

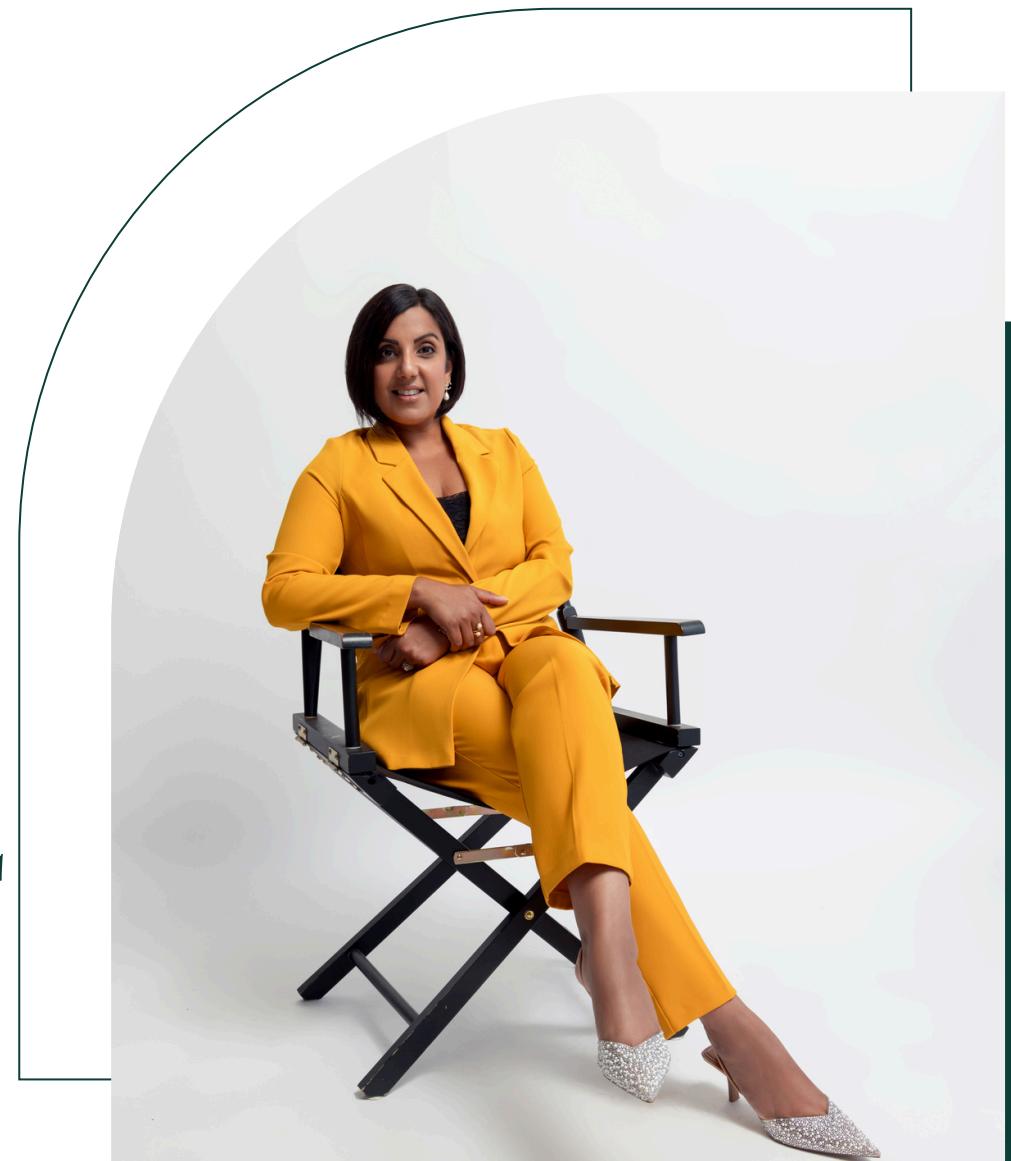


ROHITA PABLA

WEDDINGS & EVENTS

VENUE CONSULTANT

Wedding & Event Venue Expert



Rohita Pabla is a passionate and experienced wedding planner specializing in South Asian weddings and cultural celebrations.

With years of expertise in planning breathtaking weddings that honor tradition and embrace modern elegance, she also works closely with venues to help them attract and cater to the vibrant South Asian wedding market.

Our goal is to transform venues into sought-after destinations for South Asian couples, driving revenue growth and ensuring exceptional client satisfaction.

VENUE CONSULTANT



- Services
- Packages
- Value Of A Venue Consultant
- The Experience



What You Will Gain

- In-depth wedding industry knowledge
- Identifying competition and pin-pointing gaps in the market
- Refining your audience by understanding what today's couples are looking for & how you can address their needs
- Honing your pricing strategy to remain competitive yet profitable
- Recommendations on how to best use the space available to improve the flow of the day
- How to market your wedding business to attract clients & drive sales
- Analysis of existing website / marketing materials / social channels and recommendations for how to improve
- Goal-setting to provide focus to help reach your financial targets
- Design concept and planning for a styled shoot to create great content, allowing you to build your portfolio, gain PR or reposition your business for a new market

Our Services

- Venue Assessment: Evaluate the venue's appeal and readiness for hosting South Asian weddings.
- Marketing Strategy: Develop targeted campaigns to attract South Asian clients, leveraging cultural insights and industry trends.
- Cultural Adaptation: Advise on venue upgrades, including kitchen facilities for traditional catering, décor flexibility, and cultural ceremony accommodations.
- Training: Provide staff training on understanding South Asian wedding traditions and client expectations.



SERVICE 1



VENUE ASSESSMENT:

I conduct a comprehensive assessment of your venue to evaluate its appeal and readiness for hosting South Asian weddings. This includes an in-depth analysis of your current operations, from client experience and logistics to layout and supplier access.

By identifying both strengths and areas for improvement, I uncover growth opportunities that align with the expectations of South Asian clients.

The result is a clear, actionable strategy that enhances your venue's marketability, operational efficiency, and suitability for multi-day, culturally rich celebrations.

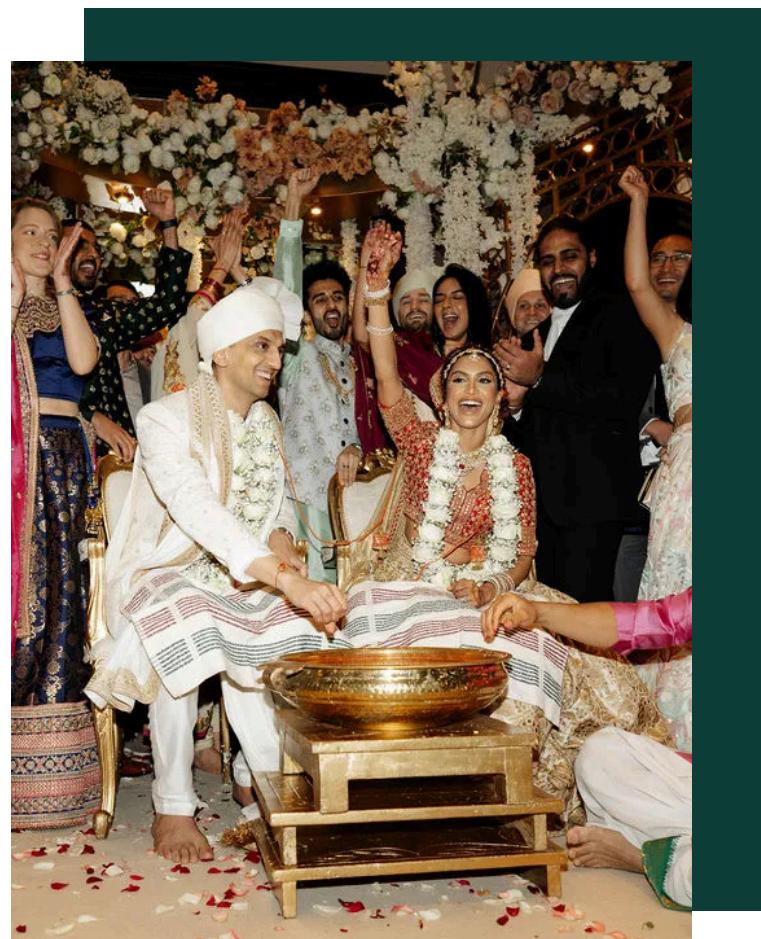
CULTURAL ADAPTATION

Cultural adaptation is key to hosting successful South Asian weddings, and I provide expert guidance on how your venue can meet these expectations with confidence.

From advising on practical upgrades—such as enhancing kitchen facilities to support traditional catering requirements—to ensuring your space offers the flexibility needed for bespoke décor and multi-faith ceremonies, I help you create an inclusive and adaptable environment.

My goal is to position your venue as a culturally aware and welcoming space that can accommodate the rich traditions and diverse needs of South Asian celebrations.

SERVICE 2



SERVICE 3



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MARKETING STRATEGY:

I help venues develop and implement targeted marketing strategies designed to attract and convert South Asian clients.

By leveraging cultural insights, seasonal trends, and current industry data, I craft campaigns that speak directly to your ideal audience.

From optimizing your sales funnel and enquiry process to refining messaging across digital platforms, I ensure your marketing efforts are not only culturally relevant but commercially effective.

I also offer training for in-house sales teams to improve engagement, build trust with diverse clients, and ultimately drive bookings.

SERVICE 4

TRAINING:

As an experienced South Asian wedding planner, I bring a deep understanding of cultural traditions, client expectations, and the intricate logistics involved in multi-day celebrations.

I offer tailored staff training to help your team confidently navigate the unique requirements of South Asian weddings—ensuring exceptional service from enquiry to execution.

From streamlining booking processes to implementing best practices in client communication and on-the-day coordination, I equip your team with the tools and cultural knowledge they need to deliver an elevated, seamless experience for every client.



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SERVICE 5



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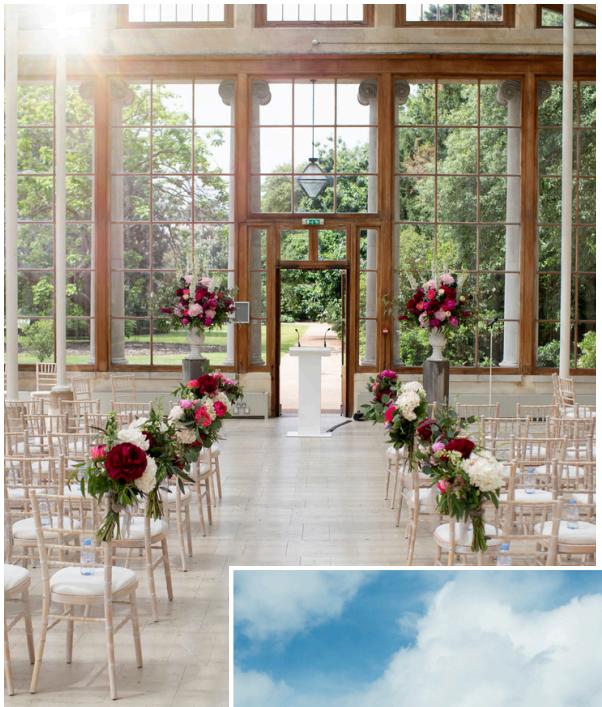


REVENUE GROWTH STRATEGIES:

I work closely with wedding venues to implement bespoke revenue growth strategies that align with your unique goals and operational style.

Whether you're looking to boost exposure through creative marketing campaigns, optimise your sales funnel, or enhance your client journey, my consultancy offers tailored, actionable support designed to drive real results.

By combining industry insight with hands-on expertise, I help you identify untapped opportunities, refine your service offering, and increase profitability—ensuring your venue is positioned for long-term success and sustainable growth.



PACKAGES

Each package is designed to support your venue's growth with a focus on the South Asian wedding market.

I'll work with you to develop tailored offerings that include popular pre-wedding events such as mehndi, sangeet, and haldi, ensuring your venue is positioned as a full-service celebration destination.

Through strategic partnerships with trusted local vendors, we'll create seamless, culturally attuned client experiences. Additionally, I'll introduce innovative concepts that set your venue apart in a competitive landscape, helping you attract and retain high-value clients.

Package 1 - Price on Request

- ongoing support and guidance
- monthly consultations
- updates with social media strategies, south Asian wedding trend reports
- monthly bespoke marketing strategy
- monthly staff training document

Package 2 - Price on Request

- complete analysis and guidance with adapting your current wedding brochure, wedding services, and social media to target South Asian weddings.
- optimising your sales funnel and enquiry processes
- consultation call and training with your team to implement new strategies.
- detailed actionable steps for how to improve your current offerings and social media strategies
- full trainings to understand working with South Asian clients
- create systems to attract South Asian clients

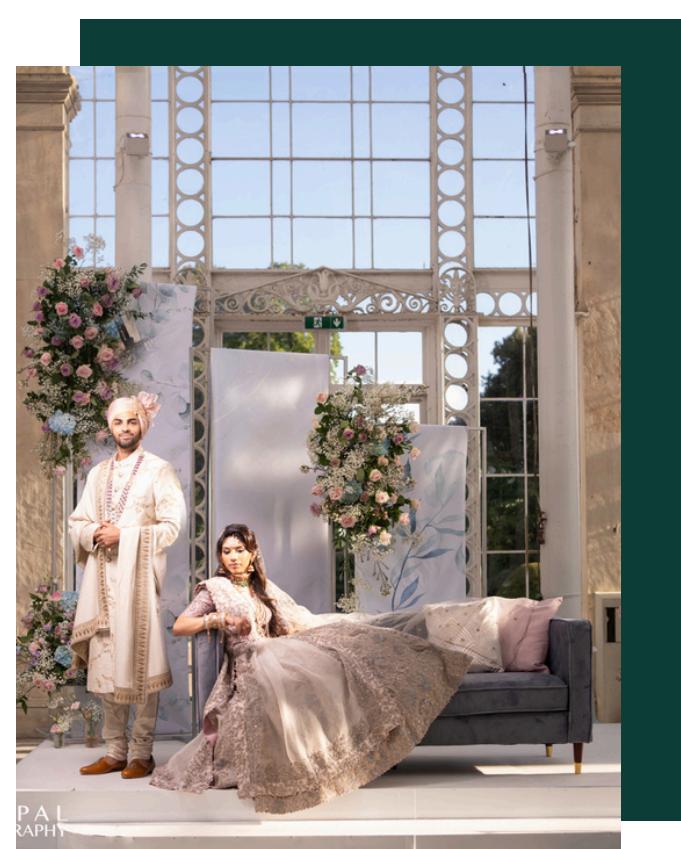
Package 3 - Price on Request

- we create you a bespoke social media marketing plan to attract south Asian clients
- we adapt and enhance your online presence through wedding directories like The Knot, Bride Book, Wedding Wire (up to 2 listings)
- develop targeted campaigns to promote your wedding fairs and venue open days
- outreach strategy to connect with luxury south Asian wedding suppliers
- create a comprehensive south Asian wedding trends report that can be used to shape your social media marketing
- create brand messaging bible of bespoke language that drives sales for South Asian weddings

Bespoke Package

Tailor make your bespoke package to suit your needs. Get in touch with us for a custom quote.

PACKAGES





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VALUE OF RP EVENTS

At RP Events, we bring a unique blend of cultural expertise, strategic insight, and industry connections to help wedding venues thrive in the South Asian market. With a deep understanding of South Asian wedding traditions and client expectations, we ensure that every recommendation, design element, and operational strategy resonates authentically with your target audience.

Our proven track record includes boosting bookings and increasing revenue for venues by crafting unforgettable, culturally rich experiences that couples truly value. We take a meticulous approach to every aspect of our work—from venue assessment to staff training—ensuring that every detail is thoughtfully considered and flawlessly executed.

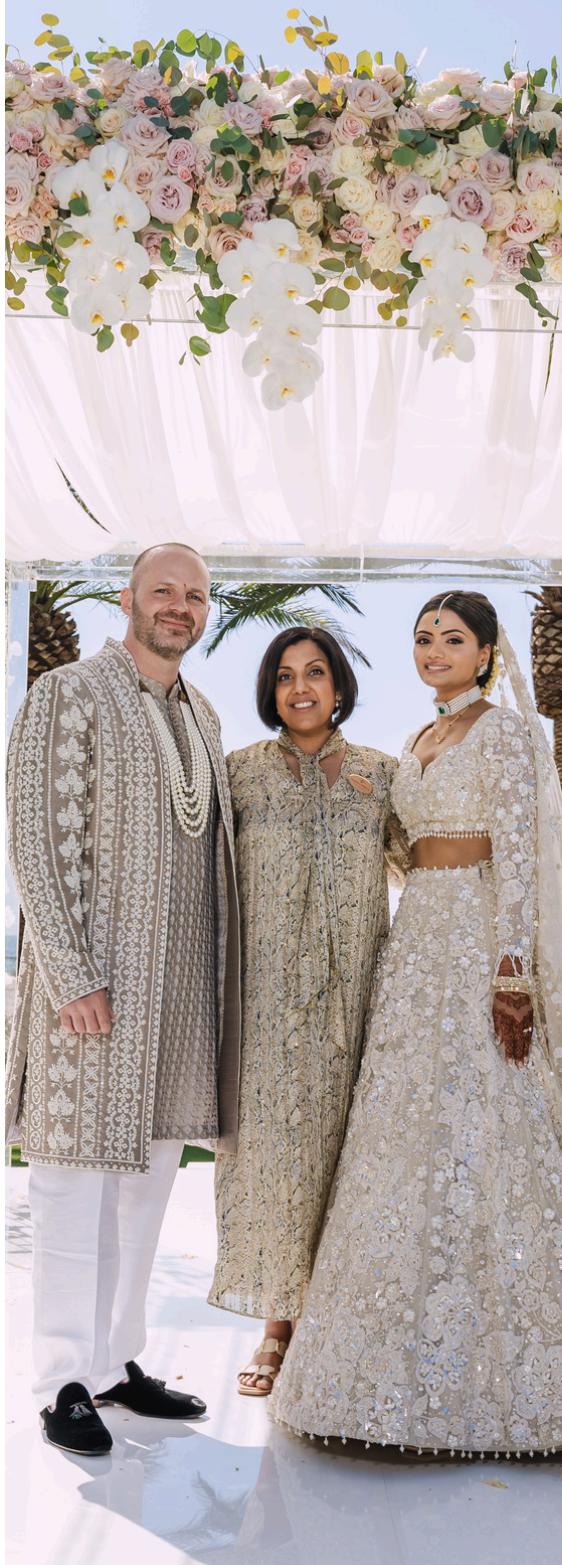
What sets RP Events apart is not only our passion for excellence but also our strong network of trusted vendors, including top-tier decorators, caterers, and photographers who specialize in South Asian weddings. This allows us to create seamless, full-service solutions that elevate your venue and exceed client expectations at every turn.

THE EXPERIENCE



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When you work with RP Events, you're not just hiring a consultant—you're gaining a passionate partner dedicated to transforming your venue's potential.

With over a decade of hands-on experience in the wedding and events industry, I bring fresh energy, expert insight, and a deep understanding of what makes South Asian weddings truly exceptional.

From dedicated strategy meetings and tailored educational trainings to in-person consultations with your team, every step of our collaboration is designed to create measurable impact.

I work closely with venue teams to build confidence, streamline processes, and inspire innovation—bringing everyone on board with a shared vision for success.

With a live ear to the ground on industry trends and client expectations, I help position your venue not just to compete—but to lead.

VENUE CONSULTANTS

Whether you're a venue looking to increase bookings or a couple planning your dream wedding, I am here to help. Together, we can create unforgettable celebrations and make your venue a leader in the South Asian wedding market.



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