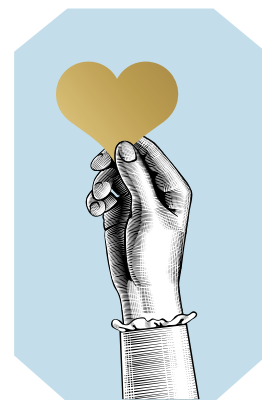


Behind the Big Day

Keeping your “I do” drama-free.

Finding the right wedding planner (or deciding if a coordinator is all you need) is all about asking the right questions. Use this list to spot your perfect planning partner—the one who keeps the day seamless, the stress low, and the champagne flowing.



WHO DOES WHAT (AND WHEN)

Do you offer full-service planning, partial planning, or day-of coordination?

How do you define the difference between a wedding planner vs. a coordinator?

How involved will you be in vendor selection and contract negotiations?

What's included in each type of service?

EXPERIENCE & EXPERTISE

How many weddings have you planned or coordinated?

Have you worked at my venue (or similar venues) before?

What's your process for handling unexpected issues during an event?

Can you provide references from past clients?

DOLLARS & SENSE

How do you structure your fees—flat rate, hourly, or percentage of the budget?

Are there additional costs for extra hours, travel, or last-minute changes?

What is included in the quoted price?

What's your deposit and payment schedule?

Are there any services you charge extra for that couples often don't expect?

THE CLOCK WHISPERER

How do you help couples create and manage a wedding timeline?

When do you typically start working with couples before the wedding day?

How do you handle scheduling and communication with vendors?

THE DREAM TEAM DIRECTORY

Do you have preferred or exclusive vendors you recommend?

Can I work with vendors outside your preferred list?

How do you vet and select the vendors you recommend?

TALK THE TALK

How often will we meet or check in during the planning process?

What's your preferred method of communication—email, calls, text, etc.?

Will I be working directly with you or an assistant?

How quickly should I expect a response to messages?

PLAN B(IG DAY)

Will you be there for the entire event, from setup to breakdown?

What's your backup plan if you are unavailable due to illness or emergency?

Choosing the right planner is like choosing the right heels—they should fit perfectly, support you all day, and never leave you with blisters.

NOTES