



QUESTIONS TO ASK YOUR PLANNER

HOW DO YOU HELP
COUPLES MAKE DECISIONS
WHEN THEY FEEL
OVERWHELMED?

WHAT YOU'RE LISTENING FOR: DO THEY OFFER LEADERSHIP — OR JUST REASSURANCE?

- A STRONG PLANNER SHOULD TALK ABOUT: SIMPLIFYING CHOICES, MAKING RECOMMENDATIONS (NOT DUMPING OPTIONS), HELPING YOU MOVE FORWARD WITH CONFIDENCE

WHAT DOES YOUR
PLANNING STYLE LOOK LIKE
IN REAL LIFE?

WHAT YOU'RE LISTENING FOR: SPECIFICS, NOT VIBES.

- GREAT ANSWERS INCLUDE: HOW THEY COMMUNICATE; HOW OFTEN YOU'LL HEAR FROM THEM; HOW STRUCTURED (OR FLEXIBLE) THE PROCESS IS; HOW THEY BALANCE GUIDANCE WITH COLLABORATION IF THEY CAN'T CLEARLY EXPLAIN HOW THEY WORK, IT MAY FEEL CONFUSING ONCE PLANNING IS UNDERWAY.

HOW DO YOU HANDLE
STRESS, CONFLICT, OR
UNEXPECTED ISSUES?

WHAT YOU'RE LISTENING FOR: CALM CONFIDENCE — NOT PANIC OR AVOIDANCE.

- WEDDINGS COME WITH EMOTION. FAMILY DYNAMICS. CURVEBALLS. YOUR PLANNER SHOULD BE ABLE TO EXPLAIN HOW THEY: DE-ESCALATE SITUATIONS; ADVOCATE FOR YOU; MAKE DECISIONS UNDER PRESSURE; PROTECT YOUR EXPERIENCE WITHOUT CREATING DRAMA

HOW INVOLVED ARE YOU
ON THE WEDDING DAY
ITSELF?

WHAT YOU'RE LISTENING FOR: CLEAR BOUNDARIES AND PRESENCE

- ASK THINGS LIKE: WILL YOU BE ON-SITE THE ENTIRE DAY? ARE YOU MANAGING VENDORS DIRECTLY? WHO HANDLES TIMELINE ADJUSTMENTS OR ISSUES? YOU DON'T WANT TO ASSUME SUPPORT THAT ISN'T ACTUALLY INCLUDED.

HOW DO YOU BUILD AND
MANAGE A WEDDING
TIMELINE?

WHAT YOU'RE LISTENING FOR: STRATEGY — NOT JUST A SCHEDULE.

- STRONG PLANNERS TALK ABOUT: BUFFERS; REALISTIC PACING; GUEST EXPERIENCE; FLEXIBILITY IF THINGS RUN LATE; IF A TIMELINE SOUNDS RIGID OR PURELY AESTHETIC, IT MAY NOT HOLD UP IN REAL LIFE.

WHAT SHOULD WE EXPECT
TO FEEL AFTER WORKING
WITH YOU?

WHAT YOU'RE LISTENING FOR: PROFESSIONAL AUTHORITY.

- YOUR PLANNER SHOULD BE COMFORTABLE: LEADING VENDOR COMMUNICATION; CLARIFYING EXPECTATIONS; SOLVING PROBLEMS WITHOUT LOOPING YOU INTO EVERYTHING

HOW DO YOU
COMMUNICATE WITH
VENDORS?

WHAT YOU'RE LISTENING FOR: ALIGNMENT WITH HOW YOU OPERATE.

SOME COUPLES WANT TO BE DEEPLY HANDS-ON. OTHERS WANT GUIDANCE AND RELIEF. THERE'S NO RIGHT ANSWER, BUT THERE IS A RIGHT MATCH.

- A GOOD PLANNER WILL EXPLAIN: WHERE THEY LEAD; WHERE THEY COLLABORATE; WHERE THEY STEP IN DECISIVELY

WHAT LEVEL OF DECISION-
MAKING DO YOU EXPECT
FROM US?

WHAT YOU'RE LISTENING FOR: HONESTY.

- PLANNERS WHO CAN CLEARLY SAY WHO THEY'RE NOT RIGHT FOR USUALLY: KNOW THEIR STRENGTHS; HAVE HEALTHY BOUNDARIES; CARE ABOUT ALIGNMENT OVER BOOKING EVERYONE (THAT'S A GREEN FLAG.)

WHAT TYPES OF COUPLES
ARE YOU NOT THE BEST FIT
FOR?

WHAT YOU'RE LISTENING FOR: EMOTIONAL AWARENESS.

- LOOK FOR LANGUAGE AROUND: REDUCING STRESS; FILTERING NOISE; SUPPORTING THE RELATIONSHIP, NOT JUST THE EVENT; CREATING A PLANNING EXPERIENCE THAT FEELS MANAGEABLE

HOW DO YOU PROTECT THE
COUPLE'S EXPERIENCE
DURING PLANNING?

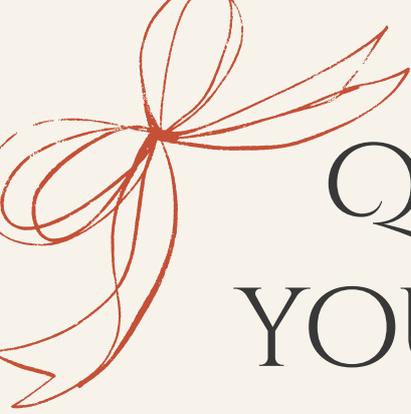
WHAT YOU'RE LISTENING FOR: OUTCOME-FOCUSED THINKING.

- GREAT PLANNERS CAN ARTICULATE: THE EMOTIONAL RESULT OF WORKING TOGETHER; HOW COUPLES TYPICALLY DESCRIBE THE EXPERIENCE; WHAT GETS EASIER BECAUSE OF THEIR INVOLVEMENT

FINAL TIP:

AFTER THE CALL, ASK YOURSELVES: DO WE FEEL CLEARER? DO WE FEEL CALMER? DO WE FEEL SUPPORTED, NOT RUSHED OR SOLD TO?

THE RIGHT PLANNER WON'T JUST SOUND GOOD, THEY'LL MAKE THE PROCESS FEEL LIGHTER BEFORE ANYTHING IS BOOKED.



QUESTIONS TO ASK YOUR COORDINATOR

WHEN DO YOU ACTUALLY
START WORKING WITH US?

WHY THIS MATTERS: TRUE DAY-OF COORDINATION DOESN'T START ON THE WEDDING DAY.

- LISTEN FOR ANSWERS LIKE: 4-8 WEEKS OUT; TIMELINE CREATION OR REVIEW; VENDOR CONFIRMATIONS; FINAL LOGISTICS MANAGEMENT

WHAT DOES YOUR
INVOLVEMENT LOOK LIKE IN
THE WEEKS LEADING UP TO
THE WEDDING?

YOU'RE LISTENING FOR: PREPARATION, NOT JUST PRESENCE.

- STRONG COORDINATORS WILL MENTION: REVIEWING CONTRACTS; COLLECTING VENDOR INFO; CREATING OR REFINING TIMELINES; BECOMING THE MAIN POINT OF CONTACT

WHO COMMUNICATES WITH
OUR VENDORS, AND WHEN?

WHY THIS MATTERS: VENDOR COMMUNICATION IS ONE OF THE BIGGEST STRESS POINTS FOR COUPLES.

- ASK: DO YOU TAKE OVER VENDOR COMMUNICATION? WHEN DOES THAT HANDOFF HAPPEN? DO VENDORS KNOW TO CONTACT YOU INSTEAD OF US?

WILL YOU BUILD THE
WEDDING DAY TIMELINE, OR
JUST MANAGE ONE WE
PROVIDE?

YOU'RE LISTENING FOR: OWNERSHIP.

- A SOLID COORDINATOR SHOULD: EITHER BUILD THE TIMELINE OR THOROUGHLY REWORK IT; ADD BUFFERS; FLAG UNREALISTIC EXPECTATIONS; ADJUST FOR REAL-WORLD LOGISTICS

HOW DO YOU HANDLE
THINGS GOING OFF-
SCHEDULE OR UNEXPECTED
ISSUES?

WHY THIS MATTERS: BECAUSE THEY WILL HAPPEN.

- LOOK FOR ANSWERS THAT INCLUDE: CALM DECISION-MAKING; ON-THE-SPOT PROBLEM SOLVING; PROTECTING THE COUPLE FROM UNNECESSARY STRESS; NOT ESCALATING EVERY ISSUE TO YOU

WILL YOU BE ON-SITE THE ENTIRE WEDDING DAY?

- **CLARIFY:** WHEN DO THEY ARRIVE? WHEN DO THEY LEAVE? ARE THERE GAPS IN COVERAGE? "PARTIAL COVERAGE" CAN MEAN VERY DIFFERENT THINGS AND ASSUMPTIONS HERE CAUSE MAJOR DISAPPOINTMENT.

HOW MANY ASSISTANTS OR TEAM MEMBERS ARE INCLUDED?

- WHY THIS MATTERS:** ONE PERSON CAN'T BE EVERYWHERE AT ONCE.
- ASK: IS SUPPORT STAFF INCLUDED? WHO HANDLES CEREMONY VS. RECEPTION? WHO MANAGES VENDORS VS. GUEST QUESTIONS?

WHAT DECISIONS DO YOU MAKE WITHOUT US ON THE WEDDING DAY?

- YOU'RE LISTENING FOR:** LEADERSHIP.
- A STRONG COORDINATOR SHOULD FEEL EMPOWERED TO: ADJUST TIMELINES; RE-SEQUENCE MOMENTS; MAKE CALLS THAT PROTECT THE EXPERIENCE

HOW DO YOU SUPPORT FAMILY DYNAMICS AND EMOTIONAL MOMENTS?

- WHY THIS MATTERS:** WEDDINGS ARE EMOTIONAL — NOT JUST LOGISTICAL.
- GREAT COORDINATORS UNDERSTAND: WHEN TO STEP IN; WHEN TO REDIRECT; HOW TO ADVOCATE FOR THE COUPLE RESPECTFULLY; HOW TO KEEP THINGS MOVING WITHOUT ESCALATING TENSION
 -

WHAT IS NOT INCLUDED IN YOUR COORDINATION SERVICES?

- YOU'RE LISTENING FOR:** TRANSPARENCY.
- EVERY SERVICE HAS BOUNDARIES. A TRUSTWORTHY COORDINATOR CAN CLEARLY EXPLAIN: WHAT THEY DON'T HANDLE; WHAT WOULD REQUIRE AN UPGRADE; WHERE RESPONSIBILITIES END
 -

FINAL TIP:

AFTER THE CALL, ASK YOURSELVES: DO WE FEEL CALMER KNOWING THEY'RE INVOLVED? DO WE TRUST THEM TO MAKE JUDGMENT CALLS? DO WE FEEL SUPPORTED — OR STILL RESPONSIBLE?

THOSE ANSWERS TELLS YOU EVERYTHING.