

LOUISE FRENCH



WEDDING INDUSTRY CONSULTANCY

VENUE DEVELOPMENT · COMMERCIAL STRATEGY · CREATIVE DIRECTION



- DESTINATION WEDDING EXPERTISE -

A BOUTIQUE CONSULTANCY FOR THE WEDDING INDUSTRY

WHAT I DO

I help wedding venues and professionals recognise opportunities, strengthen their offering and realise their commercial potential.

Combining commercial strategy, creative direction and almost a decade of hands-on destination wedding experience, I bring a fresh perspective to how wedding businesses operate, position themselves and attract their ideal clients.

NOT JUST
MORE ENQUIRIES.

Better ones.



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.

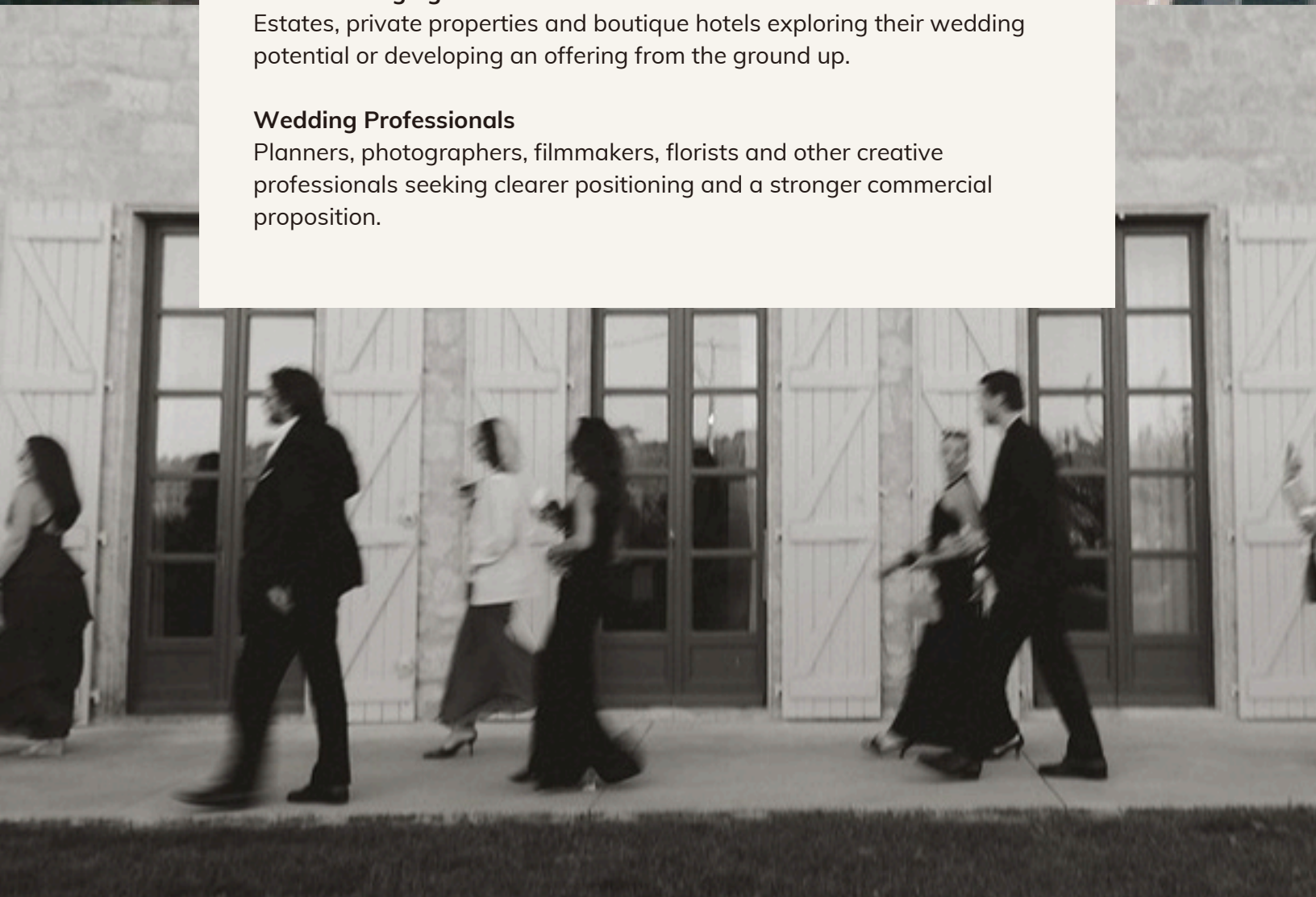


WHO WE WORK WITH

Established Wedding Venues
Properties looking to refine their wedding experience, improve their commercial offering or strengthen their market position.

New & Emerging Venues
Estates, private properties and boutique hotels exploring their wedding potential or developing an offering from the ground up.

Wedding Professionals
Planners, photographers, filmmakers, florists and other creative professionals seeking clearer positioning and a stronger commercial proposition.



EVERY PROJECT IS GUIDED BY THREE PILLARS



THE APPROACH

Venue Development
Exploring how a property's spaces can be used, identifying overlooked opportunities and recommending practical improvements to its wedding experience and infrastructure.

Commercial Strategy
Understanding the market, ideal clients, offering, pricing and customer journey to create a more distinctive and commercially effective proposition.

Creative Direction
Developing a cohesive visual and narrative direction, and guiding trusted specialists across branding, websites, brochures, photography and content.

SERVICE 01

CLARITY REPORT

€1,500 HT

An expert outside perspective on your wedding business.

A focused, remote assessment of how your business is positioned, presented and sold, identifying missed opportunities and practical improvements.

Includes

- One-hour strategy consultation
- Review of website, brochure and communications
- Assessment of positioning and pricing presentation
- Review of enquiry and customer journey
- Identification of missed opportunities
- Personalised report with prioritised recommendations
- Follow-up consultation

The Outcome

Clear, actionable recommendations you can implement independently or with further creative support.



SERVICE 02

VENUE POTENTIAL & STRATEGY

From €2,500 HT

+ travel time & expenses

Discover what's possible. Make more of what you already have.

An on-site assessment for new and established wedding venues, exploring how a property can fulfil its creative, experiential and commercial potential.

Includes

- Pre-visit consultation and review
- Full-day property assessment
- Ceremony, reception and dining space opportunities
- Guest flow, operational and infrastructure considerations
- Wet-weather options and underused spaces
- Wedding offering, positioning and commercial opportunities
- Personalised report with prioritised recommendations
- Follow-up consultation

The Outcome

A clear vision of your property's wedding potential and a practical roadmap for its development.



SERVICE 03

CREATIVE DIRECTION & IMPLEMENTATION

BESPOKE QUOTATION

Bringing the strategy to life

For businesses ready to act on their recommendations, I provide creative direction and access to a trusted network of specialists.

From developing the creative brief to guiding the finished result, I remain involved to ensure every element reflects the wider strategy.

Projects may include

- Brand identity and positioning
- Website design and development
- Copywriting and messaging
- Wedding brochures and pricing guides
- Social media strategy and management
- Photography, film and creative campaigns

My Role

Strategic and creative direction, specialist selection, creative briefing and oversight of agreed milestones.





MEET LOUISE FRENCH

I've spent almost a decade on the other side

After a career in trend forecasting and styling, I founded French Bague-ette, my wedding planning and design studio, in 2016.

Since then, I've planned and produced nearly 100 destination weddings in France, gaining first-hand insight into what makes a wedding venue work - creatively, operationally and commercially.

From 2020 to 2025, I was Wedding Director at Château Engalin, contributing to its evolution from a little-known property into a recognised destination wedding venue.

Today, I combine that experience with commercial strategy and creative direction to help venues and wedding professionals develop stronger offerings and attract the right clients.

For implementation projects, I work with trusted specialists, remaining involved in the strategic and creative direction.



LET'S EXPLORE WHAT'S POSSIBLE

Whether you're developing a venue, refining an established offering or rethinking your brand, I'd love to hear about your project.



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