



Kelly Chandler

Owner and Director
Wedding Venue Business Consultant
www.kelly-chandler.com

Former career: Wedding and Event Planner



Owner and Director

“Owners (shareholders) own the company and provide capital

Directors manage the company's daily operations.”

Wedding Venue Business Consultant

“Provides strategic advice, marketing expertise, and operational support to increase bookings and profitability for new or established venues.

Specialises in positioning venues, improving customer service, setting up management systems and developing tailored strategies for luxury, rural or rustic sites.”

Qualifications, Experience and Skills

What qualifications do you need to work in your field?

The best qualification that's allowed me to do what I do now is many years of experience but to get into the events industry in the first place there are lots of paths. Some people come via GCSEs, A-Levels and a degree in Event Management or Leisure and Tourism or Hospitality but many don't go to university and join much younger sometimes doing bar work, waiting tables and learning the ropes of hospitality and planning events that way and working their way up particularly if working in hotels.

What experience, outside of the classroom, is also required?

Event management and delivering events is a really varied, vibrant and lively industry to be in and there are lots of different avenues within it you can go into. Some people choose more design/creative roles, others more people/customer facing and others more organising and project management. There is no substitute for learning on the job for all of these things.

What are the key skills to possess or work towards for this role?

Generally a curious mind that is open to constant learning is important. An ability to think on your feet to find creative solutions. Being able to problem solve. If a customer facing role, often really good skills with people. And patience!

Day-To-Day



What does your 'boring' day look like?

Sending invoices, updating my CRM system but actually I don't have many boring days because I love my work and my clients. My favourite days (for me) are when I am on-site delivering training to clients or running a workshop with them because I'm usually in some really cool locations (castles, barns, country houses, fancy hotels) and get to help people improve their sales, their marketing and their results in business which I find really fulfilling.



What makes you feel like you've had a 'win' at the end of the week?

When I've had amazing feedback from a client on the difference I've made to them and their business; when I've got new sales/bookings into my business. When I've learnt something new or had an interesting conversation because I believe life is constantly about learning.

How much of your time is spent working with people versus working alone?

I work about 3 days in my home-based office alone and 2 days working in different locations with people. I love this balance, I thrive on the people but need to reset and recover and have quiet time; it's a good balance.

Unexpected and Future

What is the one thing about your job that surprised you the most when you started?

When I first started in event management as a project manager (not now I'm a business consultant), I remember my first event and the very long hours with very few breaks; it is the nature of hospitality – long days and lots of stamina needed for some roles. I learnt to always pack snacks for my bag to eat on the go!

How has your role changed since you started?

Now I don't event plan for business or wedding events but I teach others (particularly those people who own wedding venues) how to run their businesses, how to do their marketing, how to sell effectively and how to grow.

Where do you think your role and field are going in the next 5-10 years?

The wedding industry like all industries is hugely affected by AI in the ways businesses run, automation and communication but also people getting together in real life, hosting special events like weddings is not likely to die out so it's a good industry in that respect where humans will always come first. The wedding business has always been subject to a lot of trends and fast change and the next decade will be no different;