



Commercial Strategy for Wedding Venues, Hotels & Corporate Event Spaces

Strengthening your venue's sales, systems
and client experience across every
revenue stream.

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“Where commercial strategy meets
unforgettable client experience, for
venues that want to lead, not
follow.”

ABOUT WILD EVENTS & CONSULTING

Wild Events & Consulting supports wedding venues, hotels and corporate event spaces across the UK to elevate their commercial performance, refine their client experience.

Founded by Kayleigh a commercial strategist with a background in sales, operations and guest experience the consultancy blends strategic insight with hands on support. The result: stronger enquiries, higher conversion and a more elevated, seamless experience for every client who walks through your doors.

I work with venues who want to grow, modernise, reposition or simply run more efficiently. Whether you're a boutique wedding venue, a luxury hotel or a corporate event space. I bridge the gap between commercial strategy and client experience ensuring your venue performs as beautifully behind the scenes as it does in front of them.

WHO I SUPPORT

I work with venues accross the UK who want to elevate their performance, strengthen their processes and deliver a consistenly exceptional experience.

Wedding venues

From barns to boutique estates, I help wedding venues elevate their enquiry journey, strengthen their sales process and deliver a memorable, emotionally resonant client experience.

Hotels

Supporting hotels across weddings, corporate events, private dining and seasonal revenue streams ensuring every department is aligned, efficient and commercially confident.

Corporate event spaces

From meeting venues to large scale event spaces, I refine your offer, strengthen your conversion and create a consistent, professional client journey that reflects your brand.



Photography by Meg Mari Photography



MY ASSESSMENT PROCESS

01. Initial consultation

30 minute online call

A relaxed, commercially honest conversation about your venue, your challenges and what you'd love to improve. No preparation needed just openness and curiosity.

02. On site assessment

4-5 hours at your venue

A collaborative walk through of your space, processes and client journey. We observe your venue through the eyes of your clients, uncovering opportunities you may be too close to see.

03. Strategic findings & recommendations

A clear, actionable report

You'll receive:

- What's working well
- The areas quietly costing you bookings
- Practical recommendations you can implement immediately
- Tools to support your team through change

Think of it as a roadmap, not a lecture.

VENUE AUDIT FROM £350

See your venue the way your clients do, with clarity, honesty and commercial insight.

A full 360° review of your venue's sales, systems, operations and client experience.

What's included

- Full enquiry journey review
- Digital presence: website clarity, messaging, SEO basics, social alignment
- Branding & consistency
- Show round experience: structure, flow, storytelling, conversion cues
- Brochure & sales asset effectiveness
- Inclusivity & accessibility
- Emotional, commercial and operational client journey
- Full written report with clear recommendations
- Zoom debrief to guide your next steps

Outcome

A clear, commercially focused understanding of what's holding your venue back and how to elevate it.

MYSTERY SHOPPER FROM £350

A complete, unfiltered look at your real client experience.

What's included

- The full enquiry journey — from first contact to follow up
- Your digital presence — website clarity, messaging, SEO basics and social media alignment
- Branding & consistency — how your brand feels, reads and lands with potential clients
- The show round experience — structure, flow, sales confidence, storytelling and conversion cues
- Overall client experience — the emotional journey, the commercial journey and the operational journey
- A full report — clear recommendations, practical improvements and commercial opportunities
- A Zoom debrief — a guided walk through of your results, next steps, and priority actions

Outcome

A true understanding of how clients experience your venue and the steps to improve it.

SALES & CONVERSION STRATEGY FROM £1,200

Strengthen your enquiry journey, improve conversion and increase revenue with a commercially refined sales process.

What's included

- Sales process optimisation
- Follow up scripts & templates
- CRM review & improvements
- Messaging & positioning refinement
- Competitor analysis
- Conversion focused recommendations

Outcome

A stronger, clearer, more effective sales process that converts more enquiries into bookings.

REPOSITIONING & RELAUNCH FROM £1,800

For venues ready to elevate their brand, modernise their offer or re enter the market with impact.

What's included

- Brand & messaging review
- Website & brochure recommendations
- Experience refinement
- Sales & enquiry journey overhaul
- Launch or relaunch strategy

Outcome

A refreshed, elevated venue that attracts higher value clients and stands out in the market.

MONTHLY SUPPORT FROM £350 PER MONTH

Ongoing commercial support to keep your venue performing, improving and growing.

What's included

- Monthly strategy calls
- Sales & enquiry support
- Operational guidance
- Accountability & progress tracking
- Priority access to support

Outcome

Consistent growth, clarity and commercial confidence with a partner who understands your venue inside out.

TEAM TRAINING FROM £450

Equip your team with the skills, structure and confidence to deliver a professional, high performing client experience.

Training options

- Sales & enquiry handling
- Show round excellence
- Client experience training
- Operational efficiency
- Communication & service standards

Outcome

A confident, capable team delivering a consistent, elevated experience.

NEW VENUE LAUNCH FROM £5,500

From concept to opening day launch your venue with clarity, confidence and commercial strength.

What's included

- Market positioning
- Pricing & packages
- Sales & enquiry setup
- Systems & processes
- Website & brochure guidance
- Launch strategy

Outcome

A venue that enters the market with impact and immediate demand.

EVENT DESIGN & PLANNING FROM £1,200

Creative direction and seamless planning for weddings and corporate events.

What's included

- Concept development
- Supplier recommendations
- Styling & design
- Optional on the day coordination

Outcome

Events that feel elevated, intentional and unforgettable.



Photography by Meg Mari Photography



VENUE IDENTITY & GROWTH RESET £1,500 PER MONTH

Audit + Strategy + Implementation Support

A comprehensive, long term partnership designed to transform your venue's commercial performance.

Includes

- Venue Audit
- Mystery Shopper
- Sales & Conversion Strategy
- Repositioning & Relaunch
- Monthly Support
- Team Training
- New Venue Launch
- Event Design & Planning

Outcome

A complete commercial reset, with ongoing support to ensure sustainable growth.

WHY VENUES CHOOSE ME?

Venues choose Wild Events & Consulting because they want more than advice they want a partner who understands the realities of their world, sees the opportunities they can't yet see and brings structure, strategy and confidence to every part of their business.

This is what sets my consultancy apart.

I understand the pressures, the seasonality, the enquiries that go quiet, the team overwhelm and the operational chaos that creeps in when systems aren't aligned. My strategies are grounded in the realities of weddings, hotels and corporate events, not theory.

Every recommendation is practical, realistic and tailored to your venue.

You'll always know why something matters, how it improves your results and what to do next.

I don't hand over a document and walk away.

I work with you, in your venue, with your team, inside your systems to make sure change actually happens.

I'm here to elevate, not criticise.

Venues tell me they feel supported, understood and empowered never judged. The process is honest, human and rooted in partnership.

Venues choose me because the results last long after the project ends.

WHO IS THIS FOR?

You're a wedding venue, hotel or event space that wants to...

Strengthen your sales performance

You want more enquiries, stronger conversions and a sales process that feels confident, consistent and commercially sharp.

Elevate your client experience

You care about how your clients feel and you want every touchpoint to reflect the quality of your venue.

Streamline your operations

You're ready for systems, structure and processes that make your team's life easier and your business more efficient.

Modernise your brand or reposition your offer

You know your venue has more potential and you want your brand, messaging and experience to reflect that.

Launch with clarity and confidence

You're opening a new venue and want to enter the market with a strong identity, a clear offer and a commercially sound strategy.

CASE STUDY

A Boutique Seaside Hotel — From Chaos to Commercial Clarity

The challenge

A beautiful coastal hotel with strong potential but inconsistent systems. Enquiries were slipping through the cracks, the team felt overwhelmed and the guest experience varied from day to day.

What we did

- Conducted a full venue audit
- Rebuilt the enquiry journey
- Introduced clear sales processes
- Streamlined communication between departments
- Implemented guest experience standards

The transformation

The hotel gained structure, clarity and confidence.

The CEO shared:

“She brought structure, clarity and systems that significantly reduced the day to day chaos for the team.”

The result

A smoother operation, stronger conversions and a consistently elevated guest experience.



Photography by Lauren Moore Photography



HOW WE WILL WORK TOGETHER

A structured, collaborative process designed to create clarity and momentum.

1. Discovery call

Clarity on your challenges and opportunities.

2. Proposal

A tailored plan with transparent pricing.

3. Onboarding

We begin with an audit or strategy session.

4. Implementation

We work together to strengthen your venue.

5. Ongoing support

Optional monthly support to maintain momentum.

NEXT STEPS

Ready to strengthen your venue?

If you're ready for clarity, commercial strength and a venue that performs at it's highest level, let's talk.

A commercially honest conversation is the first step.

