

# WHAT DOES A WEDDING PLANNER DO?

Why do I need one?

**ON FIRST THOUGHT  
HIRING A WEDDING  
PLANNER MAY SEEM  
EXTRAVAGANT, BUT  
THE REALITY IS THAT  
PARTNERING WITH A  
WEDDING PLANNER  
AND AN EVENT  
COORDINATOR WILL  
SAVE YOU TIME, MONEY  
AND HEARTACHE.**

A wedding planner works with you to design a custom package to suit your exact requirements, so you can personalise your wedding and special event every step of the way. This ensures every aspect of your special event is uniquely tailored for you and within your budget.

Your wedding planner of choice should have experience in event design and production, venue and supplier relationship development, contract negotiation, logistics and budgeting – ensuring that you have a superior client service experience and outcome.

## WHAT ARE THE ADVANTAGES OF HIRING A WEDDING PLANNER?

- They have the expertise and access across the wedding industry, for example, to vendors and venues.
- They will save you time and money by their depth of knowledge and access to appointments, arrangements and contacts that can be seamlessly made for you. This would otherwise take you months of researching, interviewing and chasing up of quotes for the required suppliers and venues – they also know what is the perfect 'fit' for each client and their budget as it relates to suppliers and vendors.
- Experienced wedding planners are masters of planning and logistics – they can, or should be able to, instantly give you the information that you need regarding anything you might need to know and when you need to know it about your wedding planning and the day itself.

## HOW MANY HOURS WOULD A PLANNER WORK WITH A COUPLE ON AVERAGE?

The planning time is dependent on budget, how many guests will be hosted, locations for the ceremony and reception as well as how many suppliers, vendors and venues need to be sourced, evaluated and contracted. The numbers of hours you might spend doing this yourself can be upwards of 250 – 300+ hours, so the time factor alone makes hiring a planner something else you should really consider.

## WHAT ARE THE BIGGEST TIPS YOU CAN GIVE COUPLES PLANNING THEIR WEDDINGS?

1. Identify your budget, style (or theme) and preferred locations before you engage with suppliers, vendors and venues.
2. If you do opt for a wedding planner, make sure in the contract that your planner of choice has only one engagement on your day.
3. Finally, if there is no chemistry or connection with a wedding planner keep looking for the one that will be the perfect fit for you, your partner and the big day. This is the critical element that will ensure that those moments become the memories that you will hold dear and share for years to come.



## WHAT IS A FULL-SERVICE WEDDING PLANNER'S ROLE?

Kerrie Wood (LUXE Unforgettable Events)

A full-service wedding planner's role is to be your professional guide and mentor through every aspect of the planning process. Usually you would engage a full-service planner immediately after you announce your engagement. They will oversee the logistics of your wedding planning such as; assisting with the selection of vendors that have a 'mutual fit' with your budget and style, contractual agreements, protocol and etiquette advice, the critical practical 'day of' event timeline as well as guest relations.

Your wedding planner is a key player who partners with you to develop and deliver your unforgettable day – your way – without fuss. On your big day they are responsible for managing the vendor and supplier timelines, organising payments that will need to be made as well as resolving any problems should they arise – and no doubt they will! By the time your wedding day arrives, your wedding planner will thoroughly know you, your partner, your wedding party, and ultimately your wedding day vision. A full-service wedding planner should provide you with a service that feels like it is undeniably the most valuable investment you have made.

Some full-service planners include styling and design services in their full-service package where as others will just offer styling or design services without the planning and coordination package.

For example, they will help make your wedding look a specific way, but they won't be at the ceremony to make sure your wedding party adheres to the timing that you have rehearsed. At the reception they won't be there to ensure the pre-reception drinks and canapés are served with the appropriate flow and pace with the agreed music. They also won't be there to ensure the catering staff are aware of the timeline for all aspects of the reception including your arrival, the speeches, the first dance or cake cutting and ultimately your departure from what should be the most treasured day of your life to date.

This should be your wedding planner's role from the start of the day to the finish. Again, it is important to check with your wedding planner to confirm exactly what is in your package.



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An 'on the day' wedding is like a personal project who ensures your day runs smoothly. They contact your venue, suppliers and vendors to make sure everything is confirmed. The coordinator puts out a run sheet to the vendors the days leading up to the wedding so they all know exactly how the day will flow. They are with you the day before and the day of the wedding so it's all as it should be. They are your partner.

An on the day wedding planner works with you throughout the day. They are there to keep the timeline on track and make sure every element in the wedding reception happens smoothly.



## WHAT IS AN ON THE DAY COORDINATOR?



An 'on the day' wedding coordinator is like a personal project manager who ensures your day runs smoothly. They contact your venue and all your suppliers and vendors before your wedding to make sure everything is confirmed. The coordinator will send out a run sheet to the vendors in the days leading up to the wedding so they all know exactly how they fit into your day and they will follow up with each of them the day before to make sure it's all as it should be for you and your partner.

An on the day wedding coordinator is with you throughout the day and night. They are there to keep the agreed timeline on track and to make sure every element in the ceremony and the reception happens as it should.

### A FEW THINGS THEY DO INCLUDE:

- Welcome and direct guests, or if you have ushers then they can defer to the coordinator if they need assistance
- Work with the photographer to organise family and the wedding party for photographs
- Review table layouts and make sure place cards and wedding favours are set out as planned
- Work with your MC to make sure they are across the run-sheet and their role
- Ensure AV equipment is ready to go for speeches and video montages
- Confer with the kitchen/venue staff about the progression and timing of the courses

With everything being managed by someone else, you and your partner can have the unforgettable day and night of your life without having to stress over the coordination elements.

The coordinator is usually the first person to arrive and the last person to leave the venue – long after the last guest has departed! They ensure that the third-party supplier pack down goes off without a hitch and also make sure that no gifts or personal belongings have been left behind – yes, it really happens.

As with the full-service wedding planner, to avoid disappointment be sure that both parties are clear on the responsibilities of the on the day coordinator.

Hopefully you now have a better understanding of the differences between an on the day coordinator and a planner. Both have a valuable part in delivering your day – your way – without fuss, but the scope of each role is vastly different.



## WHAT IS A VENUE COORDINATOR?

A Venue Coordinator assists with everything to do with the venue itself – such as food and beverages, basic setup, and accommodation if guests will be staying at the venue.

If your ceremony is at a different location than the venue, which is common, your on the day wedding coordinator will be there with you to ensure everything goes according to the timeline that you have agreed to. This is across all the supplier elements including hair and makeup, photographer and videographer, transport and your wedding party. A venue coordinator will not be at the offsite ceremony and will have had no involvement in the critical supplier coordination process. If the ceremony is at the venue, then the venue coordinator will be there to help but would not be involved with any third-party supplier that has not been organised through the venue.

The venue coordinator usually only remains at the venue until the main meal is served then leaves – although some may stay until the cake is cut and served but this varies greatly from venue to venue. Always confirm in your venue contract the specifics of exactly what your venue coordinator has guaranteed will happen for you and exactly what services will be performed by them on the day. This way there is no room for misunderstanding or disappointment as it is not uncommon for the venue coordinator (on the actual day) to be a different person than the one you have

been dealing with through the booking and function planning phases.

Although the venue coordinator is there for you to make sure that the venue functions and elements are to your satisfaction, he or she is not likely to be involved if a crisis with your dress occurs, or Uncle Johnny has had too much to drink before the speeches, or when it comes time to pack up the gifts or wishing well ensuring all valuables are secured for transport. It is also worth noting that sometimes the venue coordinators have more than one wedding on per day, especially at large venues.

Also, generally, third party suppliers and or vendors such as your florist, transport, photographer, hair and makeup artists or musicians would not be contacted or coordinated by the venue coordinator unless it's specified in your venue contract.

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