

Wedding Planner

MAGAZINE

SUMMER 2021

Inspired by the Association of Bridal Consultants (ABC)

BRUNCH WEDDINGS

BUSINESS DURING A PANDEMIC

ESSAYS FROM STUDENTS



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letter from the staff

Happy Summer!

Hopefully you are not only enjoying a resurgence in business but taking time to enjoy family and friends. In this issue, we explore thinking outside of the typical weekend wedding box with articles about brunch weddings and en-core wedding celebrations. We are also excited to have three educational essays from wedding planning students and real weddings from Florida and Canada. We wish you a wonderful summer full of sun, fun, and beautiful weddings.



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Wedding Planner MAGAZINE

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Nicole Marie Zillman, PWP™, is the rebel wedding planner. She thrives on planning weddings her clients describe as “so authentically true to themselves” and has made it her life’s work to share adventures

around the globe. Nicole has been featured as an expert on Aljazeera, Fox News, and in countless wedding magazines and publications. Read her expertise on how she increased her business during the pandemic on page 16.



Wendie Bass, AWP™, is the owner of Wendie Bass, Weddings.Events. More. She has been a member of ABC since 2004. She is the State Manager for Colorado, Wyoming and Utah. Wendie has been planning weddings from

small intimate groups to large events in Colorado and beyond. Read her student's insights on page 20.



Dr. Kate Cummins is a licensed clinical psychologist in the state of California. She has a private practice location in both San Francisco and Los Angeles, working with high functioning adults on

problem solving life stressors, including couples who are in the process of marital counseling and wedding planning. In addition, Dr. Kate writes for a variety of news publications, and is on staff at Stanford University. For more information about her private practice, you can find her at www.drkatecummins.com. She shares her expert advice on page 29.



Jennifer Ball, MWP™, is the Owner of Knot Your Average Events specializing in logistical planning. She graduated from the University of North Carolina Greensboro where she now teaches the very class that jumpstarted her passion. With over

eighteen years of event experience she is very innovative when it comes to creating and designing a day full of magic. She talks about the beauty of brunch weddings on page 9.

WHO'S WHO IN THE ABC?

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www.facebook.com/AssocBridalConsultants/

ABC CODE OF ETHICS

Our ABC members agree to:

- represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner.
- establish reasonable and proper fees for services and provide written estimates to each client.
- use honest, factual advertising.
- deal with employees and clients fairly, in an unbiased manner.
- disclose to clients any payments received from suppliers.
- operate an establishment that is a credit to the community.



LUSH GREEN BALLROOM WEDDING IN CANADA

PLANNER: Lesley Plumley with LP Events

TIME IN INDUSTRY: 21 years

PHOTOGRAPHER: Edward Ross Photography

OTHER BUSINESS INVOLVED: Carriage House Inn, Chair Flair Linen and Event Rentals, Modern Rentals, Razaq Onakoya, Occasional Bloom, Stardust Event Group, Taiwo, Brent Riley

WEDDING DATE: 8/3/2019

GUEST COUNT AND BUDGET: 140, \$25,000

LOCATION: Calgary, Alberta, Canada

COLOR PALETTE: Sage and emerald green and champagne

UNIQUE DESIGN ELEMENT: Weddings of a different culture always intrigue me. This culture (Nigerian) has so many unique and fun traditions. Of course, dancing into the traditional ceremony touched my heart. The upbeat sound, the laughing and the pure joy continued on into the western ceremony and reception.

SET UP/STRIKE: Set up took 7 hours to complete, mainly because we had to have the lighting absolutely perfect. On top of this, we had to do a complete room flip so we had guests move to the foyer for the cocktail hour so we could achieve this flip without them knowing. There is nothing worse for us than guests seeing us move tables. We want them to experience the look and feel of the room when they enter. It was definitely accomplished as guests could not believe this was the same room that they had both ceremonies in. Using the backdrop and

stage from the ceremonies cut down significantly on this heavy flip.

BIGGEST CHALLENGE: I think truly the biggest challenge was having the Bride so far away. While she was able to communicate quickly I felt a little disconnected from her until she came to Calgary a few weeks prior to the wedding. My other challenge was, with many cultural weddings, removing guests from one area to another can be very daunting and tedious. These guests were so happy to mingle with each other that it was difficult to get them in the foyer for cocktails.

THE COUPLE: I have never worked with a couple so much in love. The bride, now a doctor, was finishing her residency in Boston so planning a wedding thousands of miles away the groom took a great interest in the wedding. I loved every part of this wedding.

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TIRED OF THE SAME OLD, SAME OLD? MAYBE A BRUNCH WEDDING IS THE SOLUTION

It's time to think more and more outside of the box for weddings and become more creative with wedding experiences. One of our favorite events we have hosted in the past was a brunch themed wedding. Brunch weddings tend to have a different flow when it comes to the schedule. We highly recommend hosting a first look with your significant other, wedding party, and even family if possible. Early pictures will help with keeping the flow of the afternoon moving and engaging for your guests.

However, that also means your day starts super early. Most brunch weddings take place between



10:00 am-11:30 am for ceremony start times. Thus, allowing your guests to enjoy brunch-style menu items for cocktail hour and/or for their actual meal.

Brunch weddings are an



excellent way to save when it comes to your budget. Breakfast menus can be a great option for tight budgets. Biscuit bars, crepe stations, and quiches are delicious, filling options that won't break the bank.

Some of our favorite ideas even include skipping centerpieces and allowing the food to be the room's artwork. Bring in fluffy golden or colorful pancakes, charcuterie boards, fruit displays, and plated mini chef salads.

Most brunches offer limited bars with only a Bloody Mary, Mimosa Bar with all the juices and fruits to mix in, or Sangrias. Plus, brunch weddings typically don't last four to six hours as most evening dinner receptions. Typically, there is less dancing, with the focus on family, friends, food, and fun. We usually see lots of yard games, lounge areas, and guests mingling throughout the morning/afternoon. Brunch weddings tend to have this calmness and more relaxed vibe to create unique experi-

ences, such as live music or entertainment, bringing in a live painter for the day, or a caricature artist to interact with the guests.

One of our favorite brunch weddings skipped all dances and offered fun board games to play at different tables because the couple loved their weekly game night and wanted to incorporate their personalities into their day. Another brunch wedding skipped a wedding cake and



instead gave doughnuts out to their guests. A few years ago, we had two pilots get married, and their send-off was paper airplanes.

So, whatever your passion is, allow it to shine on your wedding day. Not every wedding starts at 5:00 pm on a Saturday. No matter what time you get married, make it all about you, and if breakfast happens to be your favorite meal of the day and you're an early riser, then a brunch wedding may be in your future.

**-Jennifer Ball, MWP™,
Knot Your Average Events**



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INTIMATE, JEWEL TONED BEACH WEDDING IN DESTIN, FLORIDA

PLANNER: Callie Rackley, AWP™, Callie Rackley Care

TIME IN INDUSTRY: 9 years

PHOTOGRAPHER: Joy + Everette

OTHER BUSINESS INVOLVED: 850 Vacations - Admirals Place, Real Paella, Sweet For Sirten, Southern Florals & Drapes, Flatline Dj Company - Darrin Veasey, Magic Mirror Destin, Cartoons By Deano, The Big Day Rentals, Laura Pennington, Erin Phalen, Jed Gavel, Luxury Island Travel - Georgia Barron

WEDDING DATE: 10/17/20

GUEST COUNT AND BUDGET: 80, \$30,000

LOCATION: Destin, Florida

UNIQUE DESIGN ELEMENT: I made the refreshing lemongrass cool towels for my guests to use as they came back from the beach ceremony and entered the reception. I am also a huge fan of caricatures, so I had a local caricature artist come and draw photos of the guests as their souvenir along with the rooftop photo booth. My favorite vendors (photo + video and floral designer) also made the trip from Georgia to Florida to make my wedding day perfect.

COLOR PALETTE: Moody colors with deep jewel tones.

BIGGEST CHALLENGE: The rental home was a tall, 3 story home with lots of stairs. A major obstacle was carrying the tables and rentals up the stairs. It was very tiresome. The setup began on friday and took approximately 4 hours. Wedding day setup was 8 hours. Strike was 2 hours the day after.

ASK THE MASTERS



Christine Terezakis, MWP™
Dreamday Destinations | Dreamday Weddings

"Summer weddings are beautiful, but usually outdoors, how does everyone stay cool? I sweat, A LOT, and would love to know how everyone else stays cool and refreshed."

**-Kendra Ingram, PWP™,
Eleventh Hour Weddings, Eaton, OH**

First, we always provided a water station for the guests for before and right after the ceremony. Shelter is essential, not only in case of rain but also for bright sun, intense heat and guest comfort/safety. Hand fans are a nice touch if it's really steamy. Secondly, keeping your staff hydrated is essential, offering frequent breaks. Wearing loose-fitting cotton or linen clothing tends to be more comfortable than synthetics. Experiment with styles as not to look frumpy.

-Mary

Being based in Florida, I feel your pain!

Tip#1--Stay hydrated. We get so busy that we forget to take care of ourselves. Set a timer on your phone to stop a second and drink water (which I always bring with me). Pack snacks that provide hydration like grapes, watermelon, oranges, strawberries, cucumber, etc.

Tip#2--Dress cool. Think loose fitting clothes, dresses instead of pants, sleeveless or short-sleeve, sandals instead of closed-toed shoes, and lighter neutral colors that don't absorb the heat.

Tip#3--Do a wardrobe change. I usually arrive on site in clothing for set up, then change into nicer clothes for the wedding. This gives me a chance to go into an air conditioned space to cool down, wash my face, reapply a little makeup, refresh deodorant, put up my hair,



Mary Charmoli, MWP™, Emeritus

and finish drinking that water that I brought in tip #1.

-Christine

"What is the 1 or 2 things that you are doing to help revitalize and rejuvenate your business as the pandemic restrictions are starting to be lifted and the world is opening up again?"

**-Cathy MacRae, AWP™,
Creative Weddings Planning & Design,
Calgary, Alberta, Canada**

I've always been one to take advantage of down time to reflect, review and refresh things in my business. When the world shut down this past year, I used the extra time to do exactly that! I reflected on what brings me the most joy in my business, and I also invested in some very helpful online courses. I reviewed what worked and what didn't in my business, and have refreshed it in a few ways: I've changed the focus of what type of clients I want to serve and what kind of weddings I want my specialty to be. I've made significant changes to my second website (a very time consuming task). And I've amped up my efforts on social media. Doing these things during the slow time has positioned me to be ready for now when business is picking up again.

-Christine

"Should I fire a client if we are not a good match and I don't feel they trust me?"

-Anonymous

Trust your intuition. Once you feel there is an issue, have a candid discussion with your clients and express your concerns. There may be a simple misunderstanding, however, if you both decide you can not work together, offer them an agreeable "out". That said, every wedding is a learning experience, so add that to your education. When developing your contract, be sure that there is a clause to allow you to terminate the contract if you are unable to work together.

-Mary

Tricky question because a legally binding contract is involved... As a last resort, YES if they are treating you badly or behaving in a way that is interfering with your ability to do your job/perform your contracted services (which by the way is a clause I have added to my contracts). But you should really have an honest talk with them first to see if there is anything you're doing or not doing that is making them feel this way. That is also a good opportunity to clarify your expectations of them as you move forward in the planning process of their wedding. Keep in mind that it is very possible that other things may be going on with them that you're unaware of and that have nothing to do with you. Check in with them and ask them how they feel things are going (as far as the services you're providing). Open up that communication with them. If they are unhappy with something concerning you, then it is your responsibility to do what you can to make things right (within reason, of course). If they want something that doesn't fall within your contract with them, you could offer to happily add those services to their contract, AND let them know what the additional cost would be. Lastly, don't be too hard on yourself. We all get rotten clients once in a while. Just conduct yourself as the professional that you are.

-Christine

"How do you get the majority of your clients?"

**-WillieDoris Frazier, CWP™,
Pure Elegants, Lakewood, CA**

Word of mouth from happy clients and local vendors has always been the best source of referral, however, many clients came to us after seeing us work at other events.

-Mary

Google searches (thanks to good SEO!) and by being on the preferred vendor lists of venues.

-Christine

Nominate Your Mentor, Your Peer, or Inspiration!

The Heart Award



This award, for passion and excellence in the wedding industry, is the only award presented by the Association of Bridal Consultants. It honors a member who has demonstrated a “passion for the wedding industry.”

“Miss Dorothy” a long time Association of Bridal Consultants member believed that “*You have to have heart, and to do it with a passion so strong it becomes you. You live, breathe, eat and sleep this industry.*” She believed members should be passionate about the industry, willing to share and cooperate with other members, attend local ABC meetings, and recognize the value of the annual conference. She died of cancer in 1998.

ABC members are nominated by their peers, and applications are judged by the Heart Award Committee.

Information and Nomination Form:

<https://www.abcweddingplanners.com/scholarship-award>

Deadline for submission is August 15, 2021.

The winner will be announced at the ABC Annual Conference.

Questions, or to make Donations?

Contact Committee Chair: Teddy Perry, MWP™
Bearableweddings@aol.com



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FOR PASSION AND
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- The award must be used for the 2021 ABC Annual Conference.*

Information and Application:

<https://www.abcweddingplanners.com/scholarship-award>

Deadline for submission is July 31, 2021.

Winners will be notified on September 1, 2021,
and their names will be announced at the conference.



*Dorothy Penner, MBC™,
was a passionate member of the Association of
Bridal Consultants who believed, fully,
in continuing education and
the ABC Annual Conference.
The scholarship is named in her honor.*

Questions, or to make Donations?

Contact Committee Chair: Teddy Perry, MWP™
Bearableweddings@aol.com

DESTINATION WEDDINGS, VOW RENEWALS, AND TRAVEL: HOW I TRIPLED MY BUSINESS DURING A PANDEMIC

2020 threw our whole industry into chaos almost overnight. Weddings weren't happening, clients were canceling, and some businesses didn't survive.

There I was with the whole industry at a standstill, working from home with a toddler and recently pregnant in the middle of expanding my company. It was stressful, but by pivoting my services, I could keep afloat and triple my business in one year.

I took advantage of the FAM trips offered by Sandals Resorts and booked a Re-tie the Knot for "research purposes." Going through it with my husband gave me worlds of insight into our clients' experiences with all-inclusive resort weddings. It was \$300 well spent and opened the floodgates to new business!

Offering these services is a natural progression for success.

Since many weddings weren't able to happen where they were initially planned, couples looked to other countries with fewer restrictions. They were forgoing their "big weddings" for exotic destinations where they could get married sooner instead of postponing. Couples who got married in courthouses still longed for a celebration and perfect honeymoon. People were getting "cabin fever" stuck at home and craved travel again.

It was the perfect storm. One couple initially reached out to me for an anniversary getaway but jumped at the chance to renew their vows and invited friends to come along. Those friends rebooked their next trips with me. One of them had such a great time, he proposed and had a destination wedding. That one "simple anniversary trip" turned into thousands of dollars in commission and service packages.

Market yourself to a bigger audience.

By diversifying your services, you can come at clients from more angles. Not only can you connect with your wedding planning clients like you always have, but you reach a bigger audience in new ways.

A couple who was asking for honeymoon recommendations on Facebook were so intrigued; they ended up booking a destination wedding with me. All it took was a two-sentence response to their post in a local group to start the conversation. The more I responded to posts on social media, the more I became an expert in the eyes of others. Now, I get tagged in posts asking for wedding planners and travel agents without lifting a finger.

People are already excited by tropical islands and all-inclusive resorts. Letting people know they can book their travel through you by posting pictures or having pretty brochures is probably the most effortless marketing you will ever do.

Does it make sense for your business?

Think about when you tell people you are a wedding planner and they say, "What a fun job!" Although that's true, we are rated in the top 10 Most Stressful Jobs in the US for a reason. Here are some things to consider:

Your client needs to be flexible.

The lower price points and excellent inclusions make destination weddings very attractive. Still, they need to be aware that their location may not have everything they've dreamed up on their Pinterest board. For example, try finding pampas grass in remote islands or mason jars in Guatemala.

Do your research.

Laws and cultural norms aren't the same everywhere. There are still countries that don't allow same-sex marriages or aren't as welcoming to these couples in general. Another example, did you know it is illegal to wear camouflage in Barbados? I have many military clients and advise them to leave their camo print swim trunks at home. The bottom line is, if you haven't been to a location or aren't an expert, ask! Check travel forums and ask other planners or travel advisors to be the best resource for your clients.

Protocols are ever-changing.

You need to be up to date on all the latest federal, state, county, and city regulations. I recently did an intimate wedding in Santa Barbara, CA, the week the CDC requirements were relaxed. No one knew which rules applied and looked to me to answer guest count, masks, and vaccination protocols. The ABC-Greater Los Angeles Group recently had a fantastic presentation on where to look for the most up-to-date information, and I advised them accordingly.

Destination weddings, vow renewals, and travel are a lot of responsibility, but don't be discouraged! Here are six perks of offering these services:

1. Less Stress! Without the legalities of marriage itself and the pressure of the actual wedding day, vow renewals are overall less stressful for your couples, and thus, planners!

2. Easy Add-ons! Aside from being a celebration of love and romance, these services are easy to add to your bottom line. Do you already have a full planning client? Throw in "honeymoon planning" as a complimentary gift to the couple. They would have done it themselves anyway, but it saves them time, and you get an easy commission! If you're already booking your client's travel, add on some tours, a private candlelight dinner, or ask if they have

any friends who would want to come along.

3. Post-wedding depression is a thing!

Brides and grooms often feel sad when their wedding is over. You spend months if not years planning for it, and it's gone so quickly. Give them something to look forward to together, like an anniversary trip or vow renewal.

4. Fewer rules, more fun! Since vow renewal clients are usually more focused on the party itself than the meticulous details of their first wedding, they have more freedom to be creative. They don't have to include the activities of their first wedding but can start new traditions or show off their personality as a couple.

5. Full planning or check, please! With destination weddings, you can be as involved or uninvolved as you like. You can provide all of the full planning services you usually would, charge accordingly, or book at an all-inclusive and simply sit back and let the resort handle the heavy lifting while you get the commission.

6. The time is now! Many "Covid couples" eloped or got married at a courthouse because of the frustration with postponing the wedding they wanted. Renewing their vows, especially in a destination, gives them the honeymoon or vacation they deserve but allows them to invite people they didn't get to celebrate with the first time or have the actual wedding they wanted to originally.

**-Nicole Marie Zillman, PWP™,
Nicole Marie Events**



DROP THE HANDLE OF AN INSTAGRAM OR TIK TOK ACCOUNT YOU FOLLOW THAT MAKES YOU SMILE, AND DESCRIBE IT IN 20-25 WORDS OR LESS.

IG: @iamdulo - He creates hilarious voice-overs to popular videos (mostly with cute animals).

Watching his feed is the perfect stress-release break.

IG: @blacklove - They feature Black love stories and hilariously relatable relationship moments. It is heartwarming and positive.

-Aleya Harris, CPCE, Owner, Flourish Marketing

I love American Baron (Baron Ryan) on TikTok: @americanbaron. They're mini-movies with a feel for the nostalgic. They are beautifully scripted, incredibly edited, and all acted out by Baron Ryan. They are philosophical, deep, whimsical, and charming!

-Michelle Loretta, Owner, Be Sage Consulting

Size doesn't matter when it comes to wedding TikTok!

@houstoneventplanner

Boundless, fearless wedding content with a heart for inclusivity.

@sevsweddings

Our favorite wedding TikTokers from down under. Practical advice and points of view delivered with cheeky humor.

-Kristy Rice, Owner, Momental Designs

@glacienrps

Sometimes we all need time in our day to decompress. Glacier National Parks Instagram account provides a much-needed nature break.

-Matt Campbell, Founder, My Wedding Songs

@shoelover99 is a really fun, sweet, and positive lady who sends people messages of encouragement.

@sejsejilia lives near the North Pole and makes beautiful slice-of-life content from someplace most of us will never see in person.

-Mandee Johnson, Photographer, Mandee Johnson Photography

@nycgaydad Jose and his family have brought a wonderful sense of levity during a tough year- plus he's a fellow wedding pro!

-Meghan Ely, owner, OFD Consulting

Both of these designers bring a smile to my face. I love to watch their work and see what they are doing. I have met both Kristin and Colin, they are warm, kind and approachable.

@kristinbanta

Kristin Banta is one of my favorite designers. She is an inspiration to my team; we love how creative and out of the box she is. Always pushing the limits and thinking like a designer. It is so fun to see her work!

@colincowielifestyle

I also love to follow Colin Cowie. I love when he does his video's and shares tips and techniques. I was lucky enough to attend the ISSE conference with Colin in Carmel it was an amazing experience. He was warm and kind and even had lunch with us. He taught us so much.

-Colleen Bauer, AWP™, Fairy Godmother, Inc.

Whenever I want a good laugh (out loud!), I take a look at these two Instagrams: @lifeoftanyamarie and @lorenapages. Two classy, silly and creatively funny young women. I save their funniest reels so I can watch them over again.

-Christine Terezakis, MWP™, Dreamday Destinations | Dreamday Weddings

mikaylanogueira (TikTok)

She has the best Boston accent and does amazing makeup tutorials. Her spirit is so uplifting and positive and always supports women of all shapes and sizes.

-Callie Rackley Carr, AWP™, Georgia State Manager with Adopted States of Alabama & Mississippi, Callie Carr Events



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Last semester I taught the Wedding Planning class at Metropolitan State University Denver, School of Hospitality. The students were so excited to learn about wedding planning. Some of my students even took the initiative to write some extra credit essays on internships, wedding apps, and TikTok. I am so excited to share these essays in this issue of Wedding Planner Magazine.

It is such a pleasure to give back by teaching, and I encourage other wedding planners to consider teaching or mentoring students if you have the opportunity. Not only do you impart your knowledge, but you also learn from these students. As we all know, education is the key to becoming a successful wedding and event planner.

-Wendie Bass, AWP™

Internships 2021

After taking my first Wedding Planning class and experiencing a tiny taste of what it would be like setting up a wedding, it opened my eyes to what I want to do with my career. I see an internship as a pot of gold; if you have an "in" with the industry, you can create many ties with well-known professionals in the industry. I would want to learn the ins and out's of the field and take in as much information as possible.

Going into the wedding industry isn't just about the wedding day; it's about the floral, linens, food, drinks, ceremony altars, wedding dresses, hair/makeup, etc. I would love to have all the knowledge involved in wedding planning. So, for an internship, I would love for the company to let me go around town to different vendors they might recommend and spend some time in there with the owners, so I know a little bit of everything by the end of my internship.

There are sides that many people might not talk about because it's negative. Bridezillas. In most industries, you always experience that wrong customer that makes you so mad. Still, a bridezilla is a one-of-a-kind experience, and I want to know how to handle those situations and correct something in chaos behind the scenes. Understanding that would be such a learning experience because you aren't just trying to fix whatever is going on; you can now analyze situations, and set boundaries for yourself and how others treat you.

There is always going to be a "dark" side of an industry. Another side I would like to figure out is the organizational aspect. I believe technology has helped a lot with this aspect, but there are still people out there that are "old school." So, understanding different kinds of organization skills would be a great opportunity as well, because anything can be a little better. I would need a brutally honest internship with a wedding planner. I would never want anyone to sugarcoat anything, especially when it comes to your job. The good, the bad, and the ugly are essential to experience while you are training for your career. Everyone's experience is so different; you can't fully understand when someone tells you a story; you need to go through your own "hard day" to know how to be successful.

-Macy Mohr is a senior at Metropolitan State University Denver who recently left corporate America to pursue a marketing degree.

TikTok for Marketing

Last year when the pandemic hit, it was hard for everyone all over the world. People were forced to stay inside and work from home. In many cases, people had to stop working altogether and hope for the best. Small businesses were hit especially hard, and many were even forced to close. In the wedding industry, this was a hard time for both couples and vendors. The couples had to let go of some

of their dream wedding ideas or decide to wait another year or two to get married. Vendors, most of the time, are small businesses that rely on weddings to make a living. Many were forced to move dates over without new income. It was a time that, although challenging, forced people to become creative. This was when people began to focus on a more recent up-and-coming social media app called TikTok.

On TikTok, many users have postponed their wedding, recently gotten engaged, just because of marriageable age, or are simply fantasizing about their dream wedding. These are the ideal audiences of many wedding planners all on one platform. TikTok is a China-based video-sharing social networking app. It was created in China (known as Douyin) in 2016 but didn't gain worldwide popularity until 2018 when it merged with Musically, another video-sharing networking app. While Douyin and TikTok share almost identical user interfaces, it is essential to note that they do not have access to each other's content. Once the pandemic hit in March 2020 is when we begin to see more people of all different demographics joining the app. The app now has over 2 billion downloads worldwide. On TikTok, people can create 15- 60 second videos on many different things such as skits, pranks, dancing, educational material, and much more. This app is highly user-friendly and is even equipped with its own video editing

Continued on page 22

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Continued from page 20

tools. Users can record, cut, edit, make voice overs include closed captions, and use cool filters like a green screen effect. While the target group for this app seems to be Gen Z (people currently ages 18 - 24), it has gotten attention from people through their 60's.

Something unique about TikTok versus other social media networks is that TikTok has a For You Page. The For You Page is where users spend most of their time looking through videos. The unique part is that Tik Tok creates a special algorithm for people sending them videos that best fit the individual based on other videos they spent time interacting with or have liked. This is great because it allows more exposure for creators as they have a better opportunity to be on someone's For You Page. This is different from Facebook or Instagram because in these networks, people spend most of their time scrolling through the content of who they follow rather than newer content. While Instagram does have the explore page, it is still different because it is not the first page you are automatically on. The user has to want to be on the explore page to get this new outside content. On TikTok, people can still follow someone to keep up with their content, but this is on a separate page called following. The user has to click on their follow page. Another unique thing about TikTok is that its algorithm is not based on a chronology like Instagram or Facebook. This means that a video a user made four months ago that only got 10 views can all of a sudden go viral months later. An excellent way to ensure views is to make sure to keep any older content on TikTok even if it doesn't do well at first.

Trends are a significant part of many social media networks, but TikTok takes it to another level. To find new trends that are gaining popularity, users can go to the discover page to show trending audios,

dance moves, skits, hashtags, and videos. TikTok thrives on trends; even if there are thousands of content in specific trends, people can still go viral by following the existing trend. An excellent way to land on more people's For You Page is by finding trends and following them with your twist. A little secret that also seems to work is to use a trending sound or audio and make it silent over your unique content so that the algorithm thinks the video is on-trend. The great thing about TikTok trends is that when they go viral, they are posted on different platforms such as Instagram, giving you more exposure.

How to start? It is easy to be overwhelmed when trying to learn and master a new marketing technique. The best way to start is to get familiar with the app. If you haven't already downloaded the app and made an account, then that is the first step. I suggest you give yourself time to scroll through the app for a good while to begin to understand the kind of content that people are creating and wanting. Use caution when scrolling, as it is easy to lose track of time on this app. When you are ready to begin posting on the app, consistency is key. Just like with any app, the best way to get followers and stay on your relevant audience's For You Page to post consistently and multiple times a week. This can seem like a lot, but it is essential if your goal is to grow a following especially future clients. The sweet spot for posting seems to be at least three times a week. If you already have it prepared along with a caption and relevant (and trending) hashtags, it is easier to post three times a week without it feeling like a lot.

What to post? Education has been growing on TikTok, and if educating potential clients is something you enjoy, you can make educational videos. Educational videos can include answering common questions brides have, advising on common problems, providing an opportunity for viewers to ask questions, sharing

vendors, hacks, or tips, and educating on your role as a wedding planner. The educational TikToks attract potential clients because it builds trust with them. It shows confidence in your knowledge and ensures clients that you have a lot more to give as a vendor because you are not "gatekeeping" information. Inspiration videos are similar to education but are different because they are more focused on inspiring the bride visually than educating on a specific subject. Using a trendy, pleasant sounding song and beautiful pictures of wedding themes will catch the attention of potential clients and a following.

To capture the attention of potential future clients, you can make content interactive by asking users to comment on their favorite style or ask their friends which type matches them. Remember, the more comments and shares, the more viral your video will get. Posting skits and stories are always fun to create and causes a good laugh. Performances also make a good interaction because users will share the videos with friends and family that they think are relevant. People enjoy listening to crazy stories, and the crazier they are, the more they want to show other people. You can talk about your craziest wedding disaster and turn it educational by telling people how to fix or prevent those scenarios. A great way to get more potential clients is to offer advice on how a couple can handle hard family situations. DIY projects are trendy on all social media but especially TikTok. Experienced wedding planners have seen more weddings than the average person and can offer DIY projects that they have seen that work and are worth it. It is fun to look at Pinterest for inspiration, but it is even more entertaining to see real-life weddings. Include footage of real weddings or real couples. Some unique transitions can trend where you can showcase before and after photos or footage. There is one where the bride and her bridal party are in their robes and do a

jump transition into their wedding attire. You can also do the same with before and after venue shoots. People also love to see behind-the-scenes footage. Using a trendy song in the background, you can use a timelapse of a setup and briefly explain part of the process or any setbacks you overcame.

It is clear to see that with TikTok, the world is your oyster in terms of creativity. This app can be very beneficial in growing social media presence for companies and the company itself. This is also a very visual app, so make sure that if you are telling a story to have some visual aspects to it. Consistency is vital-- if you plan to grow a following and your business, you must be consistent on all social media, including TikTok.

-Julissa Vargas is a part-time wedding coordinator and soon-to-be MSU Denver graduate. She is a recent COVID bride.

Wedding Apps

The adaptation of technology has transformed the way we live our lives. We can have a map, music player, camera, and many more all within a single device. Alongside creating different applications, Specific applications were designed to help couples plan out their special day. There are multiple wedding apps in the marketplace that help couples organize and book the vendors they desire. I downloaded some of the most popular of these apps, Zola, the Knot, and Manage my Wedding, to review, explain the features they highlight and what I enjoyed and disliked about wedding applications. Thoroughly reviewing each app, I was able to determine the key features these apps contain. All three apps allow you to keep track of your guest list. With the built-in guest list manager, you can list all of the guests' contact information and mark their wedding invite responses. The checklists allow the couple to mark down any tasks

they need to complete. The Knot goes as far as providing estimated due dates so the couple has an idea of the tasks that must be done. It can be hard to find where to start, so these set due dates can help a couple stay organized and educated.

An essential part of any wedding is identifying a budget. Organizing how much you can spend in each category will help keep the overall price tag down. These apps separate the types and track the estimated cost and the actual cost and deduct it from the overall budget. This makes managing the cost a lot easier. These standard key features keep many lists and essential requirements all in one secure location

The standard key features were things to rave about, but I needed to find what set these wedding apps apart from any regular organization apps. Many lifestyle organization apps can help keep lists, budgets, and contact information. It was important for me to identify the wedding-specific advantages of using each app and what I liked about them. My top two favorite aspects of the Zola app are the explore wedding palettes section and their expert advice pages. Like a Pinterest board, you can look through wedding styles, ideas, and trends. I specifically enjoy the setup of their discover page. A couple can search for inspiration based on style, season, color, or location. For uncreative people like me, pages like these make all the more difference. It is helpful to see an idea to later make it your own with a twist. If you love a wedding, you can check the list of vendors that helped bring that vision to life. Their expert advice page allows a user to read through published articles written by experts on any topic they may need. These topics expand beyond wedding day information and also cover honeymoons and newlywed life. The best aspects of the Knot app are the style quiz and their vendor lists. Their easy interactive style quiz helps a user identify their wedding style with

a swipe of a finger. The Knot's style quiz pops up photos and the couple swipes left for dislike and right for like.

I was noting all the things that set the apps apart from others that I particularly enjoyed, I could not help but notice the things I did not want. No application is perfect and consists of things that a user may not favor. There were not many things I found about the apps that I did not enjoy. My only critique for the Zola app is there were no ratings on their vendors. They do have guidelines a vendor must meet to be on their lists, but these led me to believe that these partnerships may not be the most genuine. Many people become ambassadors or affiliates with brands for the advantages. Their guidelines led me to think that there may be some bias because not all vendors are listed.

On the Knot, I did not enjoy that they did not have an advice section. Their website has an entire section on ideas and advice, so it was disappointing to see the app did not align with the website.

My dislike for the Manage my Wedding app was simple. I did not like that you are required to pay more to get the full utilization of the app. These apps help a tremendous amount but still have room for improvement.

Just like our phones, these apps have all in one advantage. It makes a difference having a lot of the information a person needs at their fingertips. In addition, the organization of these apps is immaculate.

-Briana Castillo is a sophomore at Metropolitan State University Denver.



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ABC News

Elaine Barker, PWV™, Paper Potpourri, in Haverhill, MA, had the honor and privilege of doing the Wedding Invitations for Country Singer Jillian Cardarelli and Sports Agent Brian Parker for their wedding which was held in Nashville, Tennessee on May fifteenth.

Angela Hastings, PWP™, An Affair to Remember by Angela, Boston MA, has been nominated as President of the Philoptochos Society Lowell, MA Chapter for a two year term. The National Philoptochos Society Inc., located in New York City has offered 90 years of philanthropy through a multitude of programs that make a difference in the lives of people in the U.S. and throughout the world.

Oniki Hardtman, CWP™, of Oh Niki Occasions, Palm Beach FL, was featured in Munaluchi Magazine for writing an article - Top Wedding Registry Ideas for 2021.

ABC Designations

Marian Hilliard, AWP™, "Unveiled Events, LLC", Stokesdale, NC

Juanita Colbert, PWP™, "Marvelous Weddings & Events, LLC", Washington, DC

Shannon Triggs, PWP™, "Simply Weddings, LLC", Sun Prairie, WI

Yi Xue, PWP™, China

Maria Elena Gutierrez Velasco, PWV™, Incanto Il Sogno Musicale, Colonia Bugambillas, Puebla, Mexico

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MASTER WEDDING PLANNER™ Marcela Villaseñor, **MWP™**, Bodas Huatulco

FAMILY: I am married to Amaury Johannes López Ayuso, who is my partner in the company, he is in operations. We have 3 kids: Damyan, 10 years, Mya Xunashi, 8 years, and Aymar, 1 Year.

LOCATION: Bahías de Huatulco Oaxaca

EDUCATIONAL BACKGROUND: Degree in Tourist Business Administration and Master in Commercial Management and Marketing in Alicante, Spain.

OTHER ASSOCIATIONS: IADWP, DWSA, BELIEF.

ON BECOMING A MASTER: I become a Master in 2021, the process took me 12 years to make the decision.

MENTORS: Elizabeth Petersen, she always knows what to say to you. Melanie Ramone, for inspiring me. Lili Anciola, because she always is there when you need help. Alan Berg, I love all the marketing advice he gives us.

MARKETING: Promote my destination Huatulco in the Wedding Industry.

FREE TIME: Be with my family, go to the beach, swim at the pool.

ADVICE: Never stop learning, there is always something new. Work as a team, because together we go further.

HOW DID YOU START: After planning my own wedding, we both already had great experience in the hotel industry, tourism, and customer services and realized the importance

for someone reliable to plan an event, in order to make their wedding an unforgettable moment, with no worries, so decided to found Bodas Huatulco.

BIGGEST MISTAKE: Throughout the years I have had several learnings, they are not mistakes, but the one you should always keep in mind is to know who is your client in the wedding. The customer is the one who pays, don't forget it.

BIGGEST INFLUENCE IN THE INDUSTRY: Trends, fashion and colors.

FAVORITE (NON BUSINESS) BOOK OR MOVIE: The Notebook

FAVORITE BUSINESS BOOK OR SHOW: If Your Website Was An Employee, Would You Fire It? and Shut Up and Sell More, both from Alan Berg. T.V Shows: Say Yes To The Dress and Wedding or Home on Netflix.

HOW DO YOU RECHARGE: Attending conferences and courses and networking with colleagues.

IDEAL CLIENT: A couple who do not live in Huatulco, want a beach wedding, want to celebrate with family and friends, and the couple works, so they pay for their wedding and decide what every penny will be invested in.

HOW HAVE YOUR PACKAGES CHANGED IN THE LAST 5 YEARS: Previously we offered services in the form of a package because the client needed to know the budget of the wedding, now we customize each quote adapting it to the client's needs and budgets.

information

ABC MEMBER SINCE: 2009. **REVENUE:** 70% wedding planning, 30% furniture rentals. **EMPLOYEES:** 7 total. **TIME IN INDUSTRY:** 12 years. **CONTACT:** marce@bodashuatulco.com, www.bodashuatulco.com

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MANAGING THE STRESS OF THE WEDDING INDUSTRY

As wedding planners we know that some clients have difficult wedding situations. The pandemic has shown that wedding professionals are being tasked to deal with stressful situations for their clients. We sat down with Dr. Kate Cummins, Licensed Clinical Psychologist, to discuss this issue.

What are some tips on how wedding planners can work with couples that are facing family dynamic issues?

Family dynamics, and especially dysfunctional dynamics, are a part of any high stress life event. Wedding planning is a great example of how dysfunctional dynamics will show up, because often-times people have expectations of what they think a wedding should be, how it should look, details it should include, and these details are normally different expectations for each family member.

For example, a challenging MIL to be may have had her idealized vision of who would be invited or colors to be used for her sons wedding way before the bride to be was brought into the picture. When the bride to be starts planning her wedding, she may get critiqued for choices because the choices are different than the expecta-

tions of the MIL. These expected issues and dysfunctional dynamics are quite common and its important to remind couples that this is a common issue that happens with most wedding planning.

As a wedding planner, the more you normalize family dynamic stress as a part of the life event, the more at ease the couple should feel. Wedding planners should make it known that their clients, the couple, are the ones in charge. Remind your couple that at the end of the day, the weddings ownership is in the hands of the couple. If the couple's goal is to make their extended family happy, then the priority should be able others goals, but if the couple wants their wedding to be about their own goals, as a wedding planner it's important to instill empowerment in the couple so they make choices based on their own needs.

What are some of the ways a wedding planner can help a stressed out couple regarding their wedding, besides taking stress off of the planning?

Create purpose for the couple. Task them with things that make them happy about their wedding so that their focus is turned towards positive problem solving rather than emotional or relational stressors. Remind them through visu-

alization that at the end of the day, their special day will go exactly as they want it to. Do this by asking them to visualize the end of their wedding day and what emotions they want to feel connected to during this time.

Remind them that the details, stressors, family dynamics, and financial burdens at this present time will be a thing of the past as they march towards the end goal of having a successful wedding day, and remind them that they will be in a place of contentment and happiness at the end of their wedding day. Help them take ownership. Even if extended family members are paying for the wedding or making a lot of the decisions about the wedding, remind the couple that this life event is about them, which will help them create emotional ownership of the big event.

Wedding planners are notorious for taking things personally, especially when it comes to clients, how can they avoid being brought into the drama or stress that a couple is expressing?

It is normal to take things personally as a human. We live in a society where being wanted and liked is a highly desired status symbol, and also makes us feel emotionally

stable and good. Our value comes from others accepting us and appreciating our work. In addition, as a wedding planner, one is naturally an excellent problem solver due to the high demands of making changes when problems present themselves, so wedding planners are also used to being well liked.

As a wedding planner, remind yourself over and over that the tense and high emotions have nothing to do with you. Remind yourself that no matter how amazing of a person you are, couples who are in stress will look to diffuse the stress onto others in order to not have tension in their relationship, so unfortunately you'll likely be triangulated. Having the knowledge that this will

happen, and anticipating it to happen can help you problem solve in your own thoughts and let go of feeling responsible for the issues and drama that shows up.

At the end of the day, a wedding day is a life event that is meant to create significant meaning and joy in the lives of the bride and groom. It is a privilege as a wedding planner to gift your expertise and resources to couples who need the talents that you have to make their day one of the most meaningful days that they will ever get to live.

Remind yourself as a wedding planner over and over that this is ultimately the job that you get to have and you are who the couple has

chosen to help them walk through the challenges of planning to make this day one of the best of their lives!

-Dr. Kate Cummins

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