



Why join the Association of Bridal Consultants (ABC)?



CREDIBILITY—WITH YOUR PEERS AND WITH YOUR BRIDES Would you fly with a pilot who was not in compliance with the FAA? Would you go to a doctor who was not in good standing with the AMA? The wedding industry has standards as well—and we have set them. Display your ABC membership credentials proudly. Show your bride that she is hiring a trained professional.

TRAINING AND EXPERTISE TO HELP GROW YOUR BUSINESS ABC offers the most comprehensive training in the industry. We have been launching careers in the wedding business since 1955. All of our current courses have been created or updated by successful ABC wedding planners.

CAREER SUPPORT FROM OTHER EXPERTS ABC has over 4,000 members now located in all 50 states and 27 countries. Our ABC State Coordinators, located in 34 states, hold regular quarterly or monthly education and networking meetings. Meet fellow professionals that you can trust. Each meeting has unique content and speakers.

LIABILITY INSURANCE More and more venues require proof on insurance for a planner to have a rehearsal dinner or wedding at their facility. ABC insurance programs offer you the difficult to find commercial coverage at great rates.

FULL-TIME CALL CENTER TO HELP You can access our ABC call center at 860-355-7000 from 9 – 5 eastern time, every business day. Our experienced staff will be pleased to answer your questions.

VENDOR RELATIONSHIPS TO HELP GROW YOUR BUSINESS As a group of 4,000 people, we have buying power. ABC members are given reduced pricing that you could not obtain on your own for wedding invitations, accessories, music, catering, floral items, linens and more. You can pass these savings on to your bride or grow your revenue.

HONEYMOON PROGRAMS TO ADD TO YOUR BOTTOM LINE Virtually every one of your brides is going on a honeymoon. Our ABC honeymoon and resort partnerships help you save your bride time, and offer fabulous ideas that will create wonderful, honeymoon memories for years to come. We give you everything you need to know . . . and the promotional fees can pay for your membership many times over.

ABC HOTEL DIVISION As an ABC member, you can offer great hotel group rates to your bride and to her out-of-town wedding guests. The ABC Hotel Division has its own IATA #. We can help you generate fabulous institutional pricing and attractive placement fees.

INTERNET LISTINGS AND BRIDAL REFERRALS Many brides contact us in search of a competent wedding planner. As a member of ABC, you will be eligible for these referrals based on your zip code location.

ON-GOING EDUCATION TO STAY AHEAD IN THE INDUSTRY ABC offers the most live, single-day wedding seminars around the U.S. every year with topics ranging from design concepts to timelines to wedding budget management. You can never know everything. Keep learning so you can grow your business.

ABC ANNUAL CONFERENCE Every November, ABC holds a 3-day educational conference where you will hear top wedding industry specialists present ideas to help you grow. Recent keynote speakers have included Colin Cowie, Preston Bailey, David Tutera, Grace Ormonde and more. The photo opportunities can be great for your office or portfolio. ABC also runs a simultaneous trade show during this annual conference, where you can meet top industry suppliers with ideas that will thrill your bride.

WEDDING PLANNER MAGAZINE – Stay up to date with the latest trends and enjoy the design ideas, supplier specials, and growth strategies highlighted in this bi-monthly publication. Content is specifically targeted to the needs of professional wedding planners. ABC members receive a complimentary subscription to this industry publication.

These are just a few of the reasons to join the ABC. Each of you is unique and in different stages of your career. Whether just beginning or a seasoned professional, the ABC has tools that benefit you on all levels.

Visit www.BridalAssn.com and click “sign-up” or call 1-860-355-7000 to join today.

