



## *How Can I Work With a Planner?*

*A fair amount of flexibility is used when describing a wedding planner. Below you will find some distinctions in identifying the role of a Wedding Planner or Wedding Consultant.*

### **Wedding Church Coordinator:**

A person represented by the church to assist on the day of the wedding. Some church coordinators will attend the rehearsal. They will direct your bridal party and will assist the church Officiant in keeping the ceremony on time. Some may also line up the bridal party, queue the music and assist with flowers. They will set up the unity candle and clear space to handout wedding programs.

They will not create your wedding program, line up and check last minute make-up, dress, hair etc.. They will not call if the vendors do not show up. They do not accompany you to your reception venue.

Please check with the church to solicit a list of details of what a church coordinator will do, and most importantly, what they will not do.

### **Wedding Supplier as a Wedding Planner/Coordinator:**

Florists, Caterers and Event Design companies offer planning services as an extension of the services they already offer. A florist/event design consultant, unless they have previous planning experience, may not be able to dedicate the needed attention to act as your planner and create the floral décor for an event. A coordinator must multi task by coordinating with other vendors, the guests and the bride & groom. They should make overall decisions to deliver an event that represents the bride & groom's vision. There may be companies that can provide this service, but very few that can execute the details.

### **Venue Wedding Coordinator:**

They work for the best interest of the venue and represent the venue. They may not work to maximize the value of products and services offered by the venue. Furthermore, there is a limited amount of assistance that they can provide since they work for the venue, and not for you. They may refer you to vendors that have been at the venue in the past, but will not attend any appointments or negotiate prices. On the day of the event a venue coordinator will manage the food and beverage the hotel provides, and other details they have been given instruction on. The venue may also host multiple events thereby splitting the attention of the venue coordinator. Some venue coordinators will go beyond their duties to assist a bride but the expectation of the services must be made clear during the contract signing.

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### **Wedding Planner/Wedding Coordinator/Wedding Consultant:**

A person that represents you and only you to maximize your budget and vision, and act as a gifted organizer. Managing vendor appointments, overseeing the execution of the event, personal attention to details, instinctive, problem solver and of course part shopping buddy. Planners can offer a variety of planning services that can meet the needs of a busy couple with demanding careers, offer a helping hand to family members or orchestrate an, increasingly popular destination wedding. Depending on the style of package that you select your planner will manage all the rehearsal packets, inventory checklist, task assignment, vendor management and keep you on time.

### **Why use a Wedding Planner?**

Benefits of using a Wedding Planner include:

- Freeing up family members or friends from needing to assist with numerous tasks, which might provide stress or otherwise take away from their enjoyment of your wedding
- Management of suppliers - i.e. overseeing and checking deliveries, addressing supplier problems
- Liaison with the venue to ensure a good flow of the day, atmosphere and environment by perceiving and addressing issues which could otherwise have created problems - i.e. setting guest seating plans incorrectly, not managing timings and presenting cold or overcooked food, diffusing problems created by guests who may be emotional or have consumed too much alcohol
- Professional risk assessment of the venue and your itinerary to identify any potential hazards, problems or timing issues which could impact your wedding plans or the pleasure and enjoyment of you and your guests
- Using us as your Wedding Planner you can feel confident in our ability to deliver precision, organization and coordination to ensure you and all your guests enjoy the perfect day



## Why have a Wedding Day Timeline?

A **wedding day timeline** provides a concise plan for the order of the day. A good **wedding timeline** provides a timeline of where people should be, who does what and when, and provides a guide on the day for organization of the bridal party, guests and **wedding suppliers**.

## Why use a Wedding Planner for Wedding Timeline planning?

Benefits of using an experienced Wedding Planner to prepare your wedding timeline include:

- The ability to delegate responsibility of coordination of the wedding
- Your wedding coordinator will have an understanding of your expectations on the day
- You can use your wedding coordinator's experience of working with wedding venues and suppliers to troubleshoot and prevent potential timing clashes
- Wedding Timelines provide clear timing guides for the venue and facilitate management of the 'back of house' services i.e. when food is served
- Wedding Suppliers can be managed by your wedding coordinator who will manage deliveries for you and ensure the wedding ceremony and reception venues are decorated as you expect
- A wedding timeline alerts you if a supplier is late or missing. Where possible contingency plans can be implemented
- A good wedding timeline manages the flow of your guests, ensuring they enjoy all aspects of the day and don't go away remembering a poorly organized day where they may have spent prolonged periods waiting for their meal or experience boredom where the ambience has been allowed to wane



	Consultant #1	Consultant #2	Consultant #3
Company Name			
Contact Name			
Address			
Telephone			
Email Address			
Website Address			
1. How long have you been a wedding coordinator?			
2. Did you start your business from scratch or did you buy a business already setup?			
3. Is this your full-time job or part-time job?			
4. If it's part time, what is your other job?			
5. What did you do prior to being a wedding coordinator?			
6. Do you only work to plan weddings and special events or do you also work as a concierge?			
7. How many full-service weddings to you personally coordinate each year?			
8. How many wedding day only weddings do you coordinate each year?			
9. What type of formal training have you had?			
10. Are you a member of any major bridal or wedding/special event trade associations (ABC, June Wedding, Inc, ACPWC, AFWPI, ISES)?			

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11.	Do they require that you have formal training each year for membership or do you simply pay them dues?			
12.	Do you employ other people to help you plan events?			
13.	How many hours do they work with you a week?			
14.	How many event managers do you bring with you to a wedding?			
15.	Is there an extra charge for additional staff?			
16.	Do you personally attend every wedding?			
17.	What if you become ill or cannot come to the wedding who will stand in for you?			
18.	Do you charge for an initial meeting?			
19.	If you charge for the initial meeting, is it applied to my cost of coordination should we hire you?			
20.	Do you accept commissions, kickbacks or professional discounts from any vendors you refer?			
21.	Do you sell wedding invitations?			
22.	What discount do you give off the cost of wedding invitations?			
23.	What is the largest wedding you've managed?			
24.	Give me five adjectives which describe yourself			
25.	Who signs the vendor contracts? Do we pay you the fee for the entire event and then you pay each vendor or do we contract with vendors separately?			

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26.	Are you present at all vendor meetings? Do you come to the tasting?			
27.	How many hours does it take you to plan a wedding?			
28.	How many hours are included with your package?			
29.	Do you make initial contact with all referred vendors and check price and availability or do you give us a list of vendors for us to call?			
30.	How many hours are you on site the day of the wedding?			
31.	Do you help with setup and tear down?			
32.	Will you help with the processional and recessional?			
33.	Will you bring an emergency kit?			
34.	Describe the best wedding you've ever managed. Why was it the best wedding?			
35.	Do you charge for expenses or travel?			
36.	What is the average amount?			
37.	What is your coordination fee?			
38.	Does the fee include the day of the wedding?			
39.	Do you charge hourly, a flat rate or a percentage of my overall budget?			
40.	How are the payments structured? When are they due?			
41.	What is the amount of the initial deposit?			
42.	What is your refund policy in case of cancellation?			

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43.	What won't you help with?			
44.	Are you present at the rehearsal?			
45.	Will you setup the personal items on each of the place settings?			
46.	Describe the most difficult wedding you've managed and why was it difficult?			
47.	Describe some problems you've had with vendors not fulfilling their contract and how you handled it.			
48.	Will you help design the overall theme, decor and flow of the wedding ceremony & reception?			
49.	Will you provide me with a detailed budget outline?			
50.	Will you assist with lodging arrangements for our out of town guests?			
51.	Package 1:			
52.	Cost of Package 1:			
53.	Package 2:			
54.	Cost of Package 2:			
55.	Package 3:			
56.	Cost of Package 3:			
57.	A question to ask yourself: Has the wedding consultant addressed your personal concerns satisfactorily?			