



UNIT-7

Wedding Day Details

Learning Outcomes

- ✓ Bridal Preparations
- ✓ Wedding Hairstyles
- ✓ Wedding Make-up and its Significance
- ✓ Making a Security Analysis

Unit 7

Wedding Day Details

The wedding day is finally here. Both bride and groom make final preparations for their special day. The wedding consultant has to be present too. The bride should be receiving celebrity treatment, having her make-up and hair attended to professionally. The wedding planner must now make the final preparations for the long day ahead. As the planner/consultant, you must review all last-minute details and gather supplies. This chapter will focus on the details of the actual wedding day, including the bridal preparations and consultant preparations.

Bridal Preparations

Usually, a groom's preparations for the wedding day are quite efficient, but the bridal preparations involve a lot more including some long processes which typically take hours. The bride will begin her wedding day knowing there are exhausting preparations and celebrations ahead of her. Hiring a wedding consultant/planner will take away a lot of the stresses of the wedding day, allowing the bride to focus on getting ready. The consultant will manage the wedding day, leaving the bride more relaxed and excited than stressed and worn out.

Grooms can often spend their wedding mornings relaxing, even playing golf, but brides will be up and about early with their bridesmaids having their hair styled, their make-up applied, and attending to any last-minute details with the gowns if necessary. The presence of the bridesmaids around the bride will allow the festivities to start as they have fun and laugh during the beauty processes. Many hairdressers and make-up artists will attend the bride's home/location to save her any more stress on her special day. These services will be expensive, however. Fees usually start at £200 for an on-site hairdresser and rise depending on the popularity of the stylist. There will also be additional fees for all the bridesmaids, mother and grandmother etc. Lower fees usually apply for the flower girls.

In a salon, the make-up applications usually cost from around £75, rising to between £100 and £300 on-site. All additional women having their make-up applied will incur a lesser charge, but this also depends on the make-up artist. Brides should invest in a make-up trial run. If they want to save some money they could do their own hair and make-up. Sometimes a good friend will be asked to do this in order to save money. However, as brides are photographed continually throughout their special day, a professional hair and make-up application is worth the investment.

Wedding Hairstyles

A hairstylist will start with the bride's hair and then move on to the bridesmaids and other family members, if they are to be included. The bride should be attended to first because she will be the wedding day focus. Giselle, from Elegant Hair by Giselle, who featured in Vendor Prior, explains that a

trial run should take place a few months prior to the wedding. This will allow the stylist to become familiar with the bride's hair and personality as well as any special requests.

This mini-trial is also a good time to discuss whether the bride's hair would be better grown out, coloured, relaxed, or up before the big day. The main trial should occur about two weeks prior to the wedding and should be conducted as though it were the actual wedding day. At this main trial, brides must bring the headpieces, veils, and any hair jewellery. The hair must be updated with regard to any colour and trimming. Hair regrowth can begin to show after only two weeks. This is important to know. After the two trial runs the bride should feel more confident and comfortable with her stylist. This will make the wedding day styling less stressful. Make sure your client knows she must decide whether to wear her hair up or down well before the wedding day and not on the day itself.

Wedding Make-up

It is customary to attend to the hair first and then the make-up. This order is preferred because hair will usually need to be wet in order for it to be styled. This, of course, could result in water running down the bride's face and ruining her make-up. A blow-dryer is normally used and the heat could cause the bride to sweat, thus causing the same problem mentioned above. Hairspray is also often used and this may come into contact with the bride's face accidentally and ruin her make-up.

A good make-up artist knows exactly how much foundation to apply to make the bride's skin look natural and flawless. He/she will also know many tricks of the trade such as how to stop the nose from shining and how to make the lipstick last throughout the day. As the bride is the centre of attention on her wedding day, she will need to look her best. There will probably be a lot of kissing and hugging; hence, the make-up has to stay on.

Carola Myer, professional make-up artist, discusses essential elements of wedding day make-up. She states that clients who want to cut corners on their wedding day may opt to skip professional make-up applications. This would be unwise, however, and you should advise your clients against this. Professional make-up artists provide an essential service. Correct make-up application is essential for wedding photos. Make-up artists must know the timing of the wedding day including the photographer's schedule and style. Make-up will be applied differently if a wedding takes place outdoors or if the photographs are to be mainly in black and white. Guest numbers also make a difference. In a smaller wedding, the bride will probably be seen up close more often. With a larger wedding, the bride will mostly be seen from a distance; therefore, her make-up should be more dramatic. Make-up artists must be given this type of information in advance to enable them to apply the make-up for maximum effect. Wedding hair and make-up can also differ depending on culture and tradition.

Timing

When taking part in the make-up and hair sessions, brides and bridesmaids should be informed about wearing either button-front shirts or zippered ones. They will then be able to change easily into their

gowns without spoiling their make-up and hair. Putting hair up could take an hour or more. This would depend on the length and type of hair. The application of make-up will take around 30–45 minutes. If there are several bridesmaids or other family members having their hair and make-up done, hairstylists and make-up artists will have assistants to help them.

A bride must never be made to feel that she's being rushed. She must not leave the chair until she feels completely satisfied with the way she looks. There are many other beauty treatments which, if desired, must be carried out in advance of the wedding day to allow time for any adverse reactions to disappear. These would include waxing, spray tanning, teeth whitening, Botox injections, ear piercing and others.

Day-Of Details for Consultants

On the actual wedding day, as the consultant you must review all details. Go through your list. For example, the pin-tuck linens should have been delivered to the reception venue by 8 am. Did they arrive? You must pick up the phone, call the venue and make sure they are there. If they are not, you must call the linen company and find out where they are. Another example: the cake should arrive by 1 pm. You are the one who must confirm this has been done. As the consultant, you must make many phone calls on the day to verify all the details and ensure everything is in place. This is crucial for a successful wedding day.

Another important detail that you may overlook, along with checking the weather report, is to check the traffic conditions. Always check these things in the morning and the traffic report again just before the bride and groom leave for the venue. This will tell you whether anything has been revised since you checked it the night before or earlier in the morning. If, for example, an unexpected cold snap is moving in, you need to call the rental company and make sure more outdoor heaters are brought in for an outdoor wedding. Before leaving your home, ensure you have with you all necessary contact information, all timelines, and the copies of all the budgets and contracts. If you find out that there is a traffic jam on a major road, you will be able to call the transportation company and discuss alternative routes for the wedding party.

Risk Assessment

“Life is what happens when you're busy making other plans.” This is a famous quote by John Lennon. Prior to the wedding, every planner must have risk assessments in place for the actual wedding and plans to manage those problems should they actually occur. A risk can take many different shapes and sizes. It might be something obvious, such as rain during an outdoor wedding, or it could be less obvious, such as relatives who always arrive late, possibly causing the wedding to start late. A wise wedding planner assesses all the risks before the wedding and creates back-up plans just in case “life” happens. The Table below lists the most common wedding day risks, including examples of each one. Remember that each wedding is its own unique entity; therefore, you must think about the most likely risks for each one and ensure that you have planned what to do should any difficulties actually occur. Remember that “hope” isn't a back-up plan.

TABLE 7.1 Common Wedding Day Risks

- Any accidents (tripping, falling, cuts, burns,)
- Bugs at outdoor events (flies, mosquitoes, bees, wasps, gnats)
- Electricity blackouts (venue left in the dark, food not heated)
- Sickness (cold, flu, food poisoning, heatstroke, allergies, hangovers)
- Streets around wedding venue closed (water main breaks, car crashes)
- Transportation issues (the coach/bus breaks down, the best man missed the connecting flight, airports shut down due to weather or strikes)
- Vendor failings (no cake or ceremony music)
- Wardrobe malfunction (bride’s veil tears after being caught in car door)
- Unions on strike (no waiting staff at hotel)
- Weather (rain, heat, high winds, humidity, lightning, snow, ice, cold)

Security Analysis

Security is becoming more common at events. As a wedding planner it’s not necessary for you to become a security expert but you do need to have a good understanding of certain security issues and how they may affect your events and your reputation. By understanding and managing security, you are actually protecting your assets, the venues and, of course, the people attending the wedding.

Gifts will usually be the biggest assets at weddings. Gift tables will usually be filled with expensive items which might include envelopes full of cash. Your job is to make sure all gifts are closely monitored. A plan should be in place to deliver all gifts safely to the couple after the reception. Perhaps a hotel valet might take the gifts to the honeymoon suite or one of the fathers or close friends load them into a mini-van. Make there is a plan and that you are informed in order that you might assist.

We mentioned envelopes full of cash, as these are common wedding gifts. In some cases, these envelopes will be in decorated boxes and sometimes they will be given directly to the consultant or to an assistant. Every envelope must be accounted for and they should all be properly secured. You do not want to receive a phone call the next day asking where Uncle Don’s envelope has gone. As you receive each envelope, make sure to introduce yourself to the guest and write down their names. In this way you’ll have a list in case any questions arise.

The wedding venue also has to be protected from any damage during the wedding. Clients could be held liable if any of their guests get out of hand and damage anything. If you feel there is any cause for concern about a guest’s behaviour, you might suggest the hiring of one (or more) security guards to patrol the reception area and keep an eye out for any misbehaviour. Part of your responsibility is to ensure guest safety at your clients’ weddings. If the cocktail hour has been scheduled for outdoors but you can see lightning in the distance, bring everybody inside for their own protection. A puddle of water or spilled drink on the dance floor? You’re responsible for ensuring that it is promptly cleaned up to prevent anyone from slipping and falling. Look out for any intoxicated guests and ensure they are accompanied by someone responsible to escort them home safely. You may save someone’s life.

TABLE 7.2 Wedding Day Emergency Kit Essentials

• Band aids	• Lip ointment	• Smelling salts
• Baby wipes	• Nail clippers	• Snacks (protein bars, crackers)
• Bobby pins	• Nail polish/remover	• Miniature stapler
• Bottled water	• Pantyhose	• Static removal spray
• Breath mints	• Pepto-Bismol	• Safety pins (varying sizes)
• Brush, comb,	• Powder (talc)	• Super glue (pick face)
• Deodorant	• Q-tips and cotton	• Tape (duct, scotch, double-sided, balls)
• Drinking straws	• Rope (short/long)	• Tissues
• Feminine hygiene	• Sewing kits	• Tylenol items
• Hairspray	• Scissors	• Umbrella

A wedding day emergency kit is vital. This might be a canvas or duffel bag, or a small rolling suitcase. Contents will vary depending on each wedding consultant, the wedding and the region. The Table above lists the most common items and these must be included in all wedding day emergency kits. CDs of wedding music and a boom box are useful items to keep in your car. You may be surprised by just how many items you'll actually need on the wedding day from your emergency kit. A wedding party participant will lose a button and you'll have to replace it using needle and thread. Someone may get a headache. Another person may need a breath mint. Flower arrangements on the pews may come undone. You will need to secure them again using rope and safety pins. It is worth ensuring that your emergency kit has been well thought out. Begin gathering your supplies and make sure they are ready when you need to use them.

Consultant Checklist and Reminders for Wedding Day Details

- On the actual wedding day, remind the bride to have her hair done first.
- If the couple wants to cut some costs, advise the bride to go to the salon rather than having the stylist come to her.
- Do hair for bride and bridesmaids before make-up.
- Decide whether the stylist will need to bring an assistant or two.
- Ensure the client meets with the hairstylist for a mini trial run before picking the veil.
- Remind the bride to bring her veil, headpiece, and any hair jewellery to the main trial run.
- Remind bride and bridesmaids to wear zippered or button-front shirts for the make-up and hairstyling.
- Check weather and traffic reports on day of wedding.
- Make calls on the wedding day to ensure items are delivered according to your instructions.
- Make sure you make a risk assessment and a security analysis for every wedding.
- Prepare your emergency kit and make sure you have it with you on the wedding day.

Further Reading:

- ✓ *Wedding Day, (2005)*, By Dana Levin
- ✓ *Wedding Day Disaster, (2012)*, By Carolyn Keene
- ✓ *Your Unique Wedding: Say "I Do" with a Twist, (2005)*, By Kerry McDonald