



BASICS OF
**WEDDING
PLANNING**

A STEP-BY-STEP GUIDE TO START
A CAREER AS A WEDDING PLANNER

Authored by : HASEENA KUTTY

Forward

In the bustling landscape of India's event management industry, there are few who possess the seasoned expertise and flair for creativity quite like Haseena. As a veteran in the field, her journey has been marked by a passion for orchestrating unforgettable experiences, fuelled by a background steeped in the world of events.

It was only a matter of time before the allure of weddings swept her into its embrace. With weddings emerging as a cultural phenomenon, it was only natural for someone of her caliber to immerse herself in the art of wedding planning. Drawing from years of experience and a keen eye for detail, Haseena brings forth a wealth of knowledge gathered from traversing the diverse tapestry of India's cultural landscape.

Yet, amidst the whirlwind of doing events, Haseena has managed to achieve something truly remarkable - the ability to seamlessly blend work with research and craft a comprehensive guide for wedding planning in India. It is a testament to her unwavering dedication and relentless pursuit of excellence.

In these pages, readers will find more than just practical advice; they will discover an amazing guide for embarking on a career in wedding planning in India. With meticulous attention to detail and a deep understanding of the intricacies involved, Haseena has curated a resource that is destined to become a cornerstone in the education of future wedding planners.

As I reflect on Haseena's journey, I am filled with admiration for her pioneering spirit and unwavering commitment to her craft. It is my sincere belief that this book will not only serve as a guide for aspiring wedding planners but also as a testament to the passion and dedication that define Haseena's remarkable career.

Here's to the future, where this book will undoubtedly find its place as a textbook in countless event management institutes, shaping the next generation of industry leaders.



Sofia Mathew
Director & Co founder
Watermark Event Solutions LLP.



Dear Lovely Readers,

I am truly grateful from the bottom of my heart for choosing to read this ebook. The purpose of this ebook is to provide event managers and wedding planners with an understanding of the basics of wedding planning.

With the rise in popularity of wedding planning as a career choice, many people are entering the industry without a strong understanding of the fundamentals.

This ebook serves as a guide for both newcomers and seasoned event managers, with the aim of setting a benchmark for the Indian Wedding Planning Industry.

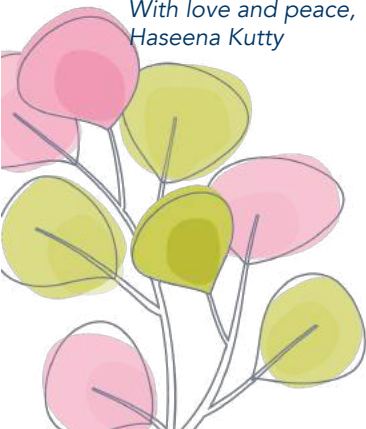
Drawing from my personal experiences, I have written this ebook to share my knowledge and help others succeed. I am still a learner myself, but I hope that my insights and advice will provide a useful platform for others to build upon.

I would like to express my gratitude to my colleagues, industry experts, my family, friends, students, for supporting me on this journey. A big THANK YOU to Wedding Planning companies for picture courtesy - Rainmakers Signature Experience Pvt.Ltd., WishTree Weddings (Ergo Consulting Services) and Tamarind Event Management Solutions Pvt. Ltd.

In my opinion, the key to success lies in continuous learning.

Keep learning, and never stop dreaming.

*With love and peace,
Haseena Kutty*



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HASEENA KUTTY

She comes armed with a Fashion and Management background and into Training and Development especially for the Event & Wedding Industry.

She believes in weaving an event like a story with all the aplomb, extravagance, and right ambience coinciding with the client's expectations.

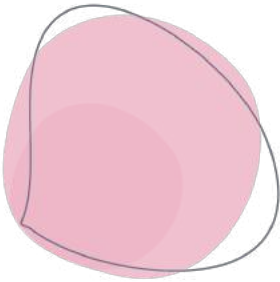
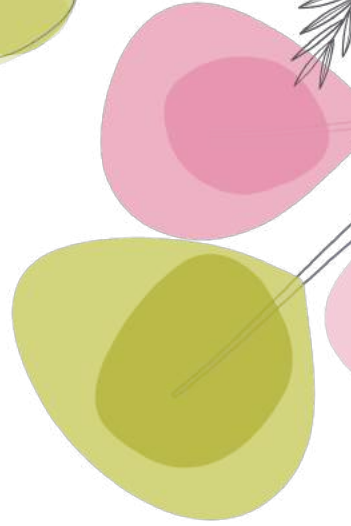
When she is not commandeering high-profile events, she can be seen in her little art workshop spreading smiles and joy to little kids and students around her home. Her alter-ego is that of an exemplary artist who makes wonderful creations, be it in the form of Art & Crafts, and sketches with intricate detailing.



Basics of Event Planning

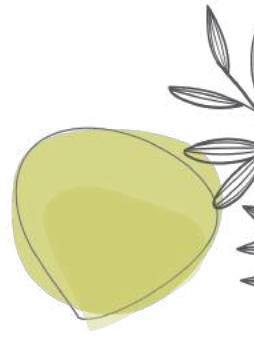
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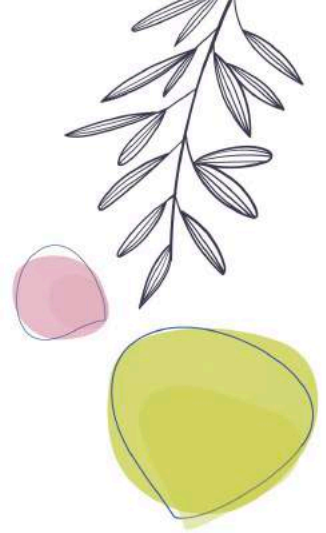
*This book is dedicated to
my father and mother.*



*"The capacity to learn is a gift;
The ability to learn is a skill;
The willingness to learn is a choice."*

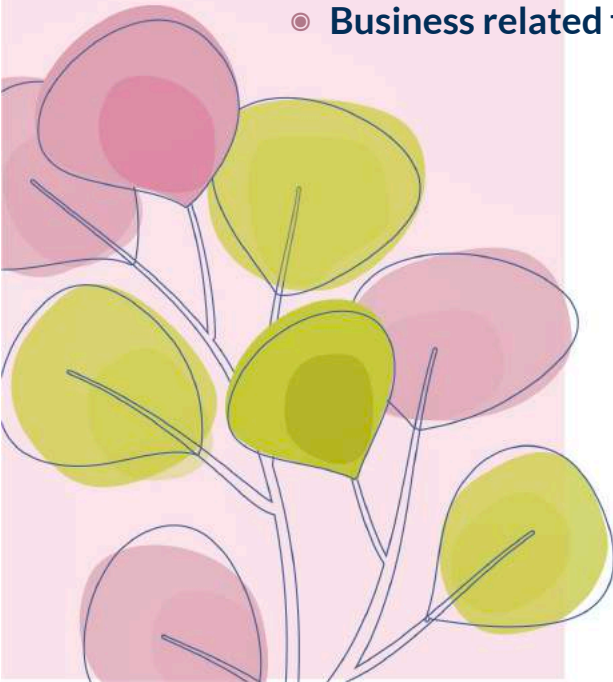
- Brian Herbert -





01 SESSION

- Indian Wedding Market
- Role of Wedding Planner
- Types of Weddings
- Insight to Indian Weddings
- Business related to Weddings



1.1 THE INDIAN WEDDING MARKET



Picture Courtesy @ Rainmaker Wedding Planner

In today's world, wedding planners have taken on the tasks that were traditionally handled by a large group of family members from the bride and groom's side. However, being a wedding planner involves more than just arranging decorations and organising the event.

The role of a wedding planner carries significant responsibility, as they hold the reputation of the bride's family in their hands. Considering these immense responsibilities, it is beneficial for a wedding planner to continually learn and strengthen their knowledge from the very basics. Learning fosters the activation of one's creative mindset, allowing it to remain active at all times.

I am confident that the more you read, the more your mind will expand, leading you to perceive the world of Indian weddings from a fresh perspective. It will enable you to see and understand the intricacies of Indian weddings in a whole new light.

In the good old days, from the time the wedding date is fixed every member of the family has some role to play to organise the wedding. There will be an uncle who will coordinate the tents, another uncle who will organise the food, and lots of cousins to be given all kinds of jobs from buying garlands, renting the table and chairs, or booking the pujari (priest) to printing the invitation card and so on.

It's a mini festival where one experiences a touch of Indian culture in a miniature style. Oh, it's full of chaos, fun, and laughter with all the relatives and friends towed from near and far. But in this chaos, there is beauty, love, blessings, and visuals that one cherishes for life long.

Yes, Indian Weddings from any religion are a sight to see, smell and feel.

India is a youthful nation with the second-largest population in the world. Millennials, who account for 27% of the world's population, make up 34% of India's population, totalling a staggering 440 million people. Industry experts forecast that within the next 15 years, there will be an estimated 400 million weddings in India.



India has become a highly sought-after wedding destination, and it's no surprise as the country boasts a diverse range of landscapes and backgrounds, providing couples with an array of options to choose from for their special day.



India ranks second in the world in terms of the highest number of weddings taking place in a single year.



In India, weddings are predominantly viewed as family affairs, with over 80% of couples seeking the guidance and input of their parents before making any final decisions. As a result, the guest list tends to expand.

1.2 ROLE OF WEDDING PLANNER

A wedding planner, also known as bridal or wedding consultants, is a professional for assisting clients in planning entire weddings or specific wedding activities.

Their role is broadly divided into:

- **The designing**
- **The planning**
- **The management of a client's wedding**

Weddings are significant events in people's lives and as such, couples are often willing to spend considerable amount of money to ensure that their weddings are well organised.

SKILLS REQUIRED TO BE AN INDIAN WEDDING PLANNER

Management skills : The ability to manage, because when organising a wedding it is necessary to perfectly coordinate all the suppliers and guests that are part of the wedding.

Multitasking skills : On many occasions, you will be dealing with calls, emails, finding the best prices and balancing budgets - all at the same time!

Negotiation skills : You always need to be able to stick to the budget by negotiating in the best way with all suppliers to get the best price.

Empathy and commitment skills : The ability to listen, coupled with empathy. With a lot of patience, you must listen a lot to the bride and groom before suggesting ideas.

Communication and business skills : It is just as important to come up with a great project as it is to know how to transmit it to both clients and suppliers.

WHAT DOES A WEDDING PLANNER DO ?



Picture Courtesy @ Rainmaker Wedding Planner

VENUE MANAGEMENT :

To begin planning a wedding, a wedding planner must first secure the wedding venue. This involves either arranging for the venue or inspecting the venue that the couple has already chosen. Based on the venue, the wedding planner develops design concepts and themes.

MOOD BOARD, THEMES & DESIGN CONCEPTS :

Designing the Wedding decor based on the Mood Board chosen by the couple. Colour pallet , decor elements, Wedding stationary, and designing the whole layout with its look and feel.

MANAGEMENT OF FOOD & BEVERAGE :

Wedding planner needs to coordinate with the F&B partners. How they will present their stations and how it can merge with the theme.

TRAVEL & TRANSPORTATION :

It can be from managing a couples honeymoon get-a-way to arranging the guests transportation. A Wedding planners needs to be prepared with options.



Picture Courtesy @ Rainmaker Wedding Planner

ENTERTAINMENT & ACTIVITIES :

Wedding planners's success is based on the happiness created in a Wedding. From welcome favors to games and entertainment. The more creative the more wow factor.

STAGE, AUDIO VISUALS, LIGHTS & SOUND :

The fabrication of the structure, rentals of lights and sound and creating customised props. It's the job of wedding planner to plan with the vendors and suppliers to create the ultimate wedding decor.

1.3 TYPES OF WEDDINGS

It is important for a wedding planner to be familiar with the various types of weddings that occur in our society, as this knowledge can enable them to be more attentive and responsive when interacting with clients. Familiarity with these different types of weddings can enhance a wedding planner's professionalism and help them better cater to their clients' needs and preferences.

TRADITIONAL WEDDINGS

A type of union that is officially recognised by a particular country, religion, or social group, and is typically accompanied by cultural customs, rituals, and ceremonies that involve both the families of the bride and groom. These ceremonies are usually presided over by a religious figure, such as a clergy member, priest, or headman, and are deeply rooted in tradition.

NON-TRADITIONAL WEDDINGS

Opting for a non-traditional wedding can provide you with the opportunity to customise your special day to truly reflect your unique individuality and relationship as a couple. This approach allows you to artfully design a wedding that aligns with your personal preferences, rather than feeling constrained by societal conventions. Furthermore, choosing a non-traditional route enables you to allocate your wedding budget towards items and experiences that you genuinely value, rather than feeling obligated to spend on traditional elements that may not hold as much significance to you.

CIVIL CEREMONY

A civil ceremony is a type of marriage ceremony that is devoid of religious elements and is conducted by a legal official instead of a religious authority. These weddings are typically straightforward and do not involve elaborate ceremonies. Only a select group of close family and friends are usually present to serve as witnesses. Following the ceremony, the couple may choose to host a reception or meal to celebrate their union with their guests.

INTERFAITH MARRIAGE

Interfaith marriage, also known as a "mixed marriage," refers to the union between partners who adhere to different religious beliefs. In such marriages, each partner typically maintains their own religious identity. On their wedding day, the couple may choose to incorporate customs and rituals from both religious traditions, resulting in a unique blend of practices. The wedding ceremony itself can be traditional or non-traditional, depending on the couple's preferences.



Picture Courtesy @ WishTree

DESTINATION WEDDING

A destination wedding is a wedding that is held in a setting away from your hometown. You travel with your dear and close family and friends to a location where you experience different culture and cuisine. The guests list are usually small and the Wedding is personalised for each guest.

SAME SEX MARRIAGE

Same-sex marriage, also referred to as gay or homosexual marriage, involves the union of two individuals of the same sex or gender in a civil or religious ceremony. In recent times, the legal recognition of same-sex marriage has undergone significant changes across various jurisdictions worldwide.

1.4 INSIGHT TO INDIAN WEDDINGS

India is a country that boasts of great diversity, with different religions and castes that are further divided into a plethora of cultures, traditions, and customs. The country is home to several religions, including Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism, and others. Each religion has its own distinct beliefs, practices, and customs that have evolved over time in accordance with the region, language, and culture.

For a wedding planner, it is essential to possess a basic understanding of the various ceremonies and rituals associated with these different religions. While it is perfectly acceptable to admit a lack of knowledge regarding some intricate details, it is important to do your homework beforehand and not attend the first meeting unprepared.



SOUTH INDIAN WEDDINGS

South Indian weddings are traditional Indian weddings that take place in the southern region of India, which includes states like Tamil Nadu, Karnataka, Andhra Pradesh, Kerala, and Telangana. These weddings are known for their colourful and elaborate ceremonies that are steeped in tradition and customs.

South Indian weddings are steeped in tradition and begin with pre-wedding ceremonies, including the engagement ceremony, *Aarthi* prayer for the bride, and the *Mehendi* ceremony, where henna designs are applied to the bride's hands and feet.

The wedding itself is an elaborate and grand affair spanning multiple days, held in a wedding hall or temple and conducted by a priest or religious figure. Customs such as *Jaanavasam*, *Kashi Yatra*, *Kanyadaan*, and *Muhuratham* are performed during the ceremony.

The bride wears traditional silk sarees and changes into multiple outfits as each ritual has its own set of requirements. The groom wears a dhoti, which is draped according to his cultural customs and specific ceremonial practices.

The wedding decoration focuses on the *mandap* area with minimal yet elegant decor using colours such as gold, orange, yellow, red, green, white, or off-white. It is embellished with a variety of elements such as flowers, garlands, drapes, lamps, and *Pooja* items.

One of the highlights of South Indian weddings is the delectable vegetarian cuisine, featuring mouth-watering dishes such as aromatic rice preparations, flavourful lentil stews, and a selection of vegetable curries. These dishes are typically served on a traditional banana leaf, adding to the unique experience of the culinary offerings.

Music is an integral part of the wedding, with traditional instruments like *Nadaswaram* and drummers welcoming the groom and the family in some cases.

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NORTH INDIAN WEDDINGS

The weddings in North India are renowned for their opulence and cultural diversity, characterised by a plethora of ceremonies, rituals, and festivities. These extravagant weddings are typically attended by hundreds of guests, and comprise an extensive lineup of rituals and ceremonies.

The wedding celebrations also often feature lively Bollywood-style dance performances, which are enjoyed by the guests during the dinner.

North Indian weddings are famous for their grandeur and multitude of ceremonies. Pre-wedding celebrations start with the *Roka* and *Mangni* ceremonies, followed by *Haldi*, *Mehendi*, and *Sangeet*.

On the wedding day, ceremonies start with the *Ganesh pooja* and *Baraat*, followed by the *Varmala*, *Saath phere*, and *Kanyadaan*.

North Indian brides prefer *Lehenga*, *Gagra Choli*, and *Odni* instead of the traditional saree, and the wedding decorations are grand and colourful.

The cuisine is famous for its hospitality towards guests, offering a wide range of savoury and sweet dishes.

Music plays an integral part, with guests dancing and singing to folk songs and *Dhols*.

* * * * *

INDIAN MUSLIM WEDDINGS

Indian Muslim weddings are vibrant and festive celebrations that showcase rich traditions that have been passed down for centuries.

At the heart of these weddings is the *Nikah* ceremony, which derives its name from the Arabic word for marriage. Prior to the wedding day, the bride undergoes a pre-wedding ritual called *Mehendi*, during which intricate henna designs are applied to her hands and feet.

During the *Nikah* ceremony, which is conducted by an Imam, the marriage contract is solemnised between the bride and groom, with the groom presenting the bride with a *Mahr*, a sum of money or property that symbolises his commitment and responsibility towards her.

Following the wedding, the groom's family hosts a reception called *Walima*, which serves as an opportunity to introduce the newlyweds to their friends and relatives. On the other hand, the bride's family hosts a feast known as *Walima*, during which the couple is presented to the community as a married couple.

South Indian Muslim weddings and North Indian Muslim weddings have significant differences in terms of the wedding rituals, customs, and traditions. While South Indian Muslim weddings are known for their simplicity and elegance, North Indian Muslim weddings are grandeur and elaborate. However, both weddings share the same fundamental principles of love, commitment, and devotion between the bride and groom.

While these ceremonies are common in both North and South India, it's important to note that different regions and communities may have their own unique customs and traditions.

INDIAN CHRISTIAN WEDDINGS

Indian Christian wedding ceremonies are a beautiful amalgamation of Western traditions and Indian customs. The journey towards a Christian wedding in India starts with the engagement ceremony, during which rings are exchanged between the bride and groom in the presence of close family members and friends.

Prior to the wedding day, bachelor and bachelorette parties are hosted separately by the bride and groom with their friends and family to celebrate their last few days of being single. Additionally, a bridal shower is hosted by the bride's friends and family to bless and gift her before the wedding.

On the night before the wedding, the groom's family hosts a rehearsal dinner, which serves as a social event for the two families to meet and socialise before the wedding day.

The wedding ceremony takes place in a church or chapel and is presided over by a priest. During the ceremony, the bride and groom exchange vows and rings, and are pronounced husband and wife.

Following the wedding, a reception is hosted by the bride and groom's families, where guests are treated to a feast and entertainment.

Overall, these ceremonies are a harmonious fusion of Western and Indian customs, making Indian Christian weddings a truly unique and special event.

SUMMARY

In the present generation, weddings are becoming more personalised and customised, and couples are incorporating their own unique ideas and preferences into the ceremonies and traditions.

For instance, some couples choose to combine elements from different cultures & religions to create a wedding that is reflective of their diverse backgrounds. They may also choose to have non-traditional venues, such as beaches, gardens, or even their own homes.

Moreover, modern technology and social media have made it easier for couples to plan and execute their weddings according to their own preferences.

They can share ideas and inspiration with their family and friends online, and can also connect with vendors and planners who can help them bring their vision to life.

Overall, the trend towards personalised and customised weddings reflects the changing attitudes and values of the present generation, who value individuality and self-expression, and want to create a wedding that is a true reflection of who they are as a couple.

* * * * *

1.5 BUSINESS RELATED TO WEDDINGS

These verticals collectively contribute to the holistic and diverse landscape of the Indian Wedding Industry, providing a myriad of services and products to cater to every aspect of the wedding journey.

COMPANIES THAT COMPLEMENTS THE INDIAN WEDDING INDUSTRY :

Matrimonial Websites: Platforms facilitating matchmaking and connecting individuals for matrimonial purposes.

Wedding Planning Services: Companies providing comprehensive wedding planning services, including coordination, logistics, and execution.

Photography and Videography Studios: Studios specialising in capturing and documenting weddings through professional photography and videography.

Catering and Hospitality Services: Businesses offering catering services for wedding events, along with hotel and hospitality services.

Bridal and Groom Fashion Designers: Fashion designers and boutiques creating customised bridal and groom attire for weddings.

Jewellery Retailers: Stores offering a diverse range of bridal jewellery, including traditional and contemporary designs.

Floral and Decor Companies: Businesses specialising in floral arrangements, decor, and theme setup for wedding venues.

Wedding Planner Booking Platforms: Online platforms facilitating the booking and reservation of wedding like venues, catering, decor etc.

Wedding Stationery Designers & Printing Services: Companies providing printing services for customised wedding invitations and stationery.

Travel Agencies for Honeymoon Packages: Travel agencies offering tailored honeymoon packages for newlyweds and also for destination wedding to various destinations.

Beauty and Makeup Studios: Salons and makeup artists providing bridal beauty services, including hair styling and makeup.

Transportation Services: Companies offering transportation solutions for wedding events, including luxury cars, limousines, and vintage vehicles.

Live Entertainment Agencies: Agencies representing live performers, musicians, and entertainers for wedding ceremonies and receptions.

Entertainment Agencies: Agencies representing performers, artists, musicians, and entertainers for wedding ceremonies and receptions.

Gift Registry Platforms: Online platforms allowing couples to create gift registries and share their preferences with wedding guests.

Wedding Insurance/ Loan Providers: Financial institutes offering insurance/ loan coverage for the expense, unforeseen circumstances or cancellations related to wedding events.

Digital Invitations and RSVP Platforms: Platforms providing digital solutions for creating and managing wedding invitations, RSVPs, and guest lists.

Online Wedding Bloggers and Influencers: Individuals or platforms sharing wedding-related content, inspiration, and advice through blogs and social media.

Health and Wellness Services: Wellness centre providing pre-wedding fitness programs, spa services, and holistic wellness packages.

Wedding Legal and Documentation Services: Agencies assisting couples with legal requirements, documentation, and registration related to marriage.

Event Lighting and Audiovisual Services: Companies offering specialised lighting and audiovisual solutions to enhance wedding venues.

Wedding DJ and Music Production: DJs and music producers specialising in creating memorable soundscapes for wedding events.

Wedding Gifting Companies: Businesses offering curated and personalised gift options for wedding attendees.

Wedding Choreographers and Dance Studios: Dance studios and choreographers providing dance lessons and performances for wedding celebrations.

And many more.

A proficient wedding planner must possess a comprehensive understanding of various companies beyond wedding decor. Knowledge about services such as catering, photography, travel agencies, and more is crucial. This broad awareness ensures the planner can seamlessly coordinate diverse elements, guaranteeing a well-rounded and unforgettable wedding experience for their clients.

SUMMARY

In the present generation, weddings are becoming more personalised and customised, and couples are incorporating their own unique ideas and preferences into the ceremonies and traditions.

For instance, some couples choose to combine elements from different cultures & religions to create a wedding that is reflective of their diverse backgrounds. They may also choose to have non-traditional venues, such as beaches, gardens, or even their own homes.

Moreover, modern technology and social media have made it easier for couples to plan and execute their weddings according to their own preferences.

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Overall, the trend towards personalised and customised weddings reflects the changing attitudes and values of the present generation, who value individuality and self-expression, and want to create a wedding that is a true reflection of who they are as a couple.

ASSIGNMENT - 1

Course Assignment: Chapter 1 - Know the Types of Wedding.

Objective:

To familiarise yourself with the diverse types of weddings and their cultural significance, helping you gain a comprehensive understanding of wedding traditions globally.

Tasks:

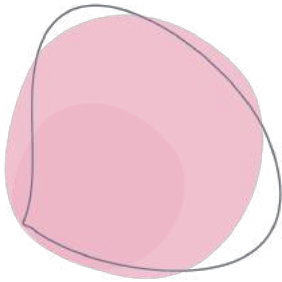
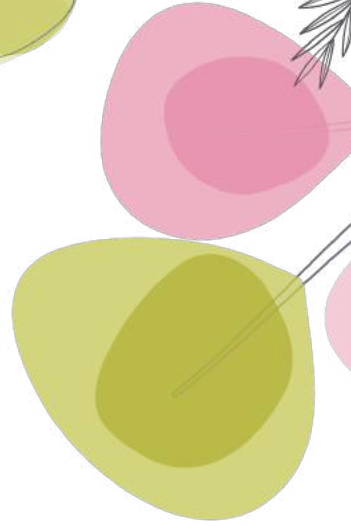
Research and Compilation: Explore various 2-3 types of weddings celebrated worldwide. Include traditional, cultural, and religious ceremonies. Provide a brief overview of each type, highlighting key rituals, customs, and significance.

Case Studies: Select at least two specific examples of weddings from different cultures or religions. Analyse and compare their unique practices, traditions, and wedding ceremonies.

Submission

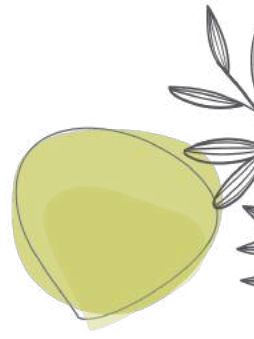
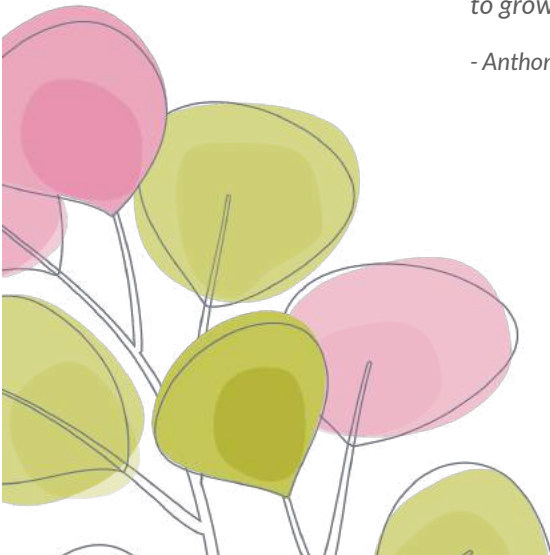
Visual Presentation: Create a visual presentation (slides, posters, or a video) showcasing images or videos of different types of weddings. Include captions explaining the cultural or religious aspects depicted. This can be presented in class for discussion.

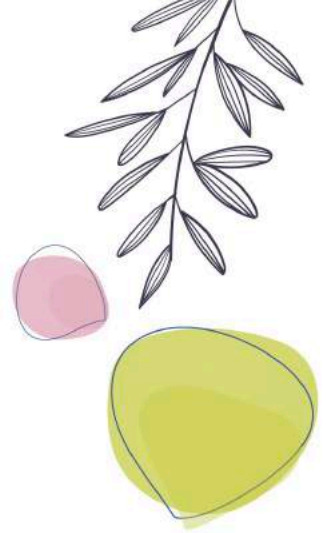
DURATION TO SUBMIT : 1 WEEK



*"Develop a passion for learning.
If you do, you will never cease
to grow."*

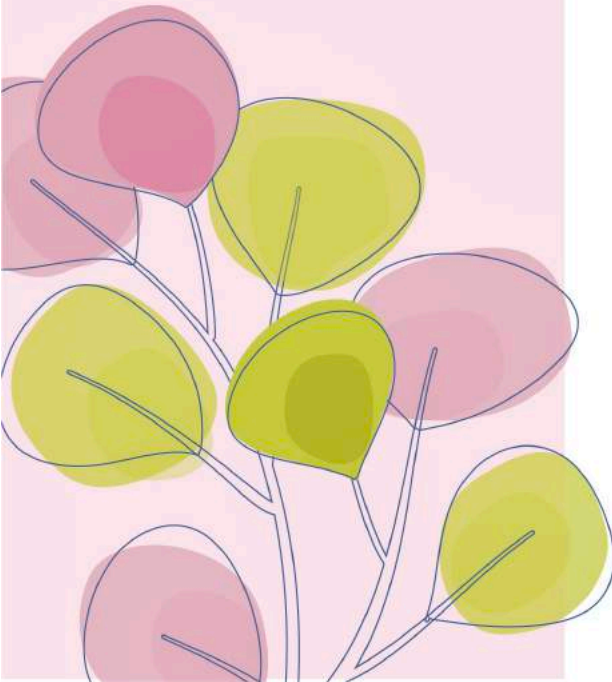
- Anthony J. D'Angelo





02 SESSION

- **Wedding Planning Process Plan**
- **Wedding logistics & Collaterals**
- **Functional Departments**



2.1 WEDDING PLANNING PROCESS

Planning a wedding is a significant undertaking that requires careful organisation, attention to detail, and effective communication. A wedding planner's workflow involves multiple stages and tasks that ensure a smooth and successful wedding day.



1 STEP : UNDERSTAND THE REQUIREMENTS

The first stage in a wedding planner's workflow is the initial consultation. During this phase, the wedding planner meets with the clients to discuss their vision, preferences, and budget.

The planner asks questions about the couple's style, theme, guest list, and location to gain a better understanding of their needs and expectations. Start by gathering all essential details from the client.

KEY CONSIDERATION

- **Understand the background of the family:** Take some time to learn about the family's background, culture, and traditions.
- **Connect with the bride and family:** Engage in casual conversation to build rapport and gain insight into their values and expectations. Building a connection with the bride and family is crucial. The more they establish a positive connection, the more they will feel at ease with the wedding planner. It is essential for the bride and family to like the wedding planner, feel comfortable in their presence, and establish a positive rapport.
- **Use a booking form/questionnaire:** Create a booking form or questionnaire that includes all the information you need to create a successful wedding. This should include their preferred vendors, their vision for the ceremony and reception, and any special requests or requirements.

WEDDING BOOKING FORM

Date : _____ **Location :** _____

Type of Wedding : Hindu / Christian / Muslim / _____ **Culture :** _____

Name of Client : _____

Nature of Event : _____

Date of Event : _____ Day of Event : _____

Time of Event _____

Venue Details : _____

No, of Guests : _____

Name of the Bride : _____

Name of the Groom : _____

Requirements :

Mehendi Ceremony Sangeeth Ceremony Haldi Ceremony

Engagement Ceremony Wedding Ceremony Reception Party

Others : _____

Theme Details : _____

Colour Choice : (List the preferred colors for the decoration favored by the couple.)

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Decor Elements / Attributes : _____

Additional Requirements or Support :

- 1. Make Up Artists _____
 - 2. Henna Artist _____
 - 3. Photography & Videography _____
 - 4. Catering _____
 - 5. Transportation _____
 - 6. Floral Requirements _____
 - 7. Wedding Cake _____
 - 8. Entertainment & Artists _____
 - 9. Games & Activities _____
 - 10. Manpower (Security/Hostess) _____
 - 11. Groom & Bridal Wear _____
 - 12. Jewelry _____
 - 13. Others _____
- _____

Additional Notes :

First draft proposal submission date : _____



2 STEP : CREATE THE MOOD-BOARD FOR DESIGNING

Design and decor are also crucial components of a wedding planner's workflow. The wedding planner works with the clients to develop a theme and colour scheme for the wedding.

The planner recommends and sources decor elements, such as linens, centrepieces, lighting, and signage, that fit the theme and budget. A mood board is an essential tool for a wedding planner. It is a visual representation of the overall theme and style of the wedding, created by compiling images, colours, textures, and other design elements that will be used in the event.

KEY CONSIDERATION

- Mood Board helps in understanding the theme of the wedding.
- It assists in selecting materials, flowers, fabrics, and decor elements that will be used in the wedding decor.
- Mood Board provides direction and focus to the ideas and prevents them from getting scattered.
- It helps in creating a cohesive and consistent look for the wedding.
- It helps in communicating the vision to the clients and other vendors.
- It helps in making decisions regarding colour schemes, textures, patterns, and other design elements.
- Mood Board is a useful tool for brainstorming and visualising ideas.
- It saves time and effort by streamlining the decision-making process.
- Mood Board is a helpful reference point throughout the planning and execution process.



3 STEP : CHECK FOR VENORS, BASED ON MOOD BOARD

Research vendors that specialise in those elements, such as florists, decorators, and lighting experts.

Check online directories or wedding planning websites for vendor recommendations based on the identified elements.

Contact the potential vendors and inquire about their availability, pricing, and portfolio. Keep in mind that finding the right vendors takes time and effort, and it is essential to choose vendors who understand and can execute the wedding vision within the allocated budget.

KEY CONSIDERATION

- The mood board helps in creating a vendor list for the wedding.
- The vendor list includes florists, decorators, caterers, photographers, and other service providers.
- Getting tentative costs from each vendor helps in estimating the overall budget for the wedding.
- A first draft budget is prepared based on the estimated costs from the vendors.
- Alternative solutions are sought for certain elements that may not be feasible to incorporate into the wedding design due to budget constraints.
- Having a vendor list and tentative costs helps in making informed decisions about which vendors to hire and which ones to forego.



4 STEP :
BUDGET THE
WEDDING DESIGN
OPTIONS

Budgeting is extremely important in wedding planning. As a wedding planner, it is your responsibility to manage your client's budget effectively and ensure that their dream wedding is achieved within the allocated budget.

By effectively managing your client's budget, you demonstrate your professionalism and expertise as a wedding planner. This builds trust with your clients and ensures that they feel confident in your ability to plan their wedding.

KEY CONSIDERATION

- Create a detailed list of all expenses involved in the wedding planning process, including venue, catering, decor, transportation, entertainment, photography, and other miscellaneous expenses to the minute detail.
- Allocate a budget for each item on the list, based on the client's budget and the estimated cost of each item.
- Keep a margin for negotiation in each item's budget. This ensures that you have some room to negotiate with vendors.
- Monitor expenses closely throughout the planning process to ensure that you are not exceeding the budget. Make adjustments to the budget as required and keep a close eye on the profit margin.
- Use technology to track expenses and update the budget in real-time. This makes it easier to monitor expenses and make changes as required.
- Be flexible with the budget and be open to making changes as required. Keep in mind the client's needs and preferences.



5 STEP : FIRST DRAFT PROPOSAL AND ESTIMATION

Yes, giving the first draft proposal and estimation is a very important step in wedding planning. It sets the expectations for the wedding and helps the client understand the scope of the project and the associated costs.

The proposal and estimation provide a starting point for discussions with the client. It ensures that you are both on the same page and can discuss any changes or modifications to the plan.

KEY CONSIDERATION

- **Highlight the wedding theme:** Showcase the wedding theme and explain how it will be incorporated into the design. Use pictures and videos to support your ideas and help the client visualise the theme.
- **Discuss the decor:** Present the wedding decor, including flowers, lighting, table settings, and any other design elements.
- **Explain the budget:** Provide a detailed breakdown of the costs associated with the wedding and explain how the budget will be allocated.
- **Discuss logistics:** Explain how the wedding logistics will be managed, including vendor coordination, transportation, and other key details.
- **Provide options:** Offer alternative design options and explain how they may impact the overall cost and theme of the wedding. Be flexible and willing to adjust the design based on client feedback.
- By creating a wedding presentation that tells the story of the theme, agenda, activities, and entertainment, with supporting visuals and a clear breakdown of the budget, you can effectively communicate your design to clients and help them visualise their dream wedding.



6 STEP : REVISE, REFINE & CLOSING

There will be revisions. Revising the estimate, refining the decor, and closing the deal are important aspects of a wedding planner's job. After presenting the initial proposal and estimate, it's common for clients to request changes or adjustments to the design or budget.

By revising the estimate, refining the decor, and working closely with clients to address their feedback and concerns, wedding planners can ensure a successful and satisfying wedding planning experience for everyone involved.

KEY CONSIDERATION

- Take the time to carefully review any feedback or requests from the client. Make sure you understand their concerns and what they would like to change or adjust.
- Based on the client's feedback, revise the estimate and provide a new cost breakdown. Be transparent about any changes or additions to the budget and explain how they will impact the overall cost.
- Make any necessary adjustments to the wedding decor based on client feedback. This may include changing the colour scheme, adjusting the lighting, or adding or removing certain design elements.
- Make sure the client understands any changes or adjustments you make to the design or budget. Be transparent about any challenges or limitations you encounter and how they will be addressed.
- Once the client is satisfied with the revised proposal and estimate, work with them to finalise the details and close the deal. Be sure to document all agreements and communicate any remaining details or requirements.



7 STEP : PLANNING & EXECUTION

Once the client has provided feedback and approved the proposal, it's time for the wedding planner to get to work and start delegating tasks.

By getting the team together, creating a detailed checklist, and communicating clearly with vendors and team members, wedding planners can ensure a successful planning process and a beautiful wedding.

KEY CONSIDERATION

- Assemble your team of vendors, including florists, caterers, designers, and other relevant parties. Make sure everyone is on the same page and understands their role in the planning process.
- Make a detailed checklist of all the elements that need to be revised or updated, including decor, materials, and activities. Be sure to include deadlines and assign tasks to specific team members or vendors.
- Plan out each area of the wedding in detail, including even small elements like photo booths or decor spots. Consider the quality, colour, and texture of each element and how it fits into the overall design.
- Provide each relevant party with a detailed checklist outlining their responsibilities and deadlines. Make sure everyone is clear on what is expected of them and when their tasks need to be completed.

2.2 WEDDING LOGISTICS & COLLATERALS



LOGISTIC MANAGEMENT

Logistic management in wedding planning involves coordinating and managing all of the details related to the physical aspects of the wedding, such as transportation, venue set-up and tear-down, rental equipment delivery and pick-up, and more. It includes all of the logistical planning and coordination needed to ensure that everything runs smoothly on the day of the wedding.

Some key aspects of logistic management in wedding planning include:

Transportation: Coordinating transportation for the wedding party, guests, and vendors, including arranging for rental cars, limos, shuttles, or other transportation options as needed.

Venue set-up and tear-down: Ensuring that the wedding venue is set up according to the client's specifications and that everything is cleaned up and removed after the event.

Rental equipment delivery and pick-up: Coordinating the delivery and pick-up of rental equipment such as tables, chairs, linens, lighting, and decor items.

Vendor management: Coordinating with vendors to ensure that they have everything they need to provide their services, including space to set up and access to necessary utilities.

Timeline management: Creating a detailed timeline for the wedding day and ensuring that all vendors and team members are aware of it and adhering to it.

Logistic management is a crucial part of wedding planning, as it helps to ensure that everything runs smoothly and that the wedding day is as stress-free as possible for the couple and their guests.

WEDDING COLLATERALS :

Wedding collateral refers to any printed or digital materials that are created to promote or provide information about a wedding or wedding-related events. This can include items such as save-the-date cards, invitations, wedding programs, menus, place cards, table numbers, signage, and thank-you cards.

Wedding collateral is an important part of the overall wedding design and helps to set the tone and create a cohesive look and feel for the event. It is often designed to reflect the couple's personal style and the overall theme or colour scheme of the wedding.

In addition to providing information about the wedding, wedding collateral can also serve as a keepsake or memento for guests. Many couples choose to create personalised wedding favors, such as custom drink ware or printed items, that guests can take home with them as a reminder of the special day.

Overall, wedding collateral plays an important role in the wedding planning process and helps to create a memorable and cohesive experience for all involved.

2.3 FUNCTIONAL DIVISIONS

In a wedding planning company, the importance of various departments cannot be overstated, as each plays a critical role in orchestrating seamless events and ensuring client satisfaction. The creative department forms the artistic backbone, conceptualising unique themes and designs that define the ambiance and aesthetics of each wedding. Working hand-in-hand with creative is the operations department, which meticulously manages logistical details, vendor coordination, and event execution to ensure everything runs smoothly on the big day.

Simultaneously, the sales and marketing department drives business growth by acquiring new clients, nurturing existing relationships, and promoting the company's services through strategic marketing efforts. Meanwhile, the finance and accounting team maintains financial health, managing budgets, expenses, and financial reporting to support informed decision-making and profitability.

Marketing Department : The marketing department of a wedding planning company is responsible for creating and implementing strategies to promote the brand, attract clients, and drive business growth. They conduct market research to understand trends and customer preferences, develop branding and positioning strategies to differentiate the company, and generate leads through various channels such as social media, advertising, and networking.

Sales Department : The sales department of a wedding planning company is responsible for generating revenue by converting leads into clients and securing bookings for wedding planning services. Sales representatives meet with prospective clients to understand their needs, present tailored solutions, negotiate contracts, and close deals.

Creative Department : The creative department is responsible for conceptualising, designing, and executing visually appealing and unique wedding themes and décor concepts. They work closely with clients to understand their preferences, themes, and visions for their wedding day, and then translate these ideas into tangible designs and décor elements.

Admin Department : They are responsible for managing office operations, including scheduling appointments, answering phone calls, and responding to emails. Additionally, they handle documentation and record-keeping, such as maintaining client files, contracts, and invoices. The admin team also coordinates internal communications and ensures that information flows efficiently between different departments within the company.

Accounting Department : They are responsible for maintaining accurate financial records, including income, expenses, and budgets. This department handles tasks such as invoicing clients, tracking payments, and managing payroll for employees. They also monitor cash flow to ensure that the company remains financially stable and can meet its financial obligations.

Production Department : The production department is responsible for turning concepts and ideas into reality. They manage all logistical aspects of wedding events, including coordinating with vendors, securing venues, and overseeing setup and breakdown activities. This department ensures that all elements of the event, such as decorations, lighting, and audiovisual equipment, are executed according to the client's specifications and within budget constraints.

Operations Department : The operation department of a wedding planning company oversees the logistical and operational aspects of executing weddings seamlessly. They are responsible for coordinating with vendors, venues, and other service providers to ensure that all elements of the wedding, such as catering, transportation, and rentals, are in place and executed flawlessly. The operations team creates detailed timelines and schedules for each wedding event, ensuring that all activities are carried out according to plan and that any potential issues or delays are addressed promptly.

Today, we observe the emergence of additional departments in wedding planning companies, such as Communication and PR, which oversee social media management for both the company and its clients. Artist Management is responsible for organising entertainment options and activities for the wedding day. Additionally, services like Bride/Groom consultation, including image makeover and lifestyle well-being, are offered as supplementary services by wedding planning companies.

ASSINGMENT – 2

Course Assignment: Chapter 2

Create a Check list based on the Booking Form

Objective:

To familiarise with the filling up of the Booking form by you and your team. (The booking form can be customised based on your requirement).

Tasks:

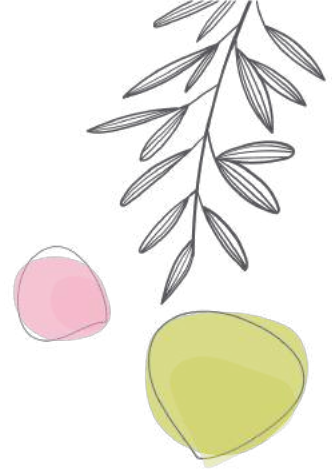
Research and Compilation:

Create a tentative checklist for creating the design or theme or concept as per the Booking form requirement.

Submission

Create a checklist in MS Word or Excel.

DURATION TO SUBMIT : 3 Days



THANK YOU

Thank you for accessing Chapters 1 and 2 of our ebook. To unlock the full ebook and leverage it as a cornerstone in your wedding planning career, please visit our website (click the links below) :

www.weacademy.in

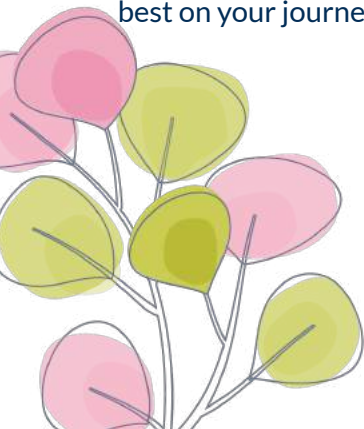
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If you encounter any challenges while navigating through this ebook, please don't hesitate to reach out to us at info@weacademy.in

Additionally, we offer ongoing online classes and webinars where you can further enrich your knowledge and skills in wedding planning.

We look forward to your continued engagement and wish you all the best on your journey in the fascinating world of Wedding Planning.



Thank You.