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THE QUEEN OF HEARTS HAS A NICE RING TO IT!

Hapless would-be grooms can now relax in the knowledge that the much anticipated (and often feared) dry mouthed, sweaty palmed marriage proposal will go without a hitch, thanks to 'Queen of Hearts' Liz Taylor.

Liz, who runs the successful multi million pound Manchester based event management company, the Taylor Lynn Corporation (TLC), has recently turned her focus to affairs of the heart and is fast becoming the 'go to' specialist for the perfect marriage proposal.

She says: "I'd heard stories from my friends and clients about how their partners proposed, and in many cases it wasn't what they had imagined or hoped for. I even have a friend who was proposed to while she was washing up!

"It's not necessarily about planning the most elaborate or extravagant proposal, but about the love and sincerity you show through the proposal."

As a leading wedding and private party organiser to the stars with clients including Gary Barlow, a host of Coronation Street stars, Rugby international Nick Robinson, football stars Yaya Toure and Gary Neville and retail guru Mary Portas, Liz knows better than most how to make a moment special and memorable.

"People have been hiring me for wedding day inspiration and organisation for over 25 years and I have often been asked for my thoughts on creating the perfect proposal, so it was a natural progression to move this year into offering a bespoke service to help people realise their proposal vision. Many brides and grooms have ideas, but just have no idea how to turn that vision into a reality – that's where I come in," she explains.

'And it has been a fantastic move. I have already staged four proposal events this year, including one which took place in a bedouin tent in the Moroccan desert, one which happened on private beach in

Hawaii and another which took place in the garden of a home in Cheshire which we dressed with a thousand candles. And we have another six proposals to create this year, so it is proving to be an exciting and fun new business opportunity.'

And Liz has some key do's and don'ts to ensure the proposer receives an 'I will' rather than 'I won't'!

- Do make sure the proposal has an element of surprise as surveys show that almost 90% of women feel the surprise factor is very important for a proposal.
- Don't make a public proposal unless you have very good reason to believe your partner will love it. We've all seen that in films and on TV, proposals at sports games, the cinema or city squares seem to work magically. But keep in mind that these are scripted! In real life, not everyone likes to have publicity during such an intimate moment.
- Do pick a memorable location. This doesn't have to be Fiji or at the top of Mount Everest, but any place that is significant to you both.
- Do speak from the heart. Be honest, be direct and be sincere.
- Make it fun!

And Liz ensures each proposal event is extremely personal and unique by making certain the person doing the proposing is heavily involved in the entire process.

She says: "I see myself as a bit of an 'ambassador of love' in that I make sure each proposal includes sincerity, surprise and symbolism. But when someone works with me to plan the proposal, I need them to be highly involved in the whole process. It's the small details that only a partner would know that make all the difference.

"Integrating specific moments into the proposal such as what your partner ordered on your first date really is the icing on the cake and will leave your prospective bride or groom overwhelmed by your sincerity and thoughtfulness. Expressing your love from the heart is obviously the most important part, but attention to detail can make the emotional impact all the greater."

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Notes to Editors:

LIZ TAYLOR HAS DEVELOPED HER TOP FIVE PROPOSAL VENUES IN THE UK & EUROPE, AND TOP FIVE WAYS IN WHICH TO SUCCESSFULLY PROPOSE. PLEASE CONTACT SARAH LEWIS SLEWISCOMMS@MSN.COM FOR MORE DETAILS.

- The Taylor Lynn Corporation (TLC) has its UK headquarters in Manchester and organises corporate and private events right across Europe. From blue chip businesses to sports personalities and television celebrities, TLC is the first choice for high profile parties, celebrations, conferences and corporate occasions.
- Biography & images of Liz Taylor available at - www.tlc-ltd.co.uk/tlc_ltd_press_room
- Hi Res event images and more information is available at www.tlc-ltd.co.uk