

## 2016 GFWC Florida Communications & PR Creativity Entry

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**Bridal Show and Photo Shoot-** The GFWC United Women's Club of Lakeland hosted a bridal show with the purpose of increasing club rentals. This was the first time the club had participated in a local bridal show. It seemed like the perfect opportunity to show off and promote their rental space. They created rental advertising flyers, ordered ink pens with their club name on it, created a Power Point slideshow, and set up a beautiful booth for the event. While in the planning stages, club members networked with local wedding vendors to get ideas. As a result, they decided to put together a professional photo shoot for the event. They hired models, arranged for formal wear, set up hair & makeup artists in the conference room, and engaged a professional photographer to snap pictures of the "wedding party." The photos appeared in a local magazine, and they are using many of the photos from the professional photo shoot on their updated website in order to promote their rentals. Take a look at [gfwclakeland.org](http://gfwclakeland.org) and prepare to be wowed! During the event, their rental manager and house manager worked the room, talking to brides and their families. Event planners were set up in several different places in their building and outside, and even at the new lakeside ceremony site. Prospective brides and their families had an opportunity to view the rental space, see what different vendors had to offer, and to learn about GFWC and the Lakeland Woman's Club all at one event. It truly was a win-win for the club and the community!