



DEBUNKING THE MYTH OF THE “DAY OF” PLANNER

Every couple deserves a wedding planner and many recognize the exceptional value of having one. However, because of current terminology some couples anticipate they can hire a planner just for the day of the wedding. The facts are: the “Day of Planner” does not exist. The term was picked up by the public and has made its way into the everyday vernacular.

In light of this, the Wedding Industry Professionals Association (WIPA) recommends the terminology “Wedding Director” to replace “day-of planner”.

No couple wants someone to walk in and pretend to run the show with no prior knowledge of their wedding or preparation! *The only way a planner can successfully execute a client’s wedding is to fully understand their vision and what they have contracted with their team of vendors.*

The pre-wedding meetings, vendor confirmations, review of vendor contracts, timelines, planning, referrals, production schedules, venue logistics and walk through typically require a minimum of 25 + hours for any experienced planner. The day of the wedding will be an additional 10-15 hours. The planner will be on site early, directing set up and implementing the client’s vision. This allows the couple to be relaxed and to enjoy their day.

Every couple wants the day to run flawlessly. A professional Wedding Director is a planner with the education, training, experience and knowledge to make the day run smoothly and effortlessly. The Wedding Director will coordinate the vendors and the venue, orchestrate an effective timeline and oversee the often complicated logistics.

By hiring a Wedding Director the client will receive the service and expertise they deserve to make the wedding day run perfectly.

Presented by the WIPA Certification Committee

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