

## Jaclyn Watson Events Speaking Topics :

### **Topic 1: What about me and my needs. A guided reflection on self-care and life as an entrepreneur.**

Being in the wedding industry can and is one of the most rewarding careers we could ever want. But it can also be a very lonely place, where burnout is high, emotions run ramped, and self-care is forgotten about all together. Join me in guided reflection on self-care and life as an entrepreneur.

- Learn five tips that will give you more time to do the things you love.
- Have a candid conversation about how much time you give to yourself vs. your client.
- Learn three easy stress tips to use daily to help you communicate better with your client.
- Debunk the industry myth that you can't share anything with colleagues.

### **Topic 2: Branding Vs. Marketing, a unique view from a planners perspective .**

Did you know that branding is not just about logos, links, social media, and SEO? It is about so much more, and in this fast-paced 45-minute workshop, you will learn the differences between finding your brand identity, understanding your brand, and sharing it with the world. But before you can find your brand and share it, you have to understand the differences between branding and marketing and the need for constant upkeep. Mixing up marketing and branding happens more than you think. Let's debunk the misconceptions, and let's dive into the world of positive branding and marketing and get you noticed!

- Learning what your brand is saying to the potential client.
- How to create a brand that evolves and up-levels you.
- Understanding who your true identity is and sharing it.
- Learning what the common misconceptions are and how to get around the roadblocks.

### **Topic 3: How to capture and create an intimate wedding experience for your client.**

The goal of any wedding creative is to create a wonderful and as perfect as can be event. Admit it; we're all perfectionists in this market. But how do you capture the couple's story and make the wedding an experience that guests walk away from, sharing with all their friends? How do you create a lasting bond of trust and teamwork with the client that allows you to capture things about them that no one else knew?

- How to build and create a custom questionnaire to gather all the right information.
- How to talk with your clients and create a trusting bond beyond the wedding day.
- How to fully immerse guests into an interactive experience that they remember forever.

### **Topic 4: Breaking boundaries and what needs to happen from the start.**

Most of us enter into the wedding business because we love creative freedom and are total people pleasers. We work endless hours just to hear the words, "this is more than I could have ever imagined!" it's the ultimate high for us. But, what is the cost of this career to us? Clients call you at all hours and send rapid-fire emails, and you are still working 12-hour days and sliding down the burnout path each season. Join me in an active conversation on how to create successful boundaries that make you and the client feel good from the very start.

- How to create boundaries from the first initial conversation.
- How to schedule and maintain a client experience with the boundaries you create.
- How to allow yourself time and not be overwhelmed by the endless emails and calls.
- Learning the keywords that help set boundaries and maintain them.