

# EIGHT IMPORTANT REASONS TO CONSIDER *Hiring a Wedding Planner*

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PHOTOGRAPHY BY RODNEY BAILEY

Congratulations! You are engaged and you are elated. Your wedding day is going to be the most important day of your life and you envision everything is going to be perfect.

You want to be involved. You have planned parties that have wowed your friends. You want to take a 'hands on' approach to the planning of your wedding and the prospect excites you. Yes, the thought of planning a wedding is very exhilarating. But in reality, it is like solving a Rubik's Cube. Getting all the pieces to work together and fit together precisely to complete the design is the objective.

It may look like a seamless process but it is not easy. A wedding requires Synergy- the interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects. Much like a movie, a wedding has to be produced, scripted, edited, and directed. As a visual feast for the eyes, a wedding has to have a flow and a tempo. It needs to be as pleasing for your guests as it is for you. As the star of your movie, can you envision yourself being the central character, producer, editor, director and run interference for all minor details on your wedding day?

If you are having more than 25 guests, the idea of working with a wedding planner should appeal to you. As the Creative Director for the most important day of your life, your wedding planner will help you avoid some dreadful mishaps that could ruin your day.

## A THEME IS MORE THAN A HODGE PODGE OF GREAT IDEAS

Your ideas are fabulous. But they are only the foundation of your theme. Remember they are only ideas and pictures ripped out of magazines. Brides have ended up blowing their budget on one item to the detriment of the whole wedding. This is where your wedding planner becomes your magician. Knowing all the tricks and resources, your wedding planner can create a theme that runs through the whole event. They see the whole picture. If budget is a constraint, they will advise you how to economize and still achieve a similar look.



## IS YOUR BUDGET A GUIDELINE OR A BLUEPRINT FOR BANKRUPTCY?

A budget is an essential part of your wedding planning. Even a million dollar wedding has a budget. A budget will give you perspective and it will center you. It will be a great comfort to you when you want to know where you stand financially. Expenses tend to mount up quickly and your budget will always give you a realistic assessment. I have witnessed brides being so out of control that they end up randomly buying items that have no rhyme or reason. That money could have been spent elsewhere to make the wedding a better experience for the guests. Being realistic about your budget is essential. Don't fool yourself with a figure knowing you can go over it. You will hurt your chances of selecting the best possible vendors. Your wedding planner is your accountant and will believe the budget you give them. She (or he) will honestly try to work within your parameters. So decide on a realistic figure so your wedding planner can recommend the vendors who will deliver the best work within your budget.

## THE VENUE EVENT MANAGER

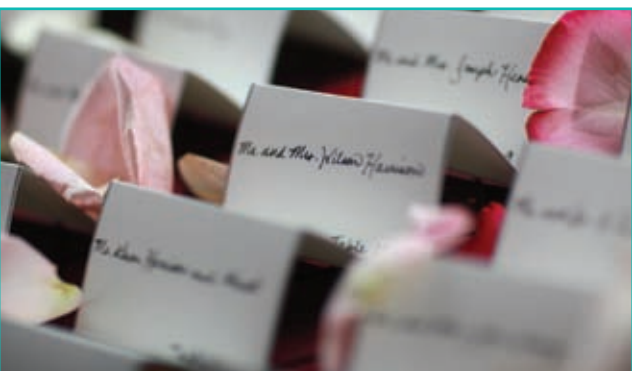
When the event manager from your venue tells you they can do your wedding planning, they are not lying. They will do everything under the sun to oversee everything they are 'responsible for'. However, they are 'not responsible' for 90% of the details that go into your wedding. Some brides are shocked when things go wrong. They thought their venue person would be on top of things. Not necessarily. If they have several events that day, they can't be held responsible for letting you know your flowers haven't arrived or your Best Man is held up in traffic. Imagine walking into a bald room instead of the floral intensive ballroom you paid for. Your wedding planner is your overseer. Their job is to make sure everything arrives on time and complete. If you have 15 tables, 13 centerpieces just won't do. They will get the florist to fix it. If the videographer does not show up, they should be able to find a replacement for you. Things happen, but it is your wedding planner's job to see that things are fixed and end up perfect. Your wedding planner is your fairy godmother.

## TIMELINES AND OTHER ANNOYING DETAILS

Checklists. Do we know anyone who likes them? And timelines. "Who has time to think of these boring things, I'm getting married!" I recall one bride saying. Actually, you might not be getting married after all if the Minister does not show up. Timelines are critical. Timelines are necessary. And timelines keep your wedding planner sane. They thrive on them. You, however, should never be subjected to them. These are the things a bubbling bride should be kept far away from. They will certainly kill the excitement.

## SYNERGY APPLIES TO VENDORS TOO

There are vendors who work so well together you almost get double your monies worth. Having a vendor with an attitude can affect everyone. Your wedding planner knows these things and will steer you in the right direction. By involving your wedding planner in the selection of vendors from the invitations on, you will be guided down the path of success. After all, synergy is what we are striving for!



## WHAT ARE THE RULES?

Brides need a "go-to" person for etiquette, wedding-related questions and to keep the planning timeline moving forward. All brides need a liaison to help keep emotions and relationships from straining during planning. Your wedding planner is a combination of Martha Stewart and Emily Post. Do you really have the time and inclination to research, answer and solve the problem yourself?

## OVER-TIME CHARGES ACCRUE FASTER THAN CHAMPAGNE POURS

One hour of over-time with a location site or photographer can cost you plenty! Everyone is on the clock and so is your wedding planner. The difference is your wedding planner is on your clock. They keep everything in motion so extra costs are avoided. In the end, your wedding planner is the most cost effective choice you can make.

## FRAZZLED IS NOT FABULOUS

Wedding planning and the events that lead up to your day will be stressful. You should have one job only. Keeping yourself relaxed and living in the moment. You need time to take in and enjoy this special day. Be with your loved ones. Be happy. Be kind. And mostly, be assured that your wedding is going to be the most fabulous day of your life.

Yes, all weddings have glitches. And yours will too. But your wedding planner will make sure you never have to deal with or see them. You may never even know anything out of the ordinary happened. And that is the sign that you are a genius at wedding planning. You started out with great ideas, hired a wedding planner to bring them to life, and sat back like a pampered princess on your wedding day accepting all the accolades that you deserve.