



Événements Partage d'Amour
Love Share Events

**MEMBER'S
PACKAGE**

A LETTER FROM THE FOUNDER

Welcome,

You are witness to the birth of a very significant project. The creation of a collaborative group of event industry professionals. A first that I am aware of here, in Montreal.

My vision back in November 2012, was to build a network of vendors who are like minded, and who would invest the time to co-promote with the intention of building strong alliances.

This group is about building working relationships. When you think about it, we have already started really, by connecting with other vendors who are hired by the client we are working for. Or when we meet at conferences or networking events with the promise to "keep in touch". Well, I thought, it would be great to create a forum where we could meet on a more regular basis, share experiences, share advice and join together to work on a project altogether.

I have received referrals from, former brides, peers and vendors. These referrals actually signed with me, because the person referring them to me "sold my services" because they know me, have worked with me or have interacted with me on a regular basis. Coming in at a close second, are the clients who have visited my website or my business Facebook page.

Does this sound like a concept you could work with? If so, I have enclosed a few documents and forms which will give you an idea of the scope of this collaborative project. It also includes the overview regarding the proposed "contest" for a deserving couple to win a wedding for 100 guests.

We meet on a monthly basis, and more frequently when we are working on projects together. I look forward to hear your thoughts, please review the documents, and if you want to join, fill out the application form.

Sincerely,

A handwritten signature in black ink that reads "Natalka H. Lee". The signature is written in a cursive, flowing style.

Natalka Lee, WPICC, DWC, GWIC
Natalka Celebrations Event Management & Design
Founder, Love Share Events

FREQUENTLY ASKED QUESTIONS

Q Who is Love Share Events?

A We are a collaborative group of event industry professionals who came together to promote and support one another. Our common theme is “to pay it forward”

Q What type of organization/company is Love Share Events?

A We are registered as a Non-Profit company

Q What’s in it for me?

A Genuine endorsements, by respected peers in our industry.

Q What will this cost me?

A There is an annual membership fee, “slush fund” we each have to contribute to for promotional tools such as our website, business cards, promotional materials, fees for translator and lawyer, etc., the fee is \$50.00

Q What is the commitment?

A Regular monthly meetings. As certain events draw closer an extra meetings may be added. In order to be included as a sponsor in all promotions, certain criteria must be met A facebook page and a Web page which have links to all our websites. In order to make this work we have to commit to the following:

- Join each other’s FB pages, follow each other on Twitter, and get ourselves on each other’s mailing lists re: blogs etc.
- Make it a habit to “share” FB postings. This will bring more traffic to the page. We must reciprocate or this is not going to work.
- If we have promotions, announcements etc. we should find a way to post this on the common website with a button that says “current promotions” so that couples can have a look.
- Accept the commitment of collaborating and promoting team members.
- And finally, fill in the application form at the end of these documents.

Q Who should be a part of this?

A Members who believe in collaboration with one another, and who believe in paying it forward.

Q Do I have to be at every meeting?

A The expectation is to make it to every meeting, either in person or via google hangout If you do not RSVP to the meeting invitation, we will assume you will be present.

Q Why do we have to have more than one vendor per category?

A Because we want to give our clients a fair shopping experience. Besides, there is enough business for everyone! The more members we have the more experiences we learn from. This is a collaborative group. Do you have a recommendation? Let's look at the following wish list:

- Venues
- Fine Jewellery
- Bridal Gowns
- Officiants
- Make-up Artists
- Hairdressers
- Caterers
- Event Staffing
- Bartenders
- Furniture/décor rental
- Entertainment
- Disc Jockeys
- Musicians
- Limo / Transportation
- Tent Rentals
- Florists
- Bakers
- Spas

Q What's in it for us?

A Lots of traffic to your site, and during the prep for important events, free publicity! It has been proven!

"if your followers really like one of your posts (as indicated by likes, shares and comments), then Facebook will bump it back up to the top of the News Feed so that more of your fans are sure to see it" by Kathy DalPra, Thursday September 12, 2013

Q How?

A Free ads, TV announcements and radio announcements, the subcommittee in charge, will arrange for all publicity to be sent out such as Press Releases and we will solicit free advertising.

MISSION STATEMENT

Sharing our knowledge of the industry, inspiring and guiding our clients in creating their vision.

CODE OF ETHICS

Treat all of our customers fairly and honestly, we practice transparency

We deliver what we promise, integrity.

We will make every effort to return calls and emails within a 48 hour period

We do not steal clients or try to discredit other vendors and businesses by gossiping or slanderous behaviour.

Wedding planners will not accept any kickback fees from vendors, if a discount is offered we will give it to our clients.

Each team member is also my client, I will treat them with the same respect.

Cooperate with Love Share Events activities and efforts to promote all team members and improve the professionalism of the bridal business.

We will try our best to be on time for every meeting, if any circumstances arise, a 30 min notice should be sent to any member of the group.

Use Love Share Events' name and logo only as authorized.

To work with professionalism and sincerity within the community and with our peers; ultimately working together to put our clients first.

ALWAYS HAVE MATERIALS HANDY!

We are your sales team! And we need your promotional material.

The package should consist of any or all of the following:

- Business cards
- Brochures
- Promotions i.e.: discount coupons, etc.
- Promotional productions (remember you are wowing everyone)
- Anything else you believe is pertinent to your business and how you want to be marketed.

MEMBER APPLICATION

Full Name _____

Company Name _____

Phone Number _____

Email Address _____

Website _____

Category

<input type="checkbox"/> Accessories	<input type="checkbox"/> Accommodation	<input type="checkbox"/> Attire
<input type="checkbox"/> Beauty	<input type="checkbox"/> Caterer	<input type="checkbox"/> Counsellor
<input type="checkbox"/> Décor/Rentals	<input type="checkbox"/> Edibles	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Event Staffing	<input type="checkbox"/> Fine Jewelry	<input type="checkbox"/> Floral
<input type="checkbox"/> Officiant	<input type="checkbox"/> Photography	<input type="checkbox"/> Planner
<input type="checkbox"/> Stationery	<input type="checkbox"/> Transportation	<input type="checkbox"/> Travel
<input type="checkbox"/> Venue	<input type="checkbox"/> Videographer	<input type="checkbox"/> Other

Company Description _____

Certifications, Specialties _____

Social Media

Company Blog _____

Facebook Personal _____

Facebook Page _____

LinkedIn _____

Twitter _____

Pinterest _____

Instagram _____

Google+ _____

Other _____

How long have you been in business? _____

Is this your full-time or party-time job? Full-time Part-time

What differentiates you from others in your profession?

What is your favourite part of your job?

Why do you want to join Love Share Events?

How will you be able to contribute to this group?

Do you prefer:

- Personal events such as Weddings, birthdays etc.
- Corporate events?

I have read and agree with the commitments and principles of the Love Share Events Group. By signing below, you're agreeing to the following :

- Collaborate with and promote all team members
- Join all member's facebook pages and make it a habit to "share" facebook postings
- Follow member on Twitter and any other social media I'm a part of
- Actively participate and contribute to all group projects
- Be punctual and attend group meetings in person or via Google Hangout
- Treat all members as you would your client with respect and integrity

Signature _____

Printed Name _____

Date Signed _____

For LSE Office use only:

Effective date _____

Membership Payment _____

NEQ Number _____

Approved by: _____