

What's the difference between a Planner & a Stylist?

EBB
EVENTS

Answer is....

Their focus is quite different.

A **Wedding Planner** is a professional who works with you to ensure all the practical details, logistics, operations and planning processes are flawlessly developed and delivered. The Planner works with you to bring together your wedding day as a whole.

The Planner focuses on the fundamentals, they are the organisational force, the coordinator of the framework, they are in charge of bringing together all of the elements that make up a wedding day. They are your right hand!

Their services can differ depending on your needs; these services include sourcing and managing your key vendors, development of a budget designed especially for your needs along with the cash flow planning and is a 'funnel' for the suppliers, so you only need to deal with one person. The role of the Planner involves management of timelines leading into and on the day of the wedding. They are responsible for directing proceedings to ensure everything is completed and run as planned.

They are your go-to person for all things wedding; attending meetings with you or on your behalf, wading through the venue quotes and vendor contracts, and takes away the time consuming job of organising your wedding.

"They are your go-to person"

On the actual wedding day, the Planner will coordinate the suppliers, ensure the event runs on schedule and resolve any issues WHEN they arise (they always do!)

You may want them at the ceremony to make sure the wedding party adheres to the timing that you have rehearsed, the music scheduled for a particular time actually happens, and the celebrant has arrived!

At the reception they will manage the venue so the pre-reception drinks and canapés are served with the appropriate flow and pace, ensure the room is set up exactly how you imagined, liaise directly with the MC, allow you to enjoy the moment knowing you have someone focused on the smooth running of the evening, and even wrangle the team for speeches.

Couples who hire a Wedding Planner typically do so because they:

- are a DIY bride and need someone to set up on the day
- want to hand over the stress of wedding planning to someone else, outside of the family
- don't have the time to plan their wedding
- want their wedding planned by a professional
- have no idea what goes into planning a wedding and they are looking for guidance and support
- are looking for someone to make supplier recommendations and negotiate the supplier contracts
- want someone who can handle interfering family members with professionalism and delicacy
- want their wedding to run flawlessly
- want someone there on the day who they can trust to oversee and manage everything
- need someone to determine and manage the wedding budget
- want one point of contact for all of the suppliers
- someone to look after all those other tricky details you don't even realise you need until the day arrives....ask any bride that hasn't had a planner involved!

A **Wedding Stylist** works to assist you to determine what your day will look like only eg. they will help make your wedding look a specific way. A wedding stylist is focused on the aesthetics of your wedding vision and their focus is creating a cohesive 'look' across your wedding day.

The Stylist is the creative force behind the look & feel, they use inspiration from you as a couple to create a wedding concept or theme. They create a concept that is an extension of your inspiration and then oversee the execution of this design. They present the colour and texture palette and all your styling elements including all your florals, any prop hire, furniture hire, lighting, on the day stationery, linen etc. On the day itself they ensure the styling items are in place and 'just so'.

A Stylist would be contracted when a couple:

can't make sense of all their theme, decor ideas and inspiration images and need a professional to step in

- want a professional to look after just the creative elements
- need help sourcing and creating visual elements for the day
- want to do the planning themselves and are confident that they have it under control (a Day-Of Coordinator is still recommended)
- wants to focus on aesthetics and creating something visually impressive is a big part of the wedding for them

"The creative force"

Planners & Stylists work closely together to bring together your big day, yet they provide vastly different services.