

Go with A PRO

9 REASONS TO HIRE A PROFESSIONAL PLANNER
(INCLUDING SOME THAT MAY SURPRISE YOU).

Tasks abound when it comes to planning your wedding, from figuring out your ideal budget, to finding the perfect location, colors, dress and flowers, to making sure all the pieces are in place, on time and in perfect form, on your big day. In fact, the only thing you know for certain, from the get-go, is who will welcome you with open arms, and a deal-sealing kiss, at the end of that ceremony aisle.

writer JULIE LEMEROND ~ *photo* STEVE LEE PHOTOGRAPHY





PHOTO CREDIT: AL TORRES PHOTOGRAPHY



A Day To Remember
EVENT PLANNING | DESIGN | FLOWERS | STATIONERY

CREATING MEMORIES...ONE WEDDING AT A TIME
"Award winning firm, including BEST wedding planners"

LUXURY WEDDING AND EVENT PLANNING & COORDINATION
EVENT CONCEPTUALIZATION & DESIGN | COUTURE STATIONERY DESIGN
DESTINATION WEDDING & EVENT PLANNERS

CONSULTATIONS BY APPOINTMENT ONLY **713.862.1751**

www.daytoremember.net

And that someone special—how he makes you feel, and how lucky you feel to be his bride—is exactly what you should be focusing on. Which is why hiring a professional to handle all the rest is of such vital importance. Here are our top nine reasons why the logistics, details and design of your wedding should be entrusted to an expert.

1. YOU WILL SAVE MONEY.

Although it may sound like yet another expense, a wedding planner can actually help keep your budget in line, and may even negotiate lower vendor fees than you'd be able to arrange for yourself.

Kat Creech, owner and creative director of Kat Creech Events, explains: "Researching the options to find the best wedding photographer or the perfect caterer or the best florist, within



KAT CREECH EVENTS
wedding design + planning

making you happy
creates the perfect moment
to enjoy forever

www.katcreechevents.com
832.372.6275

your budget, can take up a lot of time within a bride's busy schedule. A good wedding planner will be able to tell you who the best vendors are, within the budget you have. They'll know who is professional, creative and trusted within the industry."

2. YOU WILL SAVE TIME.

Although keeping you within your budget is important, perhaps even more important is the amount of time that your wedding planner can save you. According to Creech, "Brides today are getting married a little later in life and have full-time careers, not allowing the time to invest in all of the emails, meetings and phone calls. A good wedding planner will break the to-do list down into smaller increments, making it more manageable."

3. YOU WILL PRESERVE YOUR SANITY.

This period of time in your life should be exciting and fun, not leaving you feeling harried and frantic.

"Event planning has been identified as one of the top-10 most stressful jobs. Do you really want to apply for that position for your wedding?" asks Claudia de Velasco, owner of and senior event planner for A Day to Remember. "Let your planner handle the research and provide you with direction."

4. YOU NEED A LIAISON TO MANAGE OTHERS' EXPECTATIONS.

Creech notes: "A planner is a neutral individual to whom it is safe to point for direction. It is much easier to say, 'The wedding planner thinks it is best for us to...' or to have your planner contact guests who have abused their RSVP with more individuals than invited. A great wedding planner will

help make the entire process enjoyable and fun, comfortably handling the stressful details on your behalf," she says.

5. YOU WILL ENJOY WATCHING YOUR VISION COME TO LIFE.

Love Pinterest? "That wedding Pinterest

board you've been building for the last three years probably has a mismatched collection of color palettes, theme ideas and types of locations on it," says Shaun Gray, owner of Gray & Assoc. Events. Among the best parts of his job, he says, is helping clients sort through an overwhelming assortment



SERENDIPITY PHOTOGRAPHY

ACTUAL CLIENTS

Amazing wedding planners
only have their clients once.



schwartz & woodward
unique events • distinctive weddings

schwartzwoodward.com

| 713.780.1282



“...the best part of my job is helping clients sort through an overwhelming assortment of inspiration, find their ideal design scheme, and transform it into an actual event.”

Shaun Gray
GRAY & ASSOC. EVENTS

Events by Disa
AN EVENT PLANNING & DESIGN COMPANY

MAKING EVERY EXPERIENCE
It Royal One
EVENT DESIGN
FULL SERVICE EVENT PLANNING
PARTIAL PLANNING
DAY OF COORDINATION
& MUCH MORE!

EVENTSBYDISA.COM | 713.702.0756

"Your Wish Is Our Command!"

photo: fathke photography

of inspiration, find their ideal design scheme, and transform it into an actual event.

6. PLANNERS MAKE EXCELLENT SOUNDING BOARDS.

Having someone available who is not a friend or family member can make a huge difference when planning your nuptials. Although your sister may have some great ideas, and your mom has your best interests at heart, they may not be adept at delivering what it is that you truly want.

“We listen and pull together from gathered information, those things that are most important to each couple,” notes Jo Ann Schwartz Woodward, owner of planning firm Schwartz & Woodward. “We want to assist in making your vision and dreams come true.”

Gray agrees: “Having a wedding planner available for questions while you’re building the biggest day of your life will really help you to channel all the energy and excitement you have for your wedding day and put that energy to good use.”

7. THEY’VE BEEN THERE, DONE THAT.

“Your wedding planner will work with you in defining your style, ambiance and personality, while incorporating the latest trends,” de Velasco says. “We as planners strive to have your wedding reflect who you are and ensure those personalized details are displayed. After all, this is *your* wedding!”

8. YOUR MOM AND BRIDESMAIDS WILL HAVE MORE FUN.

Does a wedding planner take away from the enjoyment that your family and best friends want to experience in helping to create your special day? Not at all, says Creech. “Having a



Weddings
PERFORMED™
MINISTER LYNN TURNER
AND ASSOCIATES
Anytime, Anywhere!

HOUSTON & SAN ANTONIO'S PREMIER SERVICE OF WEDDING OFFICIANTS

TRADITIONAL-CONTEMPORARY · THE CHILDREN CEREMONY
THE FAMILY CEREMONY · MEMORY CANDLE CEREMONY
RENEWAL OF VOWS · SPANISH CEREMONY
SIGN LANGUAGE · REMARRIAGE CEREMONY
BI-LINGUAL CEREMONY · BI-CULTURAL CEREMONIES
INTERFAITH CEREMONIES · PERSONAL VOWS
A CIVIL CEREMONY · PRE-MARITAL COUNSELING

281.478.6126

WWW.WEDDINGSPERFORMED.COM

professional planner provides an environment where less is more, allowing your friends and family not to feel the stress, but enjoy the moments together," as they assist in planning pre-event parties, helping you shop for your gown and accessories, and contribute to small, personal DIY projects. "They will probably thank you for this, as they also have very busy lives!"

**9. YOU WILL GET TO BE
A BRIDE, AND ONLY A BRIDE,
ON THE BIG DAY.**

On your wedding day, you should have one responsibility only: enjoying yourself to the absolute fullest.

"Being a guest at your own wedding is so important," Schwartz Woodward says. "The bride or her mother does



YOUR PERFECT DAY STARTS WITH PERFECT PLANNING!

photos: Motley Melange

Calberts WEDDINGS & EVENTS LLC.

CERTIFIED WEDDING & EVENT PLANNER
281.741.8074 | www.calbertsweddingsandevents.com

Twitter Facebook Instagram Pinterest

not want to be running around with a clipboard trying to orchestrate the celebration. A planner is there to take care of those details," so that you can eat, drink, dance, talk and celebrate with loved ones. "At the end of the day, most couples tell us that the feeling of being surrounded by family and friends was the most special part of the day," she adds.

Gray concurs. "You've been planning this day for close to a year, or possibly longer, and when it comes down to it, 10 hours later, the day is gone. Spend those 10 hours reconnecting with college friends, hugging Aunt Gina, laughing with baby Eric, and making a great first impression for your groom's family. Leave the vendor communication, timeline-building and escort-card-placing to us."

“ At the end of the day, most couples tell us that the feeling of being surrounded by family and friends was the most special part of the day.”

Jo Ann Schwartz Woodward
SCHWARTZ & WOODWARD



PHOTOGRAPHY

Events BY DOYIN
Not a Detail Missed!
EVENTSBYDOYIN.COM 832.308.7998

EVENT DESIGN
FULL SERVICE EVENT PLANNING
MONTH-OF COORDINATION