



Stunning
AND
Brilliant
EVENTS

REFRESH

UPDATE YOUR BRAND
Sara McCall



@stunningandbrilliantevents
@saraemccall

www.stunningandbrilliantevents.com



CONTENT

It's too easy to get caught up in the pressures and urgent demands of running your wedding business. You can get disconnected from the passion and purpose that once motivated you.

How do you **REFRESH** your inspiration and your brand?

QUALITY
CONTROL &
CONSISTENCY

CREDIBILITY & CLIENT
EXPERIENCE

APPEARANCE,
MARKETING MATERIALS
& SOCIAL MEDIA



@stunningandbrilliantevents



www.stunningandbrilliantevents.com





APPEARANCE, MARKETING MATERIAL & SOCIAL MEDIA

- A signature of Stunning & Brilliant Events look is our uniform.
- At events we wear our S&B dress, comfortable flats, an S&B bag and our radios.
- In the warmer months your legs must be shaved, and moisturized.
- In the cold months our uniform is the same but will include an S&B jacket or blazer and thick opaque black tights.
- Hair and makeup done, nails polished
- We take pride in our presentation and uniformity.



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

www.stunningandbrilliantevents.com



APPEARANCE, MARKETING MATERIAL & SOCIAL MEDIA

- BROCHURE
- CARDS
- RACK CARDS
- SWAG
- WELCOME BOX
- CAR



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



QUALITY CONTROL & CONSISTENCY

- On the phone:
 - No kids
 - No dogs barking
 - Don't sound distracted
- Follow up & send email immediately:
1st one to them is normally the 1st one to WIN
- When visiting a vendor or venue: Take swag or desserts! Never go empty handed
- What does your marketing material look like??
- ONLY professional photos | Headshots
- Keep it Clean & Simple



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



QUALITY CONTROL & CONSISTENCY

- Email Signature: Both phone & email
- Mix Book: To show clients at consults
- Use Canva: For design
- Later App: Social Media
- Air Inc App | Drop Items Each Week In
- Flo Desk | Once a Month

Sara McCall
Myrtle Beach, South Carolina | 704.308.6779
stunningandbrilliantevents.com | sbeventsblog.com

Office Hours
T-F: 9am-4pm | Sat & Sun: Events | Mon: Closed

Listen to our Podcast:
[This Takes The Cake](#)

Upcoming Event
Bridal Expo - January 25, 2025

Lemon or Lime Bar Service
lemonorlimebar.com | 843.944.3011

SB Room Blocks
[Get Free Hotel Group Discounts](#)



@stunningandbrilliantevents

www.stunningandbrilliantevents.com

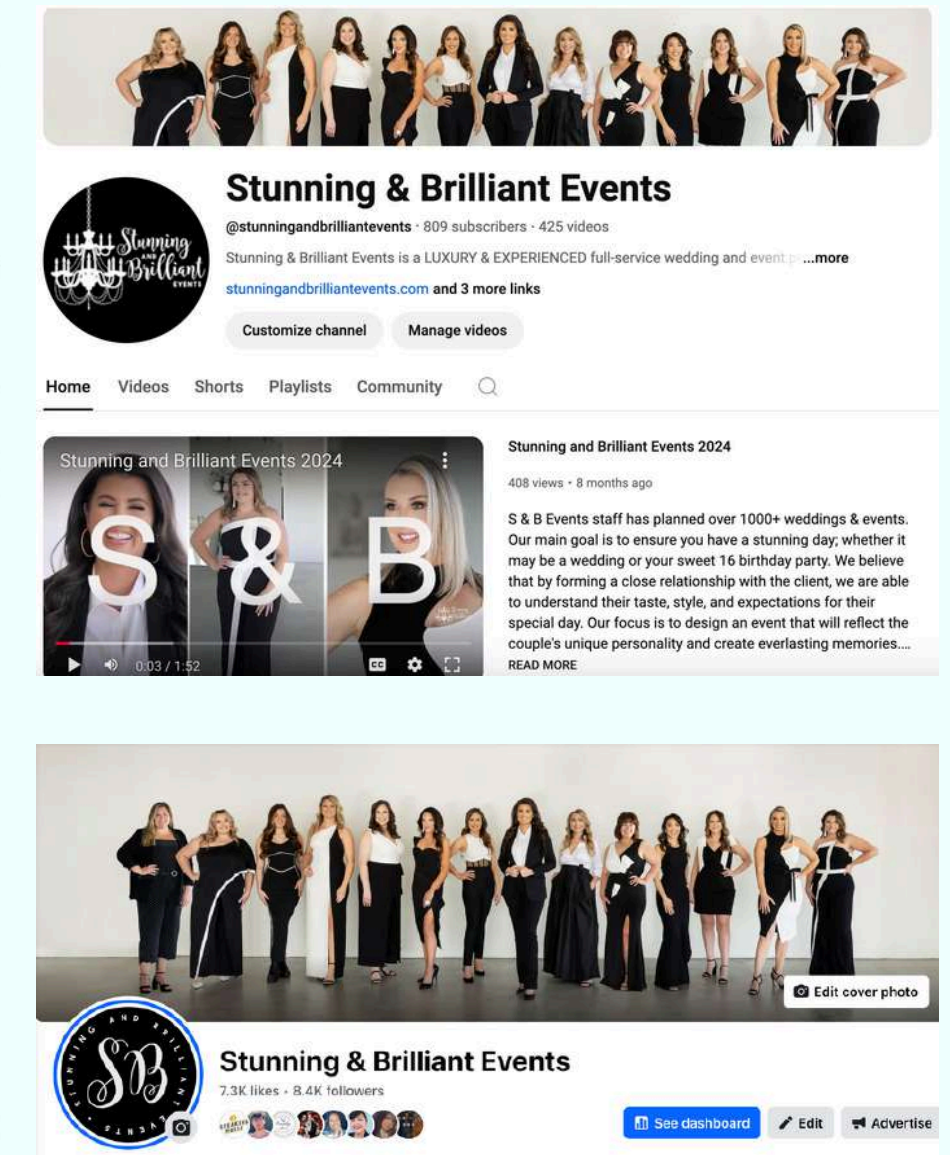
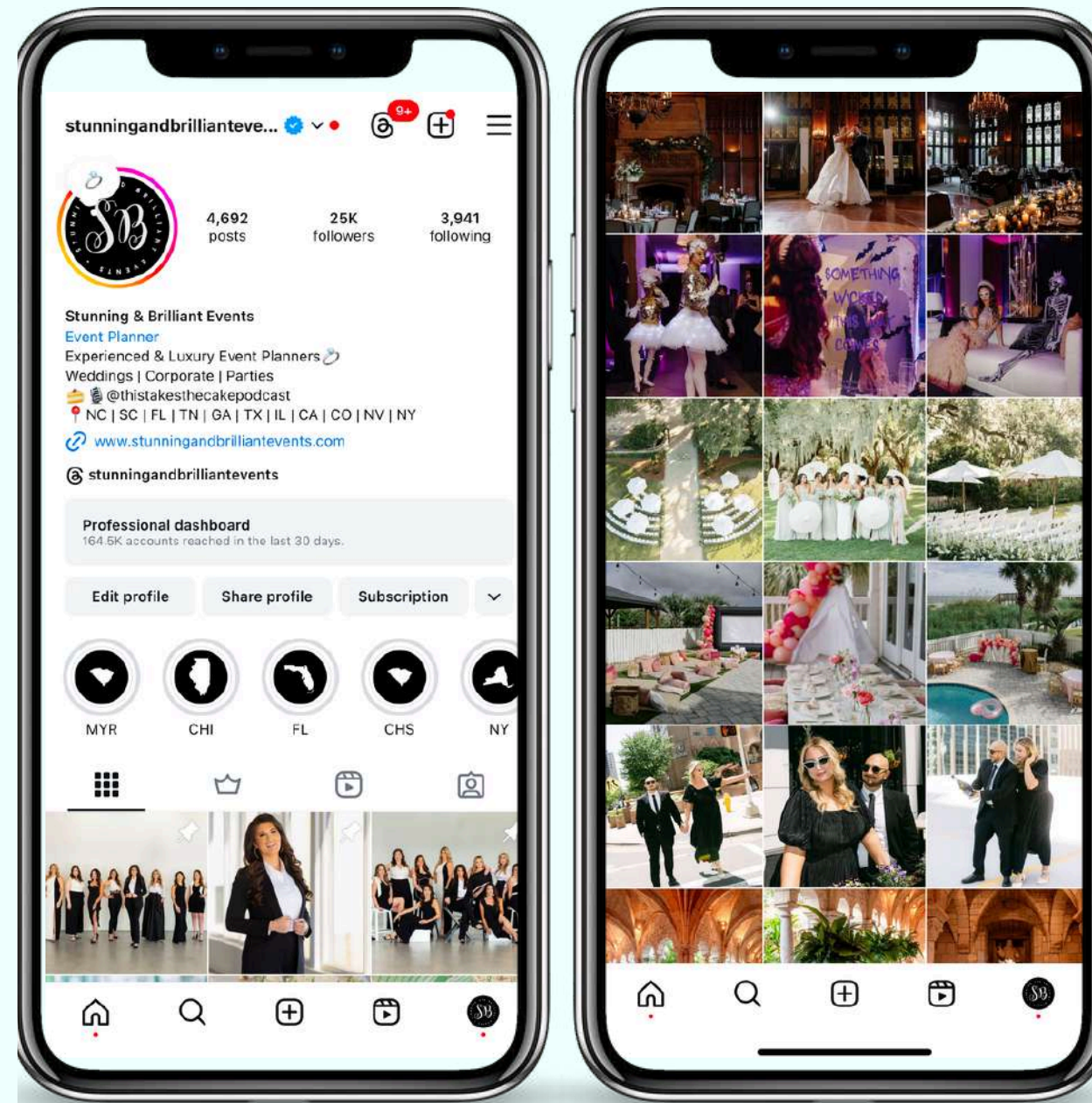


QUALITY CONTROL & CONSISTENCY

SOCIAL MEDIA

- Behind the scenes at events
- Video will get you more exposure than a photo
- Tag all vendors | Reply to all comments
- 3 across to keep event aesthetic
- Each day has assigned city
- Update highlights
- Same look across all platforms

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



www.stunningandbrilliantevents.com



QUALITY CONTROL & CONSISTENCY

REELS | VIDEOS

Use later to post 1 video in 4 places:
Instagram, TikTok, Facebook, &
Youtube

Collaborate with other vendors for
more visibility & reach

What works for us

- Videos with text
- Behind the scenes - not the perfectly orchestrated moments
- Seeing us in action



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

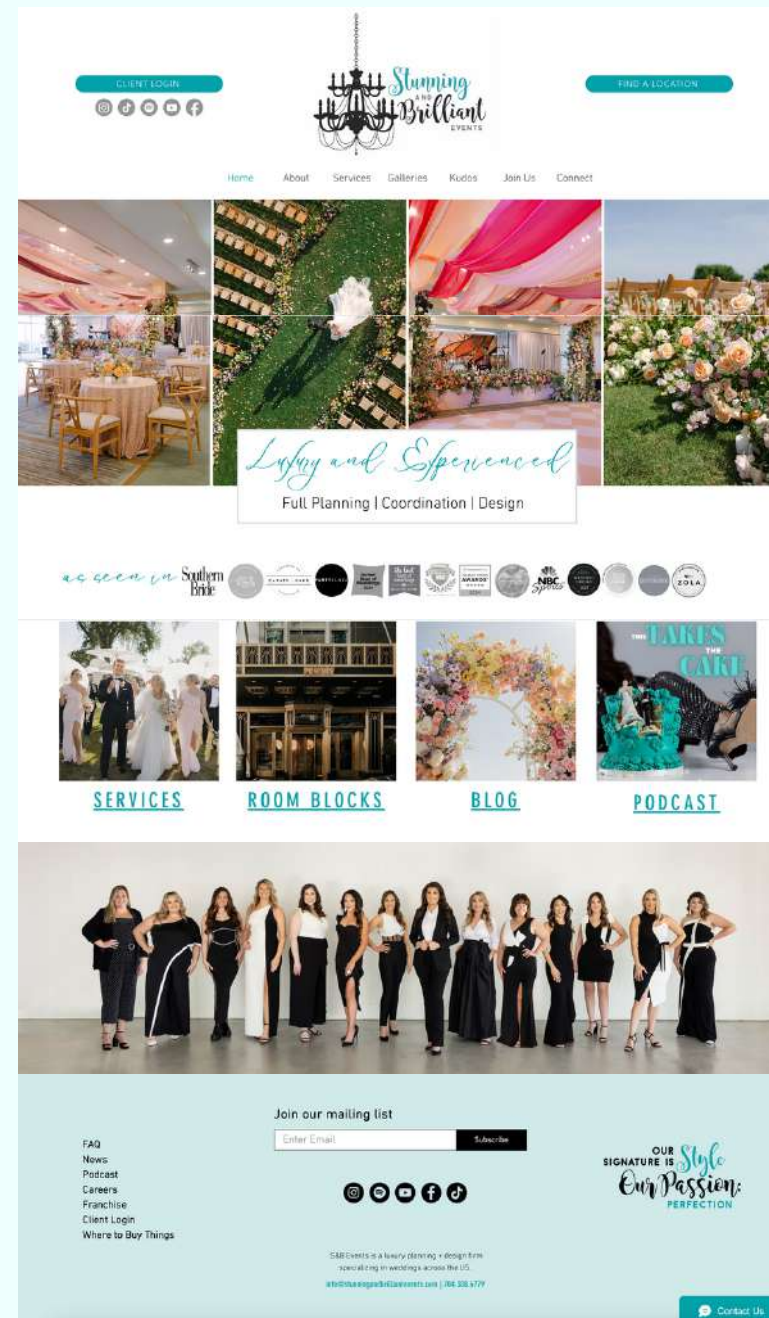
www.stunningandbrilliantevents.com



WITHIN THE LAST YEAR WE HAVE....

- Filmed a new promo video with out locations
- Refreshed our Brochures & Rack Card - these get updated every year
- Website
 - We do two major updates a year to keep photos and content fresh
- Redesigned Welcome Boxes

@stunningandbrilliantevents



www.stunningandbrilliantevents.com



CREDIBILITY & CLIENT EXPERIENCE

CONSULTATION

- Its all about the experience
- TV with their name on the wall personalize / custom
- Waters with koozies
- All the details you need to talk about etc.
- Attire? What are you wearing? You are selling you & the service



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

www.stunningandbrilliantevents.com



CREDIBILITY & CLIENT EXPERIENCE

LOGOS & DETAILS

- All **timelines** and **layouts** must have logo and contact info
- All logos must be **high resolution**
- **Anything** that is going to be printed or posted must be **approved by Sara** prior to doing so
- All designs must have a **clean modern look**
- **No** altering logos in any way (color, design, ect) outside of the normal, white, black and teal.
- Trademark your logo & name



OUR SIGNATURE IS *Style*
Our Passion:
PERFECTION



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

www.stunningandbrilliantevents.com



CREDIBILITY & CLIENT EXPERIENCE

REVIEWS

Wait at least 2 weeks before asking client for a review!



Taylor Remster

5 reviews • 14 photos

★★★★★ 5 days ago

NEW

We hired Stunning and Brilliant Events to plan our wedding, which was this past Saturday, December 7. Sara and her team were absolutely amazing. No detail was overlooked, every question that I had along the way was answered promptly, I was so relaxed and didn't stress or have to worry about a thing. Our wedding was everything I could've dreamed of and so much more. It truly was a fairytale. Thank you so much for everything!

Make sure you hire this fabulous team for your next event or wedding!



Thank you for choosing S & B Events to plan your big day! We hope it was everything you imagined & even more! We would love to have just **10 minutes** of your time.



YOU WILL RECEIVE A \$20 AMAZON GIFT CARD

Please give us **3 reviews {5 stars please}** Here are some suggestions for your review to help better our business & staff as we continue to plan Stunning & Brilliant Events:)

- If you could change one thing about your day (if any) & how it went what would it be?
- How would you rate all your vendors? Any complaints?
- How were your S & B Staff ? 1.Knock your socks off 2. Awesome 3. Okay

1. Review us on Google
click on & write a review

2. Review us on theknot.com
click on & write a review

3. Review us on WeddingWire.com
click on & write a review

LET US KNOW WHAT EMAIL ADDRESS TO SEND THE GIFT CARD TO!



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



CREDIBILITY & CLIENT EXPERIENCE

- Questionnaire
- Check Ins
- Reviews
- Always early never late
- Always have business cards on you
- Website | Contact Info



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

www.stunningandbrilliantevents.com



SET YOURSELF APART



- Get a GIF
- Use dry erase boards
- Chalkboards at rehearsal
- Bridal Party Agendas
- Timeline / Layout
- Emergency Kit
- Radios

Taylor & Warren
TIMELINE 12.7.24
 GUEST COUNT | 300

WEDDING LOCATION
 Sunnyside Plantation
 3741 Business US-17
 Murrells Inlet, SC 29576

THE NIGHT BEFORE | 12.6.24
 3:45PM @Sunnyside Plantation
 3741 Highway 17 Business, Murrells Inlet, SC 29576
 Please be prompt

5PM Rehearsal Dinner @ Inlet Sports Lodge
 4600 US-17 Business, Murrells Inlet, SC 29576

CEREMONY | 4:00PM
 Sunnyside Plantation
 3741 Business US-17
 Murrells Inlet, SC 29576

RECEPTION | 5:30PM
 Sunnyside Plantation
 3741 Business US-17
 Murrells Inlet, SC 29576

PLANNER | FULL PLA
 Stunning and Brilliant Events
 Sara McCall
 CELL : 704.308.6779
 info@stunningandbrilliantevents.com

OVERVIEW

- 2:00 CEREMONY SETUP DONE
- 3:00 RECEPTION SETUP DONE
- 3:30 GUESTS ARRIVE
- 4:00 CEREMONY
- 4:30-5:30 COCKTAIL HOUR
- 5:30 RECEPTION STARTS
 - Introduce Bridal Party
 - First dance
 - Father/Daughter
 - Mother/Son

DISCLAIMER: | WE ARE H

Sarah & Andrew
 Saturday | 6.17.23
 Reception 6:30-10:30PM
 Pegasus Lawn



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



FAVORITE QUOTES

“CREATE A **LIFE** YOU CAN’T WAIT TO
WAKE UP TO”

“**YOU** ARE THE MOST VALUABLE
INVESTMENT YOU WILL EVER
MAKE”

“**PURPOSE** FUELS **PASSION**”

“**SUCCESSFUL** PEOPLE **NEVER** CARE
ABOUT WHAT OTHERS ARE **DOING**”

“I AM **CREATING** THE LIFE OF MY
DREAMS”

“**GREAT THINGS** NEVER CAME FROM
COMFORT ZONES”

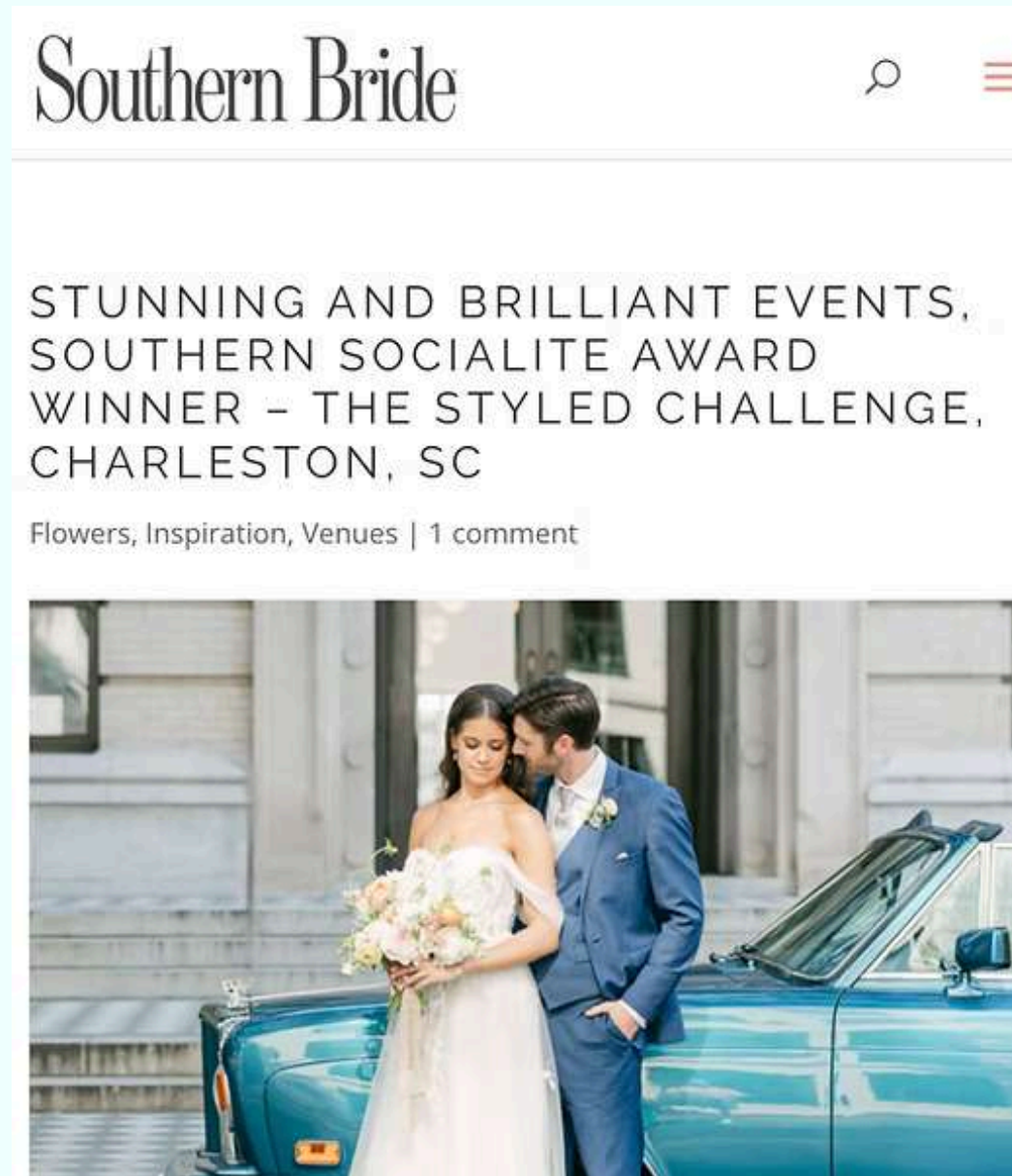
“IF IT DOESN’T **CHALLENGE** YOU, IT
WON’T **CHANGE** YOU”

“THE WAY YOU SPEAK TO YOURSELF
MATTERS”



OTHER AVENUES OF EXPOSURE

- Submission of your weddings
- TV / News Station | Always look for things to keep your name out there
- Bridal Show



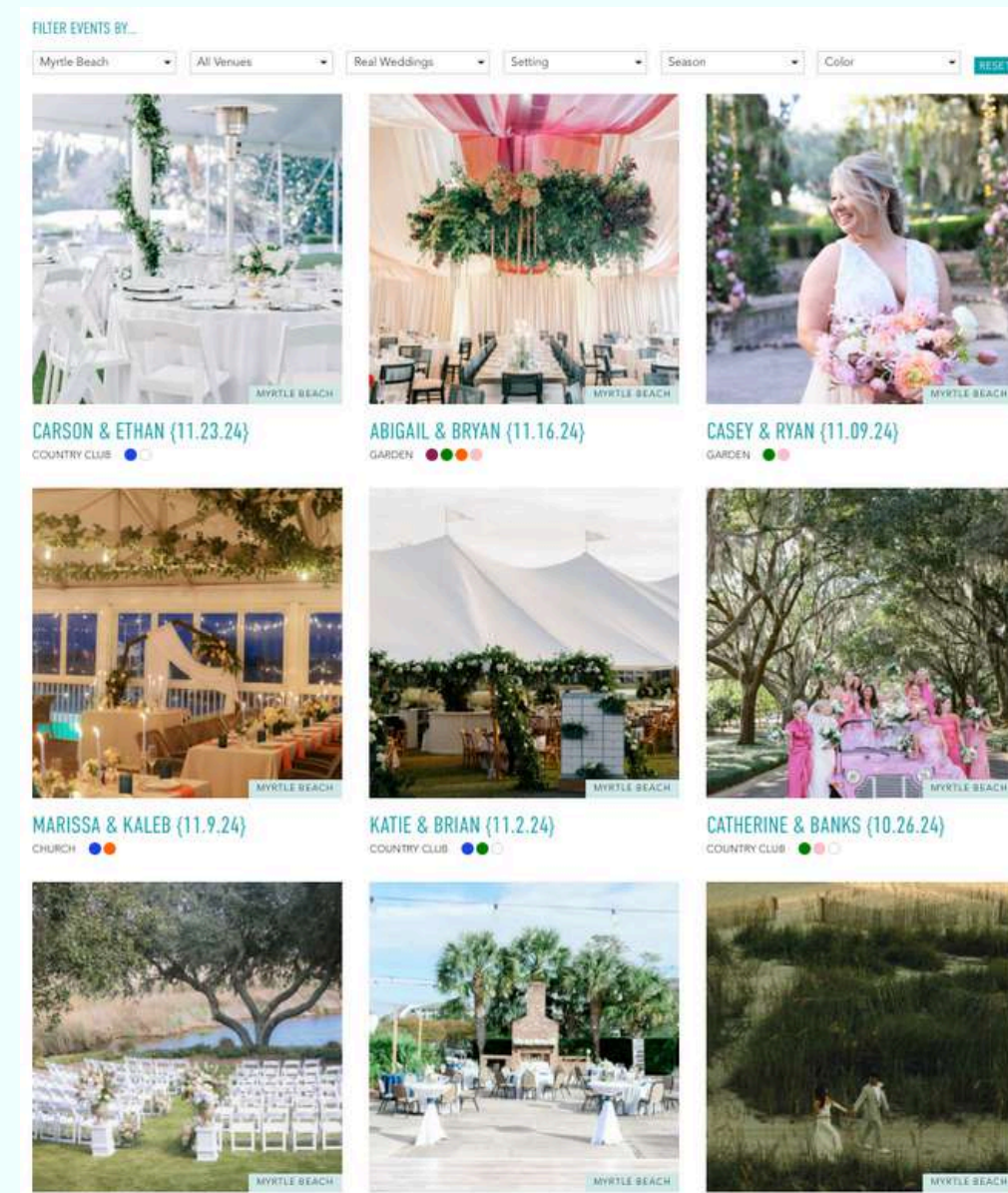
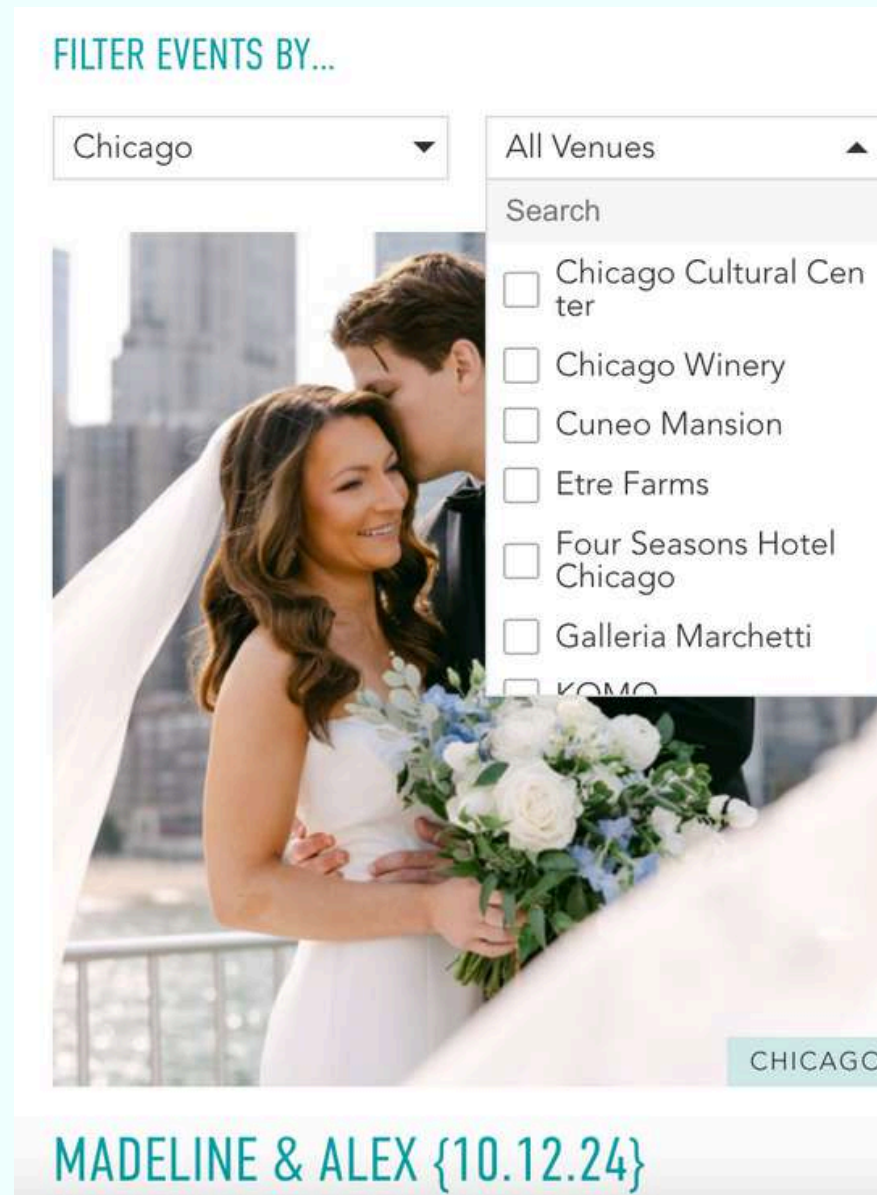
[@stunningandbrilliantevents](https://www.instagram.com/stunningandbrilliantevents)

www.stunningandbrilliantevents.com



OTHER AVENUES OF EXPOSURE

- BLOG
- Filter by
 - Location
 - Venue
 - Event Type
 - Setting
 - Season
 - Color



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



FUN THINGS FOR YOU



Check out our website!



Presentation & Swag

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

www.stunningandbrilliantevents.com



@stunningandbrilliantevents

www.stunningandbrilliantevents.com



QUESTIONS?

FUN GIVEAWAYS

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

www.stunningandbrilliantevents.com



CONNECT

704.308.6779

info@stunningandbrilliantevents.com

www.stunningandbrilliantevents.com

@saraemccall

@stunningandbrilliantevents