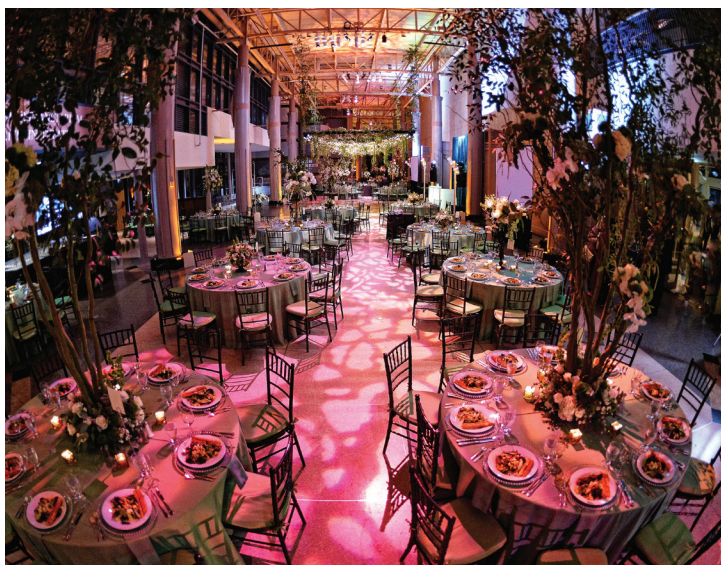




# Q&A

## JO ANN & JOHN WOODWARD

SCHWARTZ + WOODWARD



Photography By: Tomas Ramos and Ashley K.

**Q: What can a wedding planner do for you?**

**A:** We make the planning process easy for the modern bride and groom. As a husband and wife team, we understand the importance of involving both the bride and groom in the planning process.

A wedding is one of the most expensive celebrations you will ever host and it's our goal to provide you with valuable guidance to ensure that you avoid costly mistakes as you embark on your lives together. Planning a wedding is all about the details; what sets us apart from other planners is our responsiveness and attention to detail. Working with Schwartz & Woodward does not mean that you relinquish all control. Rather, we will collaborate with you so that your wedding vision of simple elegance can be brought to fruition. So much time is put into the planning that once the wedding weekend arrives, the couple should be able to enjoy being with their family and friends.

**Q: How does a couple select the right planner for them?**

**A:** Its never too early to start thinking about the wedding of your dreams!

Choosing the right planner is extremely important as the couple will be working with their planner from six months to a year. You want to be able to have a good relationship and feel a connection with the person you choose. Doing your research and homework is key in making this selection; ask family and friends for referrals and read testimonials and reviews from the different wedding sites. Experience is important as you do not want someone practicing on your wedding but most importantly you want someone who listens.

**Q: Why choose Schwartz and Woodward for your big day?**

**A:** At Schwartz & Woodward, we do an in-depth interview with each couple to find out how they met, where they got engaged, what they love about weddings that they have attended, what they did not care for and what will make their wedding unique, personalized and memorable. How do they want their guests and themselves to feel at the end of the evening? This interview provides us with valuable information to assist in creating their vision. We also attend and explore many different paths to be up to date creating new ideas. If you have seen something on Pinterest, chances are it has already been done. Our clients want to know that they are offering their family and friends a creative and fun experience that truly represents the couple.

**Q: What information would be helpful to planning couples?**

**A:** Determining a budget is one of the most important aspects of planning. There are so many decisions and selections to be made to make the wedding a beautiful and fun experience for you and your guests! From the dress, flowers, décor, food, photographer, videographer, music and more—prioritizing is key in putting the dollars into those areas that are most important to the couple.

We assist couples in making these decisions by not allowing emotions to get in the way. We help to negotiate contracts to make the best decision on their wishes. At the end of the day we want the couple to say, "This is everything we dreamt about."

**Q: What happens when something goes wrong or there is a glitch on the day of?**

**A:** Although we strive for perfection, nothing is always perfect so having a planner who knows how to handle those emergencies really makes a difference. There has to be a Plan A and a Plan B while having the ability to handle issues as they arise. When a couple secures our services we discuss these concerns ahead of time, so that they know exactly what our plan will be. We are professionals who can handle the unforeseen glitches with delicate ease.