



## Event Planner

Wants to feel confident in the quality of the execution from vendor;

Wants to feel confident in the reliability of the vendor;

Wants to read testimonies of positive experiences other event planners had when working with The Greenwich Tent Company;

Wants to be able to quickly find capabilities, “Do they do nav-trac tents or just sailcloth?”;

Wants to be able to quickly find contact information for the vendor;

Wants to feel comfortable making a recommendation to use vendor to client.



## Mother of the Bride

Wants to feel a sense of exclusivity;

Wants to feel a sense of luxury and class;

Wants to feel confident that others in her social circle are choosing The Greenwich Tent Company for their events;

Wants to feel confident that if she were to choose The Greenwich Tent Company they would be at her disposal and would need very little management from her;

Wants to be able to contact The Greenwich Tent Company easily without feeling like number;

Wants to view photos of events to get an idea of what to expect;

Wants to read testimonies of positive experiences other couples had when working with The Greenwich Tent Company.



## Bride

Wants to feel a sense of luxury and class;

Wants to feel confident that everything will look great on her big day;

Wants to view photos of events to get inspired, see all the options available to her, and see what others have done;

Wants to read testimonies of positive experiences other couples had when working with The Greenwich Tent Company;

Wants to see how others are reacting on social media platforms;

Wants easily be able to pin images;

Wants to be able to contact The Greenwich Tent Company to talk with someone about her event;

Wants to see events that have just happened recently, not just the greatest hits.