



Trend Setting with Lighting & Decor: Creating the Offerings that Clients Want

Kevin Dennis
CPCE, CWIP

Founder and Owner of
Fantasy Sound and WeddingIQ



Agenda

- 2025 Lighting & Drapery trends to take into your upcoming events
- Strategies for lighting and drapery placement throughout event space
- Best practices for marketing decor and lighting services to clients
- Staying inspired to make each event memorable!



Learning Objectives

During this session, attendees will learn to:

1. Recognize the latest and greatest in lighting and decor and how you can use them to diversify your events and your portfolio
2. Identify the demands of today's clients and how to position yourself as a creative partner who can deliver
3. Utilize the science behind trend-hunting to ensure you're always ahead of the curve



Why is lighting important?



- Advances in technology and a trend in more unique events have turned lighting design into an element of personalization rather than functionality.
- Lighting can completely transform a venue from ordinary to breathtaking

Why is lighting important?

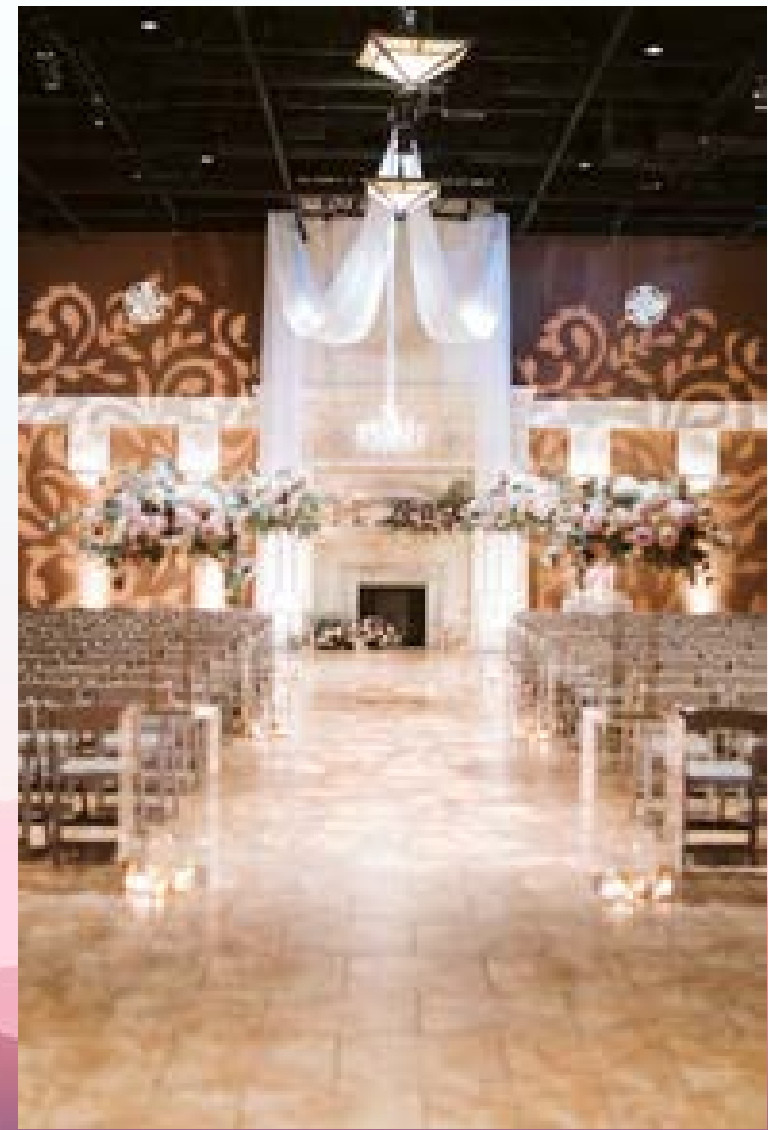


- Lighting can impact the feel of an event
- Lighting not only enhances your venues, but it can also highlight the other important elements of decor, like centerpieces, and focus attention on certain areas of the room like the dance floor or head table

The Power of Transformation



The Power of Transformation





The Power of Transformation





The Power of Transformation

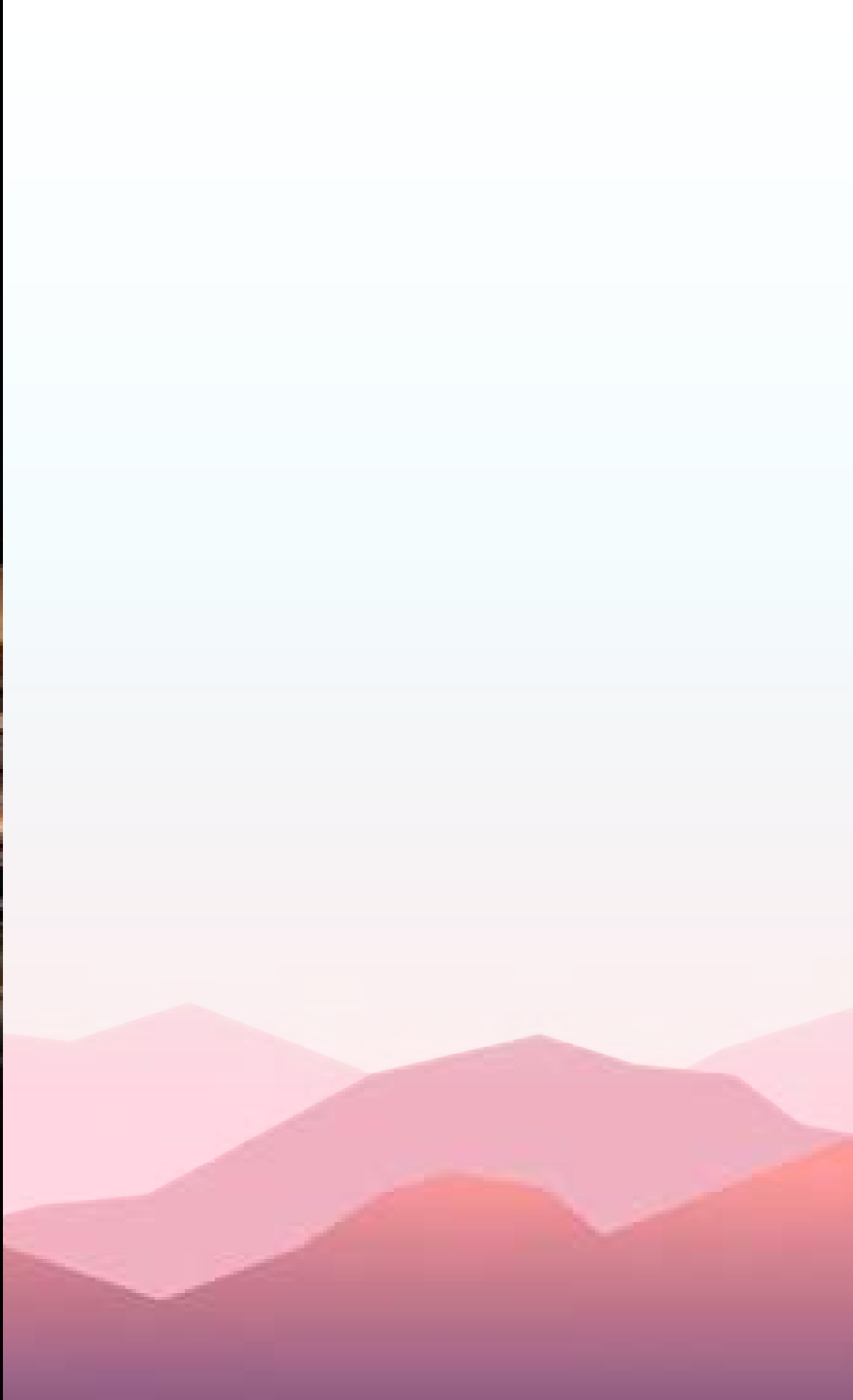


The Power of Transformation



The Power of Transformation













The Power of Transformation



The background features a light blue gradient with stylized, jagged mountain-like shapes in various shades of blue. A thin, light blue horizontal line runs across the lower portion of the image.

The Sales Process

Pre-Consultation

- Should you offer packages or custom designs?
- Should you have a minimum?
- Should you charge for on-site consultations?
- Make sure your photo galleries are easy to navigate
- Send out a short design questionnaire to learn more about your client's aesthetic and design inspiration



Consultation

- Give each client an iPad when they set foot in your office
- Have photos of your work displayed all around your office
- Be prepared with ideas to present based on their questionnaire responses
- Be prepared to explain and at times defend your pricing
- Ask questions to make sure you are on the same page

Questions to Ask Your Clients

Strategizing the lighting and drapery placement

- What features in the room do you want to highlight?
- What features in the room do you want to hide?
- Are there areas of the room you want to make focal points?
- What decor elements do you want to highlight?



Questions to Ask Your Clients

Strategizing the lighting and drapery placement

- Can the venue lights be turned off or dimmed if needed?
- Can the different lighting fixtures in the room (sconces, chandlers, etc.) be controlled individually?
- What are the load-in options for your event space?
- How much power is available?





Post Consultation

- Give your estimates expiration dates
- Set dates of follow up
- Be prepared to send multiple revisions



The World of Pinterest

I discovered I'm actually planning two weddings - the one inspired by Pinterest and the one I can actually afford.



The World of Pinterest



The World of Pinterest



The World of Pinterest



The World of Pinterest



Instagram is Your Friend

- Your clients are turning to Instagram to find their event creative partners, so you need to be using it to your advantage
- Be sure to find out if your client is using a hashtag - it's a great way to find photos of your lighting and decor after the event
- Like and comment on the photos you find
- Hashtag tips and tricks
- Like and comment on popular accounts
- Push all your Instagram posts to your other social media accounts
- Encourage the couples you meet with to follow their venue's account to see what is possible at the venue

The Importance of Photos

- Professional photos for your website gallery are a must
- Make sure to get your client's photographer information prior to the event
- Schedule times to reach out to the photographer no sooner than 2 weeks after the event
- Get involved in styled shoots



The background of the slide features a stylized mountain range in shades of light blue. The mountains are represented by overlapping, semi-transparent shapes with jagged peaks, creating a sense of depth and a clean, modern aesthetic. The text is centered over this background.

Lighting Trends to Get Excited About

...But Don't Forget the Basics



Showstopping Chandeliers



Showstopping Chandeliers



Showstopping Chandeliers



Showstopping Chandeliers



Innovative Inventory



Innovative Inventory



Innovative Inventory



Innovative Inventory



Innovative Inventory



Customization



Customization



Customization



Photography: Wyldbree Photography



Photography: Jana Williams



Photography: Laura Goldenberger Photography

Collaborating with Florists



Collaborating with Florists



Collaborating with Florists



Barbiecore



Photography - Michael & Anna Costa Photography

Barbiecore



Photography - Carmen Lopez Photography | Planner: To Be Loved Events

Taylor Swift



Photography: Matt Lien | Wedding Planner & Stationery: Angelica & Co. Events and Styling



Bridgerton

Photography: Joseph Rogero | Planner: Haute Fetes Fine Weddings & Events



Photography: Jessa Schifilliti | Planning: Always Yours Events



Palm Royale

Photography: Jose Villa | Planning: Easton Events



Photography: Jenn Emerling Weddings | Planner: Gather Events

Wicker and Rattan - Coastal Grandmother



Custom Drapery



Custom Drapery



Custom Drapery



Romantic Glam



Romantic Glam



Romantic Glam



Romantic Glam



Organic Garden



Organic Garden



Organic Garden



Organic Garden



Kevin Dennis, CPCE, CWIP

kevin@weddingiq.com

@wedding_iq

@fsesevents

@kevinmdennis



TALK
soon

Continue the Conversation

#NACEEXP24

