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KAYLEIGH BREEN

The Wedding Wizard



Organising their wedding from Dubai inspired Kayleigh and Mike Breen to create The Wedding Wizard – a wedding planning platform that eases the stress of planning a wedding. “Planning our own wedding from abroad was a challenge,” explains Kayleigh. “There was no one place that could do everything we wanted. “This gave us the idea to set up our platform. Initially, we came at it from a couple’s point of view and created a wedding planning solution for couples. After joining Back for Business in 2019, we discovered that wedding suppliers were having similar issues to couples, so we decided to add suppliers to the platform as well. “We use a commission-based model to make the service more attainable for suppliers, which is new for the Wedding Industry. As a result, couples get access to a full marketplace of suppliers. They can shortlist, hire and pay them all in one place.”

Kayleigh and Mike lived in Dubai for four years before deciding it was time to move

back home and be closer to their families. “Once our son (Shay now four) turned one it was make or break time, so we packed up and came back to Glenbeigh, Co. Kerry.” From Glenbeigh originally, they’ve had lots of family support since making the move home and have since added a daughter (Amelia) to their family. “Coming back home and starting a business from scratch wouldn’t have been possible without the family and business support,” says Kayleigh. “Back for Business has been a phenomenal help, especially when we first arrived back to Ireland as new entrepreneurs, with a battered network and no one to share the challenges with. Back for Business created a very positive environment for everyone. I really appreciate the support I got from my Lead Entrepreneur and the other entrepreneurs in the group. It really helped me to stay motivated and to continue on the journey.

“I’m still in contact with members from my original group. I also participated in the Further Development phase in 2020.

We worked together remotely during lockdown and having that support from each other really kept us going through the dark days.” During COVID, they wanted to find a way to continue supporting couples and suppliers alike in the Wedding Planning process. Traditional Wedding Fairs are a great resource for weddings and unfortunately had all been cancelled so Kayleigh and Mike began forging partnerships with show organisers allowing them to co-create Virtual Wedding Fairs. In 2021, they ran a number of these large scale events helping over 2,500 couples and generating over 8,800 enquiries for Wedding Suppliers.

The next area of focus for The Wedding Wizard is to release additional online tools so that couples can take control of their big day – they plan to release Version 2 of the platform over the coming months. In the meantime, they will continue running Virtual Wedding Events and acting as a trusted resource for couples.



POSITION

Co-Founder

WHAT WE DO

We use technology to remove stress from wedding planning and connect couples with wedding-service providers, so they can plan their perfect day.

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