

TIPS
FROM THE
EXPERTS



Planning

Why A Wedding Planner?

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FINISHING TOUCH WEDDING DESIGN AND COORDINATION

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Ask brides who have hired a professional wedding planner for their weddings, and they will tell you that it was the best money spent on their weddings. Many couples think that hiring a wedding planner is a luxury and optional item, but in reality, it really shouldn't be the case. Having a professional, knowledgeable, and personable wedding planner is probably one of the most important elements of your wedding day. Here are just a few reasons why it is wise for brides to hire a professional wedding planner.

1. **Vendor Recommendations:** A professional wedding planner has established relationships with vendors in the industry and will give you un-bias recommendations for vendors based on her experience with each vendor, and who she thinks will suit your needs, event style, budget and personality.

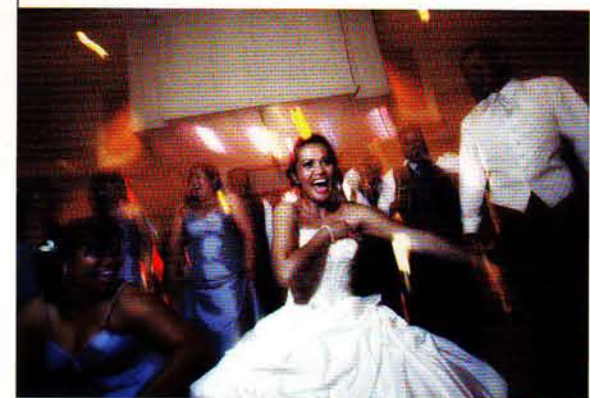
2. **Event Design:** A lot of brides are often very crafty, but having to create cohesive theme and design for your wedding is more than just gathering a bunch of ideas and pictures you found on the internet. A professional wedding planner has seen and gone to many events to know what creative elements are beautiful and impactful.

3. **Correspondence with Vendors:** A professional wedding planner has the time to correspond with vendors for you and make sure no details are left out – in other words, it is her day job! Your wedding planner is a full time planner who dedicates her 8 hour work day in planning events for her clients.

4. **Timeline:** Although there are many template wedding timelines available on the internet, any professional wedding planner will tell you that there's not one template that will work for all weddings.

5. **Wedding Day Execution:** This is it. With all that planning, it's show time. One of my all time favorite quotes came from Colin Cowie, Oprah's event planner. It reads, "Your wedding is going to have glitches and is not going to be perfect, but it is important for you to know that the vendors you've hired are professional and well-knowledged enough to take care of these glitches for you."

There are many great wedding planners out there, and scheduling in-person consultations (or phone consultations if you are planning your wedding from afar) with a few wedding planners to compare their experience, design style and personality is the best way to find your perfect fit.



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