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Why Hire a Wedding Planner or Coordinator?

On the morning of your wedding day, you should be relaxing with your bridesmaids, sipping champagne, and thinking about just one thing: marrying your best friend. All too often, brides rely on family and friends to help carry out plans on the day of their wedding, or worse yet, run the day themselves. But it's almost impossible for a couple to truly enjoy their wedding and "run" the day as well; it's rare that you see an actor also serve as the director too. In doing so, the couple, bride, or family/friend will not be able to enjoy the event as a guest, will end up feeling overwhelmed, and in most cases, will have little experience in the role of event planner. This causes tremendous stress in trying to keep on top of everything that must be done to ensure that the day runs smoothly. Additionally, there are many intricate details that will be overlooked without the help of a professional planner who has experience in orchestrating weddings for a living.

At Dolce Vita Events we want you to know that it's not just our personal belief that hiring a wedding planner, or at the very least a "Day Of" wedding coordinator, is an absolute must for all couples. Here, we have compiled a list of major publication articles and advice from other industry professionals that echo our beliefs.

BRIDES.COM WEIGHS IN ON THE PROS AND CONS OF HIRING A WEDDING PLANNER

BY: [Jolène M. Bouchon](#) a regular contributor to *Brides.com* and a freelance writer.

Yes, weddings are joyful occasions, but, sometimes, planning one can be anything but. Sure, you can probably sweat through it, but it may pay to call in professional reinforcements. Here, we consider the pros and cons of using a wedding planner.

Pros:

They'll sweat the details.

Chances are, you've never planned an event of this magnitude. So. Many. Details. Wedding planners have done this before — a lot — so they can help you wrangle details you might otherwise overlook. Planners can also help you make the most of your budget and allocate it properly.

They'll troubleshoot.

If something goes awry during the ceremony or reception — *and something always does* — you don't have to take care of it. They'll worry so you don't have to. A *DAY OF WEDDING COORDINATOR* will prevent and solve problems on the wedding day. The wedding day should be the most special, memorable day in a bride and groom's life. The beautiful bride and dashing groom should be able to focus on each other as they pledge to love, honor, and cherish, and to enjoy the result of the hard work they put into planning their wedding. However, many couples find that they instead spend the day "working" — that is, they must call the florist when the wrong flowers are delivered, find a place for the unexpected guest to sit, and track down the DJ when he is late, etc. When a wedding planner is

"A wedding planner has loads of contacts in every category from cake bakers to bagpipers. But more than that, we have the benefit of having worked on nearly a hundred weddings so we can anticipate challenges that you may not see coming. We can also brainstorm the unique details that will really set your wedding apart." — Jodi C., Luxe Events

on site, these problems will be solved, often before the couple (or the guests) even know there is an issue. The peace-of-mind of knowing that the bride and groom can just relax and enjoy their day is well worth the cost of a wedding coordinator and the money saved in damage control makes it a win-win.

Cons:

You have to relinquish some control.

If you're the type who can't stand the idea of not doing everything yourself, it might be hard for you to turn over the details for one of the biggest events you're likely to have. It's not impossible, of course, says Weekes: "Contrary to what I was told when I first got into the business, Type-A clients work well with planners; in fact, I think they make us better planners." However, you need to be honest with yourself about whether it's something you can do comfortably. If so, says Jayna Cooke, CEO of EVENTup, an online marketplace for finding event venues, be sure that your planner is as detail-oriented as you are and has values and communication styles that align with your own.



It's an additional cost.

Yes, planners have an inside track, which means they can save you money — but if your budget is already stretched, but you could really use help, consider a day-of coordinator. Planners often offer multiple tiers of service. Be sure to ask for a customized service if you don't see what you need on the planner's initial price list.

You chose a venue with prepackaged services.

It's not a con necessarily, but if you choose a venue that offers prepackaged services, it's unlikely you'll need a Full Wedding planner's services, says Cooke; but you WILL still need your own personal Day of Wedding Coordinator as the venue coordinator will only be concerned with the elements pertaining to the venue and its timeline, not the personal coordination tasks such as wrangling all family members for pictures, being by your side to assist you at your getting ready location, and making sure your every need is attended to on your special day .

Why You Should Consider Hiring a Day-of Wedding Coordinator



as posted in a recent article on BridalGuide.com

What does day-of planning entail? Does everything happen on the big day?

Not quite. While commonly referred to as a “day-of,” a better description is “coordination for the day of the wedding.” It starts with a comprehensive consultation with the bride at least three to four weeks prior to the wedding. From there we assemble a detailed timeline for the wedding day and work to ensure that everything comes together just as the bride envisioned it. As well, some wedding venues have a requirement that a couple hire a planner or at minimum, a coordinator for the day of the wedding.

What do day-of planning services generally cost?

Day-of coordination can range from \$800 to \$2,600 depending on the region, the planner's experience and the specifics of the wedding. Are the ceremony and reception in one place or two? Are there extra details like dessert-bar setups, midnight snacks or food trucks? Will the celebration last until 2 a.m.? These aspects can all affect the cost.

What are the key benefits?

The biggest: having the peace of mind that all the details will come together as you envisioned. The amount of resources budgeted toward a wedding can be

“Hiring a wedding planner is the wedding gift that you give to yourself! One of the most important things that a planner can do for a bride and groom is provide them with peace of mind. With a wedding planner the couple won't have to worry that something has been over looked or will slip through the cracks. Hiring a wedding planner will make the planning process stress free and enjoyable. It's just as important to enjoy the engagement as it is the wedding day. A planner will ensure that the wedding day is seamless and will ultimately allow the bride and groom to be guests at their own wedding!” – Lisa B., Catering Manager@

substantial, and with just 5 to 10 percent of the cost going to coordination for the day, couples can ensure that countless hours of planning time will be made easier and that they get the most for their money. Think about it: In addition to being the center of attention, you two are also the hosts of the celebration, unlike the days when parents took charge of wedding day festivities. If a last-minute snafu crops up, having a coordinator on board allows you to be charming, gracious hosts, rather than frazzled, last-minute problem solvers. You'll be able to truly enjoy every moment of the day.

All in a day's work

On the big day, a wedding coordinator/planner often handles the unexpected:

- Party crashers are ordering drinks at the bar and need to be asked to leave.
- We direct traffic in the middle of the street so the photographer can capture a shot
- Mother of the bride disappears just as the couple is ready to cut the wedding
- The lights in the ballroom are too bright; we fix it to create a warm ambience.

Day-of planning at a glance

Formulation of wedding-day timeline and distribution to all vendors.

Coordination of all wedding professionals selected by bride and groom.

Conducting the wedding rehearsal the day before.

Coordinating all activities

Assisting the bride and wedding party with dressing, photo schedules.

Guiding the bridal party through processional and recessional.

Checking details both big (final head count for caterer, number of place settings) and small (placement of favors, menus and napkin folds).

Checking floor plans, lighting levels, cake placement.

Cueing all wedding professionals.

Collection of gifts and personal items at end of evening.

“A wedding planner can save a busy couple time and energy, be a support system for couples that need it, help stick within a budget (even Oprah has a budget), and help you create something that shows off your personal style. Wedding planners know how to troubleshoot with regards to the wedding day timeline. From years of experience, they know how much time things really take and how much cushion time to allow. This helps create an accurate schedule and one that actually flows well on the wedding day. Great flow that seems effortless is the mark of a well-coordinated wedding.” – Mark F., MFine Events

“From my perspective as a professional wedding DJ, I can tell you that having a wedding planner at a wedding makes our job a lot easier. When the bride and groom haven't hired someone to lead their team of vendors (venue staff, caterer, photographer, disc jockey, videographer, ceremony officiant, etc.), it normally falls on us to manage the schedule because we have to make the announcements. Sometimes, the reception site contact and (rarely, from what I hear) the “church lady” is on top of things and can act as a coordinator, but this usually isn't the case. Having someone in charge — someone to manage the timeline, check all of the details, and be the point of contact for the newlyweds and the bridal party, enables your vendors to concentrate on what you hired them for – be it music, photography, or food.” - Javier A., owner at Absolute Deejeys



Coordinator Priscilla Thomas is there to handle any and all mishaps, by your side the entire day.

