

# 10 Reasons To Hire A Coordinator

Hiring a planner has its advantages. Wedding coordinators are the perfect solution to your problem of too much to do in too little time. Whether you think of them as planners, coordinators, or consultants, these wedding professionals know a thing or two about organizing amazing events.

Consultants aren't just for the rich and famous. Their services run the gamut from day-of planning help to full coordination packages. There's a plan of action for every bride and every wedding. If you think you don't need a consultant's help, think again.

## 1. REFERRALS

Working with a consultant means you get hooked up with the best people and the best plans. Face it, coordinators are connected. They know what to do and who to call. They can negotiate great deals because the vendors want to work with them again and again on other weddings.

"Why take a chance and hire vendors that could potentially not fulfill their obligations or do a poor job?" asked Rachel Burger of Bliss Events. "Wedding Coordinators know which vendors are good values, trustworthy, and skilled at their jobs. They can provide you with the best referrals possible within your budget."

## 2. EXPERIENCE

It's more than likely that you've never planned a wedding before. Maybe you've organized a party or two, but are you really ready to plan a full-scale wedding on your own? By enlisting the help of a professional who plans weddings and other large events all the time, you'll ensure that your wedding is exactly what you dreamed it would be.

"People that deal with weddings on a day-to-day basis know the pitfalls and can protect brides and grooms," said Anseth Page-Richards of *Creative Occasions with a Personal Touch*. Page-Richards compares hiring a consultant to working with a technology expert if you're installing a new computer system.

"Look to experts to be sure you're getting a fair price and high standards," she said.

Your planner's experience coordinating previous events will benefit you in a big way. You'll score her great advice and you'll work with the best vendors. The result? A wedding where everything goes as planned.

## 3. EFFICIENCY

Most weddings take at least 200 hours to plan. Don't you want to make the most of those hours? Why waste time trying to figure out what to do when a planner can help you get your game plan on track?

"Basically [a planner] makes your day easier and stress free," said Heather Balliet of *Amorology*. Your coordinator will do many wedding-related tasks like reviewing your contracts, calming your nerves and helping you make decisions about food, flowers, and more.

#### **4. READY FOR ANYTHING**

Tissues? Check. Backup plan? Check. Your coordinator thinks of everything and that's a major plus when you're stressed out, confused, or just plain scared of what to do next in the planning process. Rely on a professional to guide you through your wedding journey.

"There are so many little things that can come up at the last minute that a consultant can easily take care of without the bride and groom even realizing that it was ever an issue," said consultant Jennifer Molloy of Amore Events. "And, although many couples like to do a lot of the planning themselves, it's essential that an experienced consultant be there to run an efficient rehearsal and to manage the wedding day."

#### **5. STAY ON BUDGET**

Whether you're spending \$20,000 or \$50,000 on your wedding, you don't want to waste money. By working with a consultant, you'll be sure to spend your cash in the best ways. A seasoned planner will connect you with vendor discounts and tell you what items aren't worth it and which ones are solid investments.

"We can help you pull together your budget," said Julie Gross of The Wedding Makers, noting that a consultant can help brides get a handle on budgets and most consultants offer free, no-pressure consultations to brides.

#### **6. IMPARTIAL OPINIONS**

Weddings are emotional times and that means you're bound to argue with your maid of honor, feel the pressure from your mom and worry about which cake your groom really wants. But when you work with a planner, you get objective opinions.

"Independent consultants are detached and they're not biased," said Page-Richards. "They will guide without needing to get their own way."

"I understand that this is not my wedding, and I prefer when the couple is as involved as possible," noted Molloy. "The more involved they are, the more their wedding will represent them."

Don't worry about your consultant stealing your glory. They want to work with you as you plan your wedding.

"Most brides like to have a large role in the planning," said Gross. "I think with weddings so many girls have thought about it so long, it wouldn't be so special if they didn't do the planning."

#### **7. IT'S ALL IN THE DETAILS**

Your wedding planning requires you to be organized and focused. A consultant can help you pay attention to all of those special day details, big and small. They know your budget, your tastes and they know what it takes to pull off the event of your life.

"Part of our regular business routine includes meeting with vendors, learning about their services, pricing, etc.," said consultant Joanna Falb of *Unforgettable Event*. "Because of this ongoing research, we are able to provide clients with referrals that fit their needs, budgets and personalities. We can also save our clients time by coordinating vendor appointments around their busy schedules, which includes vendor profiles, detailed itineraries, directions, and maps."

## **8. CREATIVITY COUNTS**

You may have a color, a theme or a place in mind for your wedding, but you may be struggling to pull these elements together. That's where a consultant comes in. They're creative people who can transform your idea into a beautiful reality. Consultants are on the cutting edge of wedding trends and they can steer you in the right direction to make your day magical.

"It is part of our job to stay abreast of the latest products, trends, and ideas to add to the beauty of weddings," said Burger. "Instead of spending hours researching ideas themselves, brides can express their wishes to their coordinator and let her make them a reality."

## **9. PRIORITIZE**

With so many aspects of a wedding to plan, it's not always easy to stay on track. A consultant can help you prioritize what matters most to you and your guy for your special day.

"A professional wedding consultant will work with you and be involved in the planning process as much or as little as you need for them to be," said Falb.

## **10. SMOOTH SAILING**

The best way to reduce stress is to work with a consultant, even if it's just for a month-of-the-wedding package. You need to minimize your stress so you can be fresh and focused for your wedding. "It's absolutely the best wedding gift to give yourself," said Rebecca Gaffney and Mia Saling of *Red Letter Days Wedding & Event Coordination*. "It's the best treat, gift of relaxation, peace of mind and impeccability for your day."

Many brides think they can't afford to hire a coordinator, but that's not the case, said Burger, "Coordinators can be hired for as little as 2-to-5 percent of your overall wedding budget, and that is likely the best money spent on wedding vendors, considering the time and hassle coordinators can save you."

*This article was printed in San Diego Style Magazine, Feb/March, 2008 issue.*