

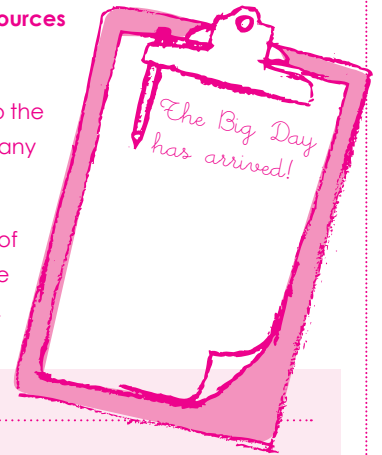
Wedding Planner

YOUR BEST INVESTMENT

You're not giving up control...You're enlisting the services of someone with the abilities and resources to bring your vision to life.

Planning a wedding can be time consuming, labor intensive and often overwhelming. Add to the equation the demands being placed on today's working professional and it's clear why so many couples are enlisting the services of experienced wedding coordinators.

A common hurdle for brides considering a coordinator is the idea of relinquishing control of such a personal event. In reality you're not giving up control at all. You're simply enlisting the services of someone with the organizational abilities and resources to bring your vision to life. They do the footwork and research that allows you to make informed, intelligent decisions.



PLANNING SERVICES

- Face-to-face appointment to review your ideas, expectations and preliminary budget.
- Make suggestions and research options for vendors.
- Assist in creating a budget.
- Create an overview that accommodates your tastes, requests and budget.
- Provide a list of recommended service providers (vendors).
- Assist with the selection of vendors, should you so desire.
- Schedule appointments with the vendors being considered.
- Review all contracts.
- Develop a detailed timeline for the ceremony, cocktail hour and reception.
- Develop a detailed floor plan.
- Stay in communication with the selected vendors.
- Confirm timeline several days before the wedding with you and each vendor.
- Be on-site the day of your wedding to see that vendors are on time, and setups go smoothly & on schedule and to take care of any last minute hiccups.

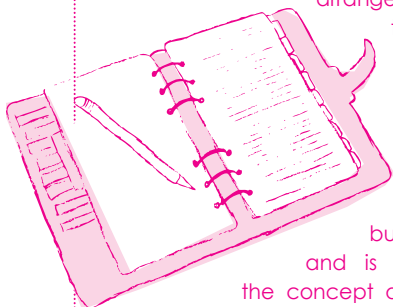
There are a number of professional associations throughout the country who require their members to undergo training and certification. Major organizations such as the Association of Bridal Consultants (ABC) and the Association of Certified Professional Wedding Consultants (ACPWC) have played an important role in raising the standard of professionalism in the industry through education and accreditation.

Most coordinators charge on a flat fee or hourly basis, as these are the fairest ways to charge. Flat fees can range from several hundred dollars to several thousand, depending on the size of the event and the services required. Couples should carefully evaluate percentage-based fee structures. With this type of arrangement, there is no incentive for the consultant to save money for the couple, because a reduced wedding cost would result in reduced fees.

appealing to budget-conscious couples, it is almost impossible for consultants to provide effective service if they just show up on your wedding day. Instead, prior to the wedding day, your consultant should review all wedding vendor contracts, develop a detailed timeline and floor plan, reconfirm logistics with all vendors, and oversee the rehearsal. And of course, the consultant will be on-site for the entire wedding day to manage every aspect of the event. Overall, to provide this minimum level of service, it usually requires about 30 hours of the consultant's time—considerably more than a single day.

Expect to allocate approximately 8-10% of your overall wedding budget for a consultant, depending on the level of services requested. An experienced consultant should be able to pass along enough savings to you to at least defray their own fee. Vendors generally give consultants the best possible price considerations and service in hopes of continued business. In addition, a professional coordinator's expertise will ensure you get what you pay for in terms of quality, quantity and service.

Leave the details to a professional who can anticipate mishaps before they occur, troubleshoot when necessary and bring your vision to life.



Some consultants offer "day-of" wedding coordination, but this term can be misleading and is frequently misunderstood. While the concept of "day-of" coordination may be

COMPREHENSIVE CONTACT LIST

Give this list of important numbers to your wedding planner before your big day in case of any emergencies. We've filled in the people we think are important, but we've left space for you to add as needed. This will help keep you from worrying about the small stuff on your big day!

MOTHER OF THE BRIDE	CATERER	HAIR & MAKEUP
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
FATHER OF THE BRIDE	FLORIST	TRAVEL AGENT
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
MOTHER OF THE GROOM	CAKE BAKERY	PHOTOGRAPHER
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
FATHER OF THE GROOM	RENTAL COMPANY	OTHER
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
MAID OF HONOR	GROOMS FORMALWEAR	OTHER
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
BEST MAN	GOWN SHOP	OTHER
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
CEREMONY SITE	CEREMONY MUSIC	OTHER:
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:
RECEPTION SITE	RECEPTION MUSIC	OTHER:
name:	name:	name:
phone:	phone:	phone:
cell:	cell:	cell:
email:	email:	email:

