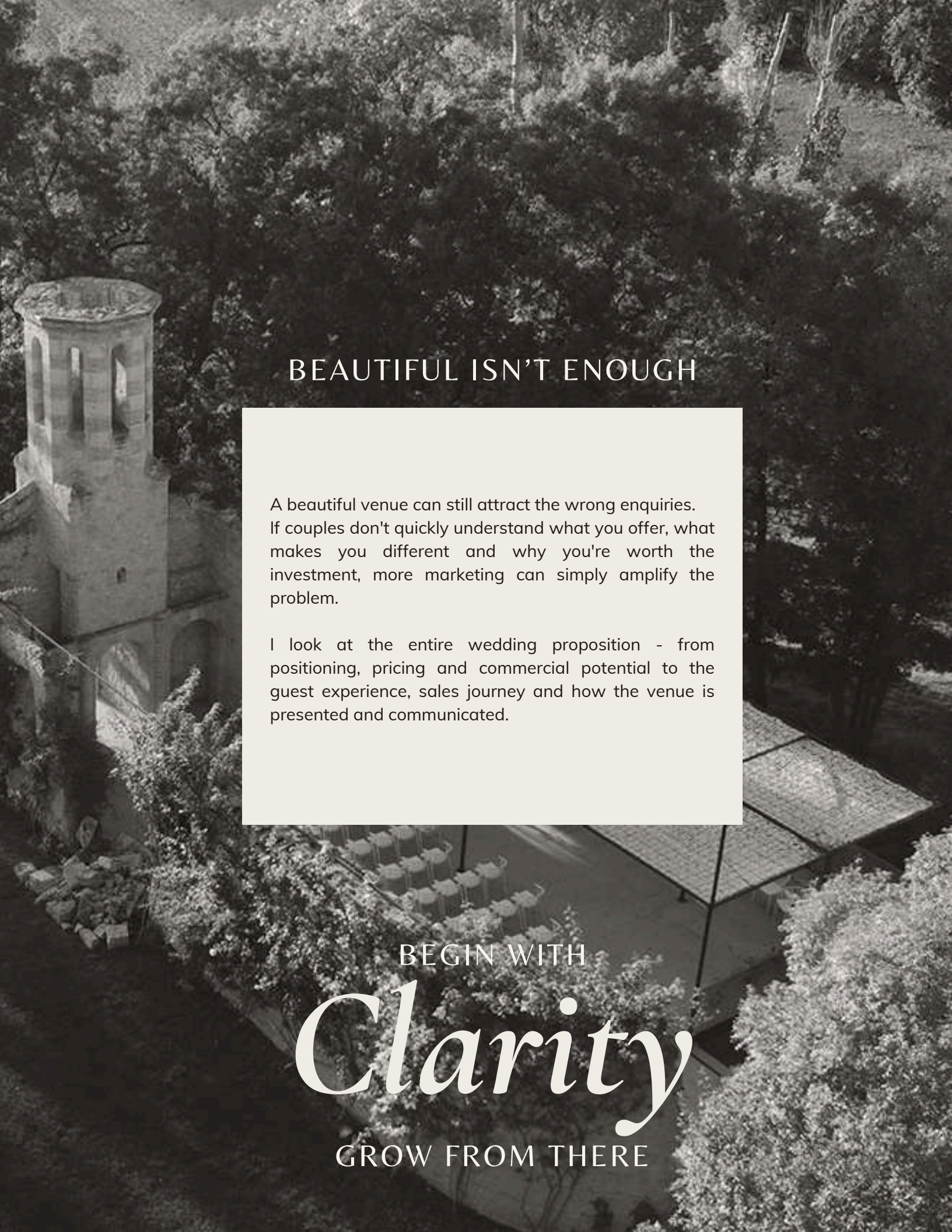
A BOUTIQUE CONSULTANCY FOR THE WEDDING INDUSTRY

I help wedding venues and professionals clarify their positioning, strengthen their offering and build a more valuable, distinctive wedding proposition.

Combining commercial strategy with creative direction and almost a decade of destination-wedding experience.

NOT JUST
MORE ENQUIRIES

Better ones.

An aerial, black and white photograph of a stone church tower with a circular top, surrounded by dense trees. The tower is on the left side of the frame. A white rectangular box is overlaid on the right side of the image, containing text.

BEAUTIFUL ISN'T ENOUGH

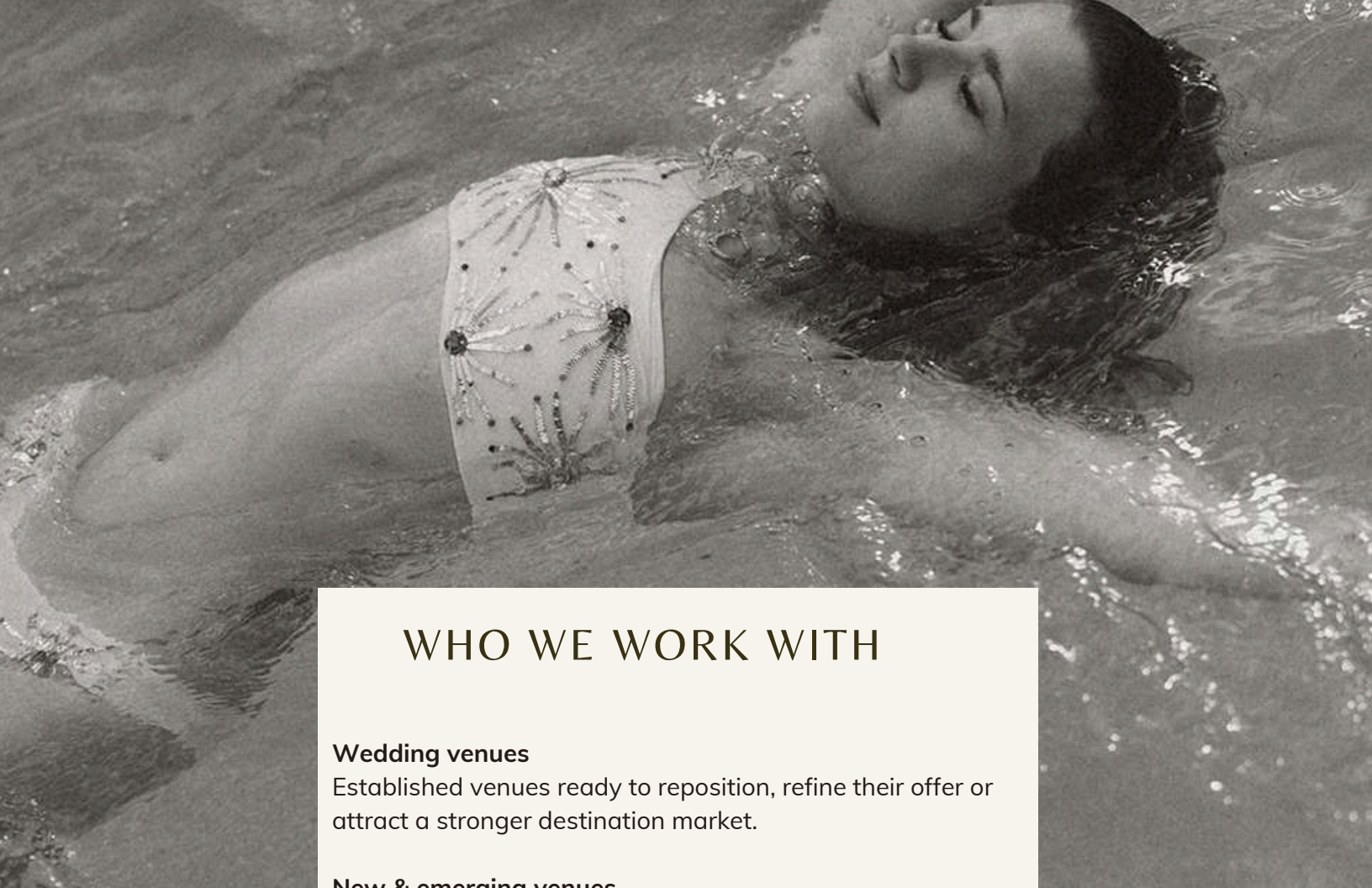
A beautiful venue can still attract the wrong enquiries. If couples don't quickly understand what you offer, what makes you different and why you're worth the investment, more marketing can simply amplify the problem.

I look at the entire wedding proposition - from positioning, pricing and commercial potential to the guest experience, sales journey and how the venue is presented and communicated.

BEGIN WITH

Clarity

GROW FROM THERE



WHO WE WORK WITH

Wedding venues

Established venues ready to reposition, refine their offer or attract a stronger destination market.

New & emerging venues

Estates, private properties and boutique hotels developing a wedding proposition from the ground up.

Wedding professionals

Planners, photographers, filmmakers, florists and designers ready to reposition or move into a higher-value market.



EVERY PROJECT IS GUIDED BY THREE PILLARS



Strategy & Positioning

Understanding your market, ideal clients, pricing, offer and customer journey. Identifying what truly sets you apart.

Creative Direction

Defining a clear visual and narrative direction so your venue, brand or service feels distinctive, cohesive and desirable.

Project Direction

Bringing the strategy to life through the right creative partners - from copywriting and branding to websites, brochures, imagery and content.



PACKAGE 1. ____
CLARITY REPORT

Understand what isn't working
and where the opportunities are

€1,500

DIAGNOSE BEFORE YOU INVEST

For venues and wedding professionals who know something isn't quite connecting, but need an expert outside perspective before deciding what to change.

Includes:

- One hour strategy consultation
- Review of website, brochure, positioning, and pricing
- Identification of blind spots and missed opportunities
- Priority recommendations
- 6-page personalised Clarity Report
- Follow-up call to walk through findings and next steps

Ready to go further?

If you choose to move into the Transformation package following your Clarity Report, the €1,500 Clarity fee will be credited towards the Transformation package.

PACKAGE 2. ____
STRATEGY

Build the right wedding proposition - offer, positioning, pricing, experience, sales journey and communication.

From **€4,000 + travel & expenses**

A deep strategic review of your wedding business - from the offer itself to how it is positioned, sold and experienced.

Includes:

- On-site immersion & experience mapping
- Ideal client & commercial objectives
- Offer, service flow & wedding infrastructure
- Market positioning & pricing strategy
- Sales journey & enquiry conversion
- Website & brochure structure
- Messaging & tone of voice
- Visual & brand direction
- Prioritised strategic roadmap
- Access to trusted creative partners

PACKAGE 3. ____
IMPLEMENTATION

Bring that strategy to life across the brand, website, brochure and content.

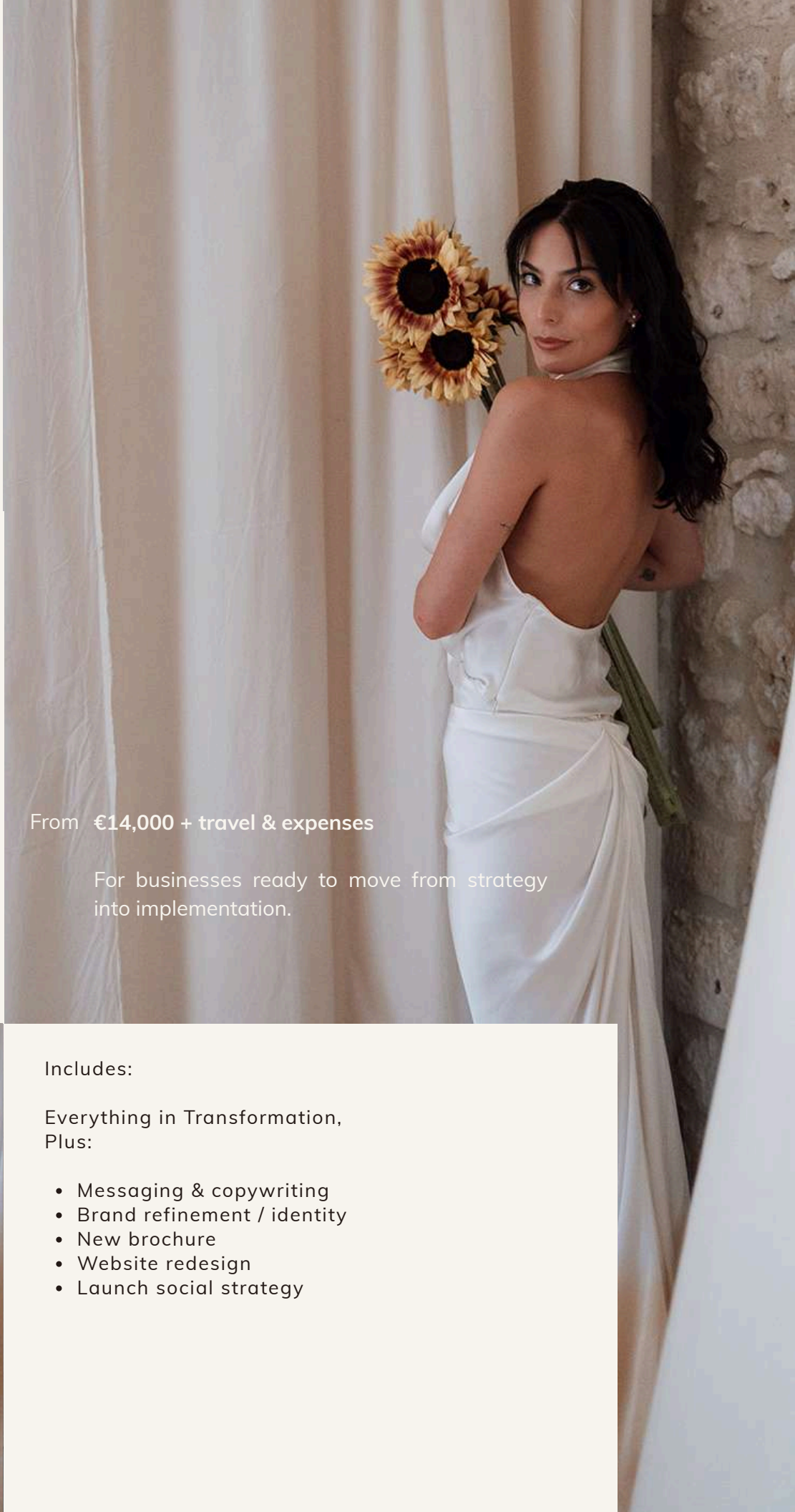
From **€14,000 + travel & expenses**

For businesses ready to move from strategy into implementation.

Includes:

Everything in Transformation,
Plus:

- Messaging & copywriting
- Brand refinement / identity
- New brochure
- Website redesign
- Launch social strategy





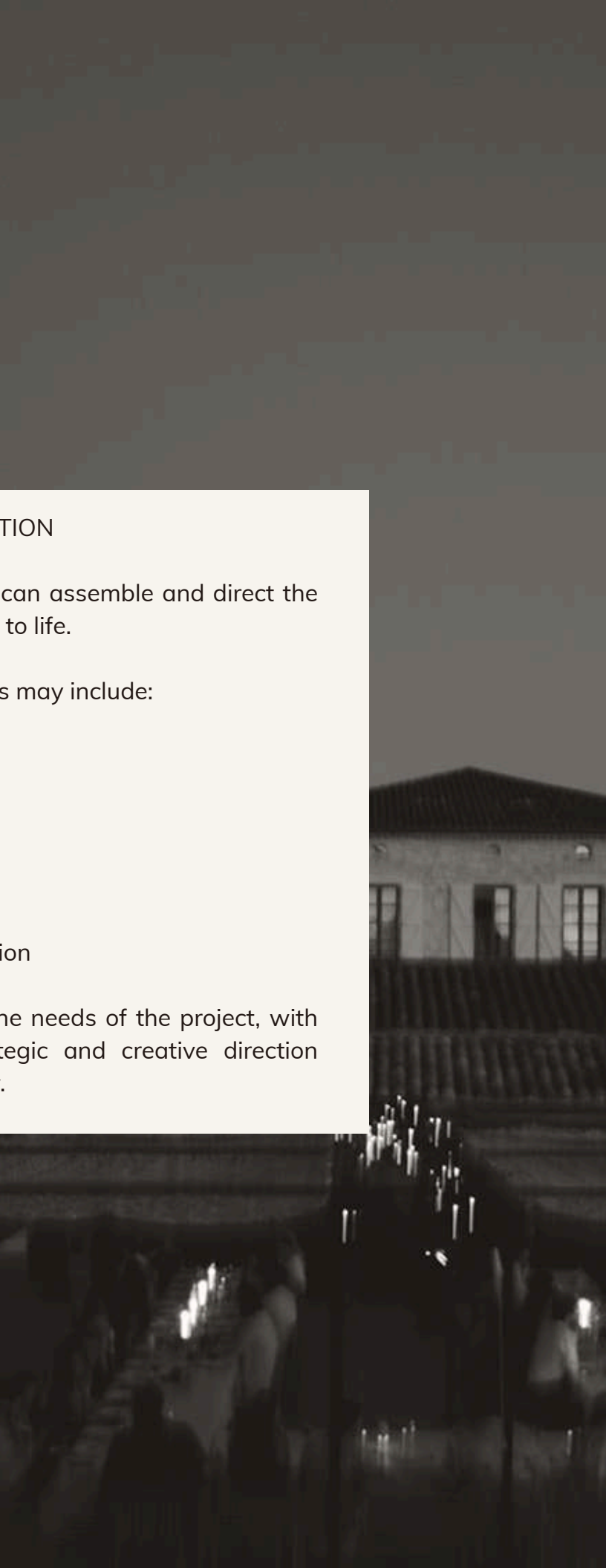
FROM STRATEGY TO EXECUTION

Once the direction is clear, I can assemble and direct the right creative team to bring it to life.

Depending on the project, this may include:

- Copywriting & messaging
- Brand identity
- Website design
- Brochure design
- Social strategy
- Photography & film
- Creative campaign production

Every team is built around the needs of the project, with Louise overseeing the strategic and creative direction from brief through to delivery.



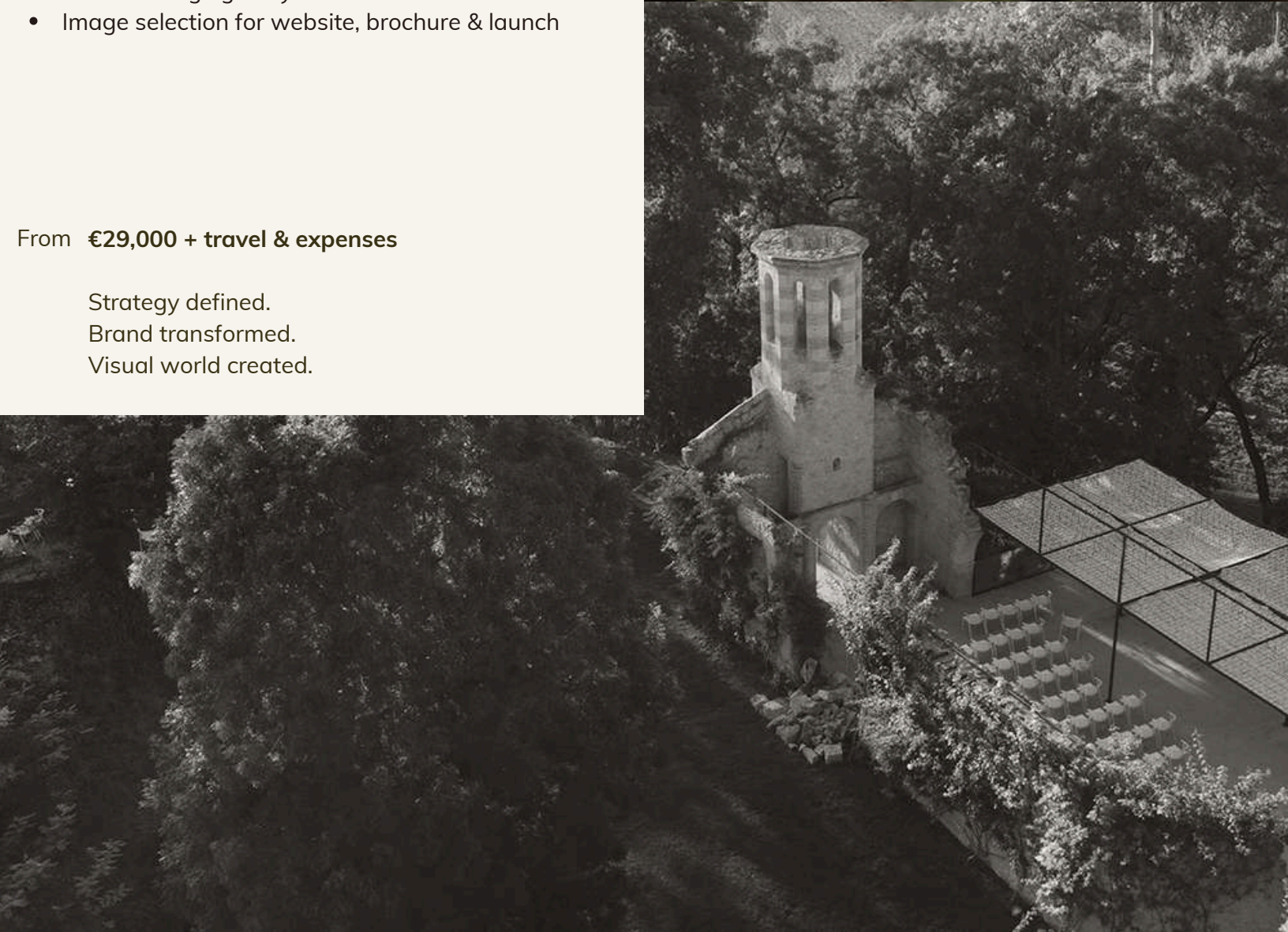
PACKAGE 4 ____
TOTAL REINVENTION
with styled photoshoot

Includes everything in IMPLEMENTATION
plus a bespoke creative campaign and styled photoshoot
including:

- Creative concept development & storytelling
- Moodboarding & art direction
- Model casting & supplier curation
- Full shoot production & on-site direction
- Curated image gallery & short-form video content
- Image selection for website, brochure & launch

From **€29,000 + travel & expenses**

Strategy defined.
Brand transformed.
Visual world created.





MEET LOUISE FRENCH

I've spent almost a decade on the other side

After a career in trend forecasting and styling, I entered the wedding industry in 2016 when I founded French Bague-ette, my creative wedding planning and design studio. Since then, I have planned and produced nearly 100 luxury destination weddings in France.

That experience has given me a rare perspective on what makes a wedding venue work - not only aesthetically, but commercially and operationally. I understand what couples are looking for, what helps them confidently choose one venue over another, and how the experience of a property translates into its positioning, pricing and sales journey.

From 2020 to 2025, I was Wedding Director at Château Engalin, playing a key role in its evolution from a little-known property into one of France's most recognisable destination wedding venues.

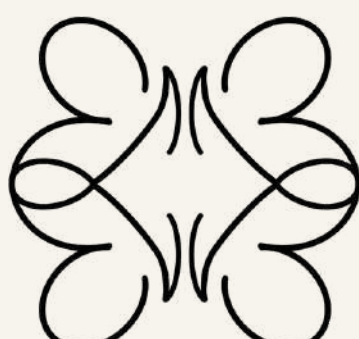
Today, I combine that first-hand wedding-industry experience with commercial strategy and creative direction to help venues and wedding professionals strengthen their offering, clarify their positioning and attract the right clients.

When a project moves into implementation, I bring together trusted specialists in copywriting, branding, web design, photography and content - ensuring the strategy remains consistent across every touchpoint.



Whether you're launching, repositioning or simply know your current offer isn't communicating its full value, the right strategy starts with understanding where you are now.



LOUISE

FRENCH

WEDDING INDUSTRY CONSULTANCY

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[@louise_french_consultancy](https://www.instagram.com/louise_french_consultancy)