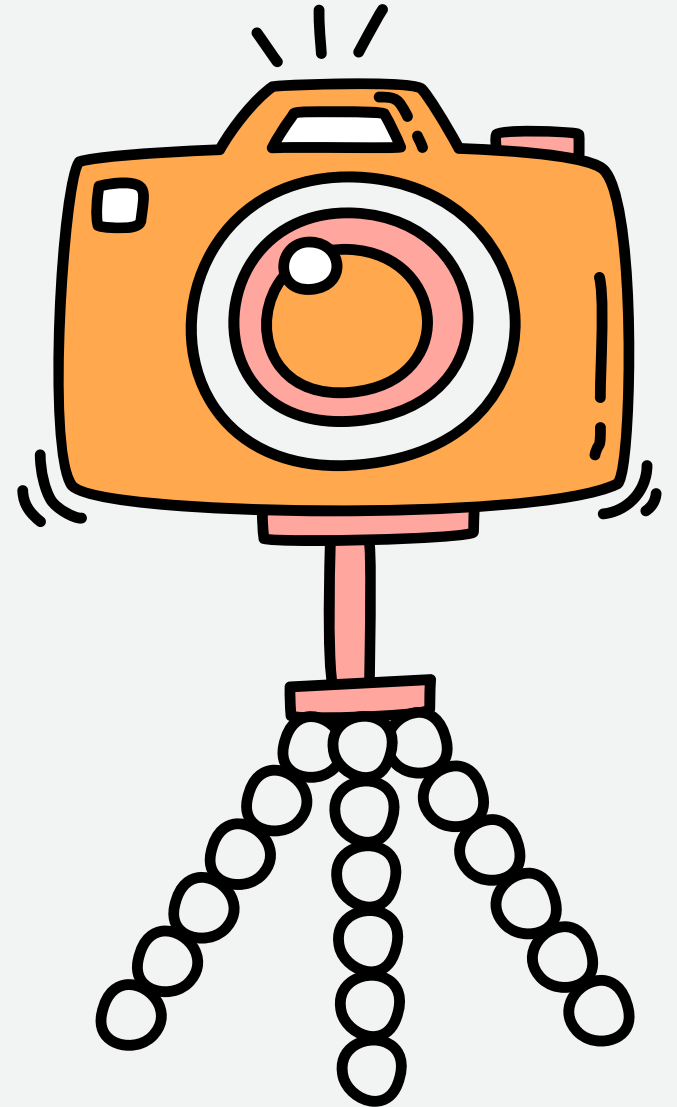


CREATE COMPELLING CONTENT

Your guide to
capturing content at
Bridal Week Harrogate

BRIDAL WEEK
H A R R O G A T E



THE PERFECT MOMENT

We've partnered with bridal marketing expert EOK Studios to create the ultimate guide for creating content whilst at a trade show.

Ella, founder of EOK Studios, will take you through how you can use your time at Bridal Week Harrogate to capture content that resonates and excites your audience.

**TAKE IT
AWAY ELLA...**

There is a fine line when it comes to sharing content with your brides whilst at a trade show.

It's a great opportunity to take them behind the scenes and showcase the cool, fashion side of your business.

However, you need to keep in mind that your audience won't be able to access the dresses you are viewing for another 6 - 10 months, and you want to avoid disappointing your brides with upcoming appointments.

This guide will help you nail your content strategy for during and after the event.



TIPS THIS WAY



EMPLOYEE GENERATED CONTENT

One of the biggest marketing trends for 2024/25 is employee generated content (EGC). It takes the concept of User Generated Content (most often created by influencers) and applies it to those who work within a business.

It works because your audience can create a relationship with a person. They get to know your employee (or you) and can build trust.

You want this to be authentic and include personal views and POVs.

If you're the only employee, you can be the face of your content or chose one of your team members to take on the role.

IDEA BANK

- Explain what Bridal Week Harrogate is
Someone in the team speaks directly to the brides to help them understand that this is the fashion week for bridal and that you'll be choosing the dresses for future brides.
- Top three dresses from Bridal Week Harrogate for 2025 brides
This is a great idea to post when you're back in the shop. You can get your future brides excited about what's to come for them when it's their time.
- [Employee name's] Harrogate dump
Carousels are important on Instagram at the moment. Ask one of your team to take 15 - 20 photos during the trip that really encapsulate their experience and write the post caption from their perspective.
- POV: [employees name] goes to Harrogate
Create a reel which is from the perspective of your employee. It can be a little less formal than your other content and can really showcase their experience. If you've got a big team, get a few of your staff to do their own point of view video.
- [Employee name gives] you her trend predictions for next season
Show that your team knows their stuff. A trend post demonstrates that you are the experts. It is also relevant for any future brides that are following you.

THE EXPERIENCE

Whilst you've probably attended Bridal Week Harrogate before, you'll have new followers who won't have seen anything about the event before.

The aim is to showcase that fun/glamorous side of buying wedding dresses.

Think about what your audience want to see - who you are and the fashion.

You'll have plenty of opportunity to capture content that showcases both of the above.

IDEA BANK

○ Fashion Shows

Make sure you attend at least one of the fashion shows in the Royal Hall. The models on the catwalk will excite the brides!

○ Come with us to find your future dress

Speak directly to the brides and make it relate to their experience with you. Show them your journey, you picking dresses, time spent as a team etc.

○ 2026 brides! This one's for you

Film 5 dresses that you're 100% buying and film them on the models and tell your brides that they'll be able to try these dresses on in store in the future.

○ [Designer] is on fire. Get excited

Pick one of your designers and showcase the experience of buying with them. Include you shopping, fashion shows, the hospitality. Give your brides a sneak peek.

○ From picking your dresses to in-store

Capture content that you can use in a future video - show you choosing the dresses in Harrogate through to them arriving in your boutique and being available for brides to try on at their appointment.

PREPARATION

The key to capturing amazing content is being prepared.

Make sure you take some time before you arrive at Harrogate to plan out what content you want to get and who is responsible for it.

My advice would be to choose 5 pieces of content you'd like to create from the event and then create a mini plan of what shots you'll need to take in order to create the post.

And one final thing! Remember on Instagram to use your stories to ask for your audience's views. Try asking them to pick their fave looks, as this will also help you understand what your target customers want from you.

TO DO LIST

○ Create your content list

Pick what concepts you want to create so that you have a clear vision and strategy and not aimlessly shoot your photos & videos

○ Note what shots you'll need

Some concepts will require you to create a story, so map this out before you arrive can create a shot list to make sure you're not disappointed when you return to your boutique.

○ Practice

If there are any elements you're worried about, practice in the comfort of your own shop before you arrive.

○ Order any content

I would recommend ordering a tripod as this will help keep your videos steady. And to help you with your EGC, try out a mini mic which will reduce background noise as your team are filming.

○ Enjoy yourself!

Whilst capturing content is an integral part of your business marketing strategy, it's important that you have fun with it too. Just be yourself - that's who your brides will trust.

WE CAN'T WAIT TO SEE YOUR CONTENT

Don't forget to tag us @bridalweekofficial and we'll be sure to share your amazing content!

A BIG THANK YOU TO EOK STUDIOS

If you would like any additional support with your shop's social media strategy or want a 1-2-1 chat with Ella on how you can take your marketing to the next level, get in touch.

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