



UNIT-7

Music, Photography and Floral Décor

Learning Outcomes

By the end of this unit the learner will be able to:

Unit 7

Music, Photography and Floral Décor

A wedding, like life's other special moments, is enhanced by special music interspersed throughout the celebration. From the seating of the first guest to the newlyweds' getaway, music fills the day. As a wedding planner, clients will rely on your expertise to guide them in selecting the soundtrack to their wedding day. Music should always enhance and never overshadow the point of the wedding—the commitment of the couple. When selecting music and other entertainment, each stage of the wedding day should be considered: the ceremony, the cocktail hour, and the reception.

Ceremony Music

Unless the bride and groom are music aficionados, they will often turn to their wedding consultant for recommendations of music to be played during the ceremony. It is your job to assist the couple in selecting music to punctuate significant moments during the ceremony, from the bride's entrance to the recessional. The music that you choose for the wedding will set the overall tone and atmosphere for the wedding. It is therefore essential that you take the time to consider the style of music that you wish to have played at your wedding. Most couples tend to choose softer and subtle music to be played prior to, and during, the ceremony and leave the upbeat tunes for the reception dance floor!

You will need to firstly decide upon whether you wish to have live or recorded music and in what form. There are a number of different choices ranging from string quartets, and soloists through to live bands, DJs and simple CD recordings or MP3 players. You may wish to select one, or a variety of these, however at the end of the day choose the music that best suits your clients' personal style and budget. The following guide may be of assistance:

Dramatic

- Bagpipes
- Choir
- String quartets.

Formal

- Classical singers
- Harpists
- Organists
- Pianists
- String quartets
- Trumpeters
- Violinists

Fun

- Bands
- DJs
- Guitarists
- Jazz Ensembles
- Jukebox
- Pianists
- Pop ensembles
- Saxophone quartets
- Singers
- Vocal ensembles

Romantic

- Classical guitarists
- Flautists
- Harpists
- Pianists
- Singers
- String quartets
- Violinists

Questions To Ask from the Entertainer

It's a good idea to prepare some questions to ask your entertainer before you meet with them. The list below may be of assistance to you.

- Do they have a demo CD of recent work? Demo CD's are a great way to get an idea of the band / DJs / entertainer's style and repertoire. There is one down side and that is that demo CDs often contain only brief examples of the entertainer's work – you may not get the 'whole' picture.
- Can you view the band / DJ / entertainer live? This is the best way to choose an entertainer for the wedding. Generally, what you see is what you get. If you're happy with them when you see their live performance, then it should be a reasonably accurate interpretation of what they will offer you for the wedding.
- Is the band /DJ / Entertainer registered as a business and are they insured? It is important that the band/DJ is recognised as a wedding business and that they are fully insured, including public liability insurance.
- How long has the band been together or DJ / entertainer been performing for? Are they experienced in weddings? It is important that the entertainers are experienced in performing together and are familiar with weddings.
- Are they able to deliver the music / entertainment that you wish to have for your wedding? Discuss your needs in full to ensure that you are on the same page in terms of the wedding requirements.

- Do they have a copy of their song list? Ensure that the list include a list of songs or music that you wish to hear on the wedding day.
- Is the entertainer willing to add songs or compilations to their song list upon your request? If there is a particular song that you cannot see on the list, ask whether it is possible for this to be added. In the case of a DJ, this should be fairly simple. For bands or soloists, they may have to learn the lyrics and practise with their musicians. Bear in mind that this may incur additional costs.
- Do they have back-up singers or staff should someone be unable to attend the performance? It is vital that the wedding day not be spoiled in the event that an entertainer is unable to attend the wedding on the day.
- How much do they charge? Ensure that you know exactly what you are getting and how much it will cost.
- Does the entertainer sign a contract with you, what does it involve and does he / she guarantee their work? Ensure that if you are to sign a contract with your entertainer that you have read it in it's entirety and understand it. It may be a good idea to compare contracts from one entertainer to the next to ensure that you are getting the 'best deal'. Always obtain a copy of the original for your records.

Ensure that you book an entertainer at least 9-12 months prior to the wedding in order to avoid missing out. Popular entertainers are often booked for weddings up to 12-18 months ahead, so ensure that you allow yourself enough time to look around.

When you have made your booking/s you will need to consider the music that you wish to have played throughout all aspects of the wedding day. The following information will give you some idea of when you may wish to have music played, along with popular choices of music amongst modern brides.

Most wedding ceremonies can be divided into five main parts: prelude, processional, the ceremony itself, recessional, and postlude.

Prelude

Just as the prelude of a book foreshadows events to come in a novel, the musical prelude for a wedding ceremony sets the mood for the service to follow. The type of music selected should reflect the personalities of the bride and groom, the formality of the wedding ceremony, and the setting. On one hand, if a wedding is to be held on the beach in Maui, the prelude music might include ukuleles, steel drums, or slack key guitars. On the other hand, if the wedding ceremony is held at a venue such as St. Patrick's Cathedral in New York, which is the largest gothic-style Catholic cathedral in the United States and seats 2,200 (St. Patrick's Cathedral, 2006), a classical string quartet and trumpet player would be appropriate. You should plan for 30 to 45 minutes of prelude music before moving into the processional music.

TABLE 7.1 Options for Live Music During the Prelude

- Chamber music ensemble (a small orchestra with strings, wind instruments, and percussion)
- Children's choir
- Classical guitar
- Church choir
- Church organ
- Flute and keyboard
- Guitar, cello, and flute
- Gospel choir
- Harp
- Harp and flute
- Piano
- Solo violin
- String quartet (two violins, viola, and cello)
- String trio (violin, viola, and cello)
- Vocalist
- Wind trio or quartet (assorted wind instruments such as clarinet, oboe, flute, trumpet, French horn, or bassoon)

Processional

For the wedding processional, which is when the wedding party walks down the aisle, it is wise to consider the length of the aisle and the number of members in the wedding party before selecting the music. You might also time the trip down the aisle if you are working at an unfamiliar venue. Sometimes the processional is simply one song; most often, it is two or more songs played to differentiate between the arrival of the wedding party members and the arrival of the bride. The processional music, if done well, will build anticipation as the wedding party enters and continue to build suspense until the bride's dramatic appearance.

Wagner's Bridal Chorus from *Lohengrin* (better known as *Here Comes the Bride*) is the most traditional choice for the processional. However, because of Wagner's anti-Semitic writings, he remains a controversial figure and his music is seldom chosen for Jewish ceremonies (Eylon, 2006). Other popular options are Stanley's "Trumpet Voluntary," Bach's "Jesu, Joy of Man's Desiring," and Pachelbel's "Canon in D." In addition to the classics, some couples prefer a nontraditional twist on their processional music and incorporate Broadway show tunes, classic jazz, or contemporary pop songs into their wedding day. The decision rests with the bride and groom, and anything goes. However, if the wedding is to take place in a house of worship, be sure to clear any secular music choices with the officiant well in advance of the wedding day, as nonreligious works may be prohibited.

Ceremony

During the ceremony itself, there may be musical interludes for such moments as group prayers and responses, lighting the unity candle, taking communion, or making special offerings. These moments are made for incorporating a special hymn or other piece of music. The ceremony also commonly includes a performance by a soloist or even a full choir. If your clients will be utilizing musical interludes, be sure that the music is chosen well in advance and coordinated with the needs of the officiant. Many couples choose a close friend who is musically talented to act as their soloist. It is important that this person be given an opportunity to practice during the rehearsal to become familiar with the acoustics of the facility and the style of the accompanist.

Recessional

Once the couple has been pronounced husband and wife, the music should turn festive and celebratory. The recessional music occurs as the wedding party exits the ceremony venue, setting the mood for the party to follow. Popular recessional music includes Beethoven's "Ode to Joy," Handel's "Water Music," and Mendelssohn's "Wedding March." Contemporary song choices might include selections from diverse artists such as Garth Brooks, Destiny's Child, Billy Joel, Shania Twain, U2, and Stevie Wonder. Most importantly, the music your bride and groom select should be joyful and meaningful to them.

For the recessional, consider a creative sound to enhance the exit from the ceremony site. Perhaps your clients want to hire a bagpiper or bell choir to play at the door of the church. If the venue is a hotel, maybe they will hire a blue grass band to set the tone, or perhaps a marching band will play the fight song from the groom's alma mater. The options are vast when it comes to recessional music. The main point is to keep it celebratory, uplifting, and highly personalized.

Postlude

As they say, it ain't over 'til it's over, and the ceremony is not over until the guests exit. This is why planning for a postlude, which is continuous music that plays as guests exit the ceremony space, is important, in particular if there is a large guest list. You should allow for about 10 minutes worth of postlude music, which allows guests to exit quickly and smartly to the sound of upbeat music rather than the shuffling of feet. Keep in mind that for many weddings, the ceremony and the reception are in the same venue, such as a hotel, museum, or resort. For weddings where there is not an obvious change of scenery, the postlude music becomes particularly important as a means to transition between the ceremony and reception. Music will also help encourage movement. For example, in a resort setting the ceremony may be located in a ballroom area, and then the cocktail hour is held on a patio while the ballroom is quickly turned for the reception.

TABLE 7.2 Examples of Cocktail Hour Music

- Louis Armstrong
- The Beatles
- Jim Brickman
- Michael Buble
- Mariah Carey
- Ray Charles
- Patsy Cline
- Harry Connick, Jr.
- Vince Gill
- Norah Jones
- Yo-Yo Ma
- Michael McDonald
- Tim McGraw
- Sarah McLachlan
- Van Morrison
- Rod Stewart
- Vivaldi
- George Winston

Cocktail Hour Music and Entertainment

With the wedding ceremony behind them, the music for a couple's cocktail hour should be light and breezy so as not to interfere with the guests' conversation. As there are limited opportunities for guests to converse during the wedding ceremony, the cocktail hour becomes the perfect setting for them to meet and mingle. Nat King Cole, Billie Holiday, and Frank Sinatra are just a few icons whose pleasing sounds are represented in compiled albums such as *The Original Great American Songbook*. Whether your client's music is live or prerecorded, playing the classics, light jazz, or big band during cocktails will start the reception on the right note. A sample of artists whose music works especially well during cocktails can be found in Table 7.2.

If there is a piano available at the reception venue, put it to good use and hire a pianist to play during cocktails. Make sure the piano is tuned and in good working order prior to the wedding day. Other live music for the cocktail hour might include a jazz trio, a violin and a flute, or even a banjo and a guitar. When hiring musical talent, be sure to check with the local music schools for up-and-coming talent at discounted prices. Also, managers of reception venues are excellent sources for finding a specific type of musician or specialty music such as a German polka band or a salsa band. When advising your client on musical options for cocktails and the reception, keep the space limitations in mind. You don't want a single acoustic guitar

to be lost in a large space; conversely, you don't want to overwhelm your guests with too many musicians playing in tight quarters. In addition, be certain to familiarize yourself with any noise restrictions imposed by the venue. Amplified music may be forbidden if your venue is in a residential area. There may also be a limit on the number of musicians allowed or the duration of the music. If the venue is located in a quiet neighborhood, the last dance may have to conclude by 11:00 P.M. or earlier. Check with the venue for specifications and discuss them with your client. Make sure these restrictions are noted in the music contract.

Reception Music and Entertainment

Once cocktails have ended and the guests are invited to sit down for the reception, the music and entertainment take on a new direction. For the dinner itself, the music will be similar to the cocktail hour so as to encourage conversation. Once dinner is complete, there are specific moments that need to be highlighted through the music and the dancing. These special moments include the couple's first dance; the father/bride dance and the mother/groom dance; the cake cutting ceremony; music for the bouquet and garter toss, if included; music for the leave-taking of the couple, if prior to the end of the reception; and the last dance of the night. Beyond these specific breaks, the rest of the reception is often devoted to the pleasure of dancing.

Some couples will have a strong opinion regarding whether they want their music to be performed live. If they are uncertain, they will ask your advice on hiring a DJ versus hiring a wedding band. As a wedding consultant, you should be able to objectively present both sides for them to consider. The pros and cons of this important decision are listed in Table 7.3. Also, it is important that you stay up on the latest artists. If your clients say that they want a band that has a sound

TABLE 7.3 Pros and Cons of Live versus Prerecorded Music**Prerecorded Music (DJ): Pros**

- Less expensive than a band
- Immediate access to a wide variety of music
- Short or no breaks
- Can act as emcee
- If space is tight, a DJ takes up almost no room
- Can take the pulse of the room and adjust music selections to keep the party going
- Can play the latest, contemporary music that cover bands may not play
- Because a DJ is just one person, there is less that can go wrong
- Setup time and special equipment are minimal

Prerecorded Music (DJ): Cons

- Personality may be abrasive or inappropriate
- May try to take over the organization of the reception
- Pre-recorded music cannot be easily adjusted to fit the timing of a moment
- Typically seen as less sophisticated and innovative than a live band

Live Music (Band): Pros

- There is great variety in bands in terms of size and style
- Live performance motivates guests to dance
- Lead singer can act as emcee

- Can readily adjust tone and speed of music
- An excellent band is a memorable part of the wedding
- Can establish a time period through dress, style, and equipment (e.g., Big Band)

Live Music (Band): Cons

- Usually more expensive than a DJ
- More complex contracts and personalities
- Lots of mouths to feed
- More that can go wrong with equipment
- Their repertoire will be more restricted than that of a DJ
- Setup time and equipment may be extensive
- Will require breaks; movement to recorded music during breaks will change

Tone

Similar to Kelly Clarkson, Green Day, Toby Keith, Beyonce Knowles, Rihanna, or Shakira and you have no idea who these artists are, it will be hard to help them find the right talent. One way to stay up to date is by following artists who are on top of the charts. Web sites such as Billboard.com constantly update their listings and include biographies that will help you learn about the newest and hottest talent.

Other Reception Entertainment

Other reception entertainment is generally accompanied by music. The most common form of entertainment aside from the music itself is dance, and specific dances are anticipated moments of many weddings.

When considering these dances, the comfort of the couple should be kept in mind. Lababidi (2004) explains the love-hate relationship that persists with the Egyptian belly-dancing tradition at weddings

Egyptians are deeply conflicted about the respectability of the art form. . . . The fact that weddings are hardly complete without a belly-dancer is revealing, given the function of marriage as sanctifying the union between a man and a woman who is supposed to be a virgin. . . . The bride must fret: How can I possibly compete with this woman invulnerable to taboo? Having spent a lifetime shrewdly protecting her virtue and a small fortune on the appearance of her dress, she is being upstaged at her own wedding by a woman who seems to care for neither. The garter toss, common in American culture, can also push the limits of decorum, and many couples forego this tradition. Other dances are controversial for completely different reasons. Whether to have a money dance, for example, can be a source of significant conflict for a couple raised with different cultural traditions. One person might see it as an anticipated and fun way to dance with an abundance of guests in a short period of time, whereas the other may view it as greedy and tacky. Making decisions regarding whether to incorporate specific dances or other forms of entertainment should be done at least a month before the wedding, as differences in opinion regarding related traditions can cause the couple stress.

Tips for Hiring Entertainment

Whether your clients ultimately hire a soloist, a pianist, a string trio, a band, a DJ, or all of the above, your communication with the entertainment will be a key to the success of the wedding day. Beyond making sure the entertainment actually shows, be certain to have your clients prepare a list of songs they wish to hear and, just as important, a list of songs they do not wish to hear. This is particularly important for the reception. If your bride and groom want a “Macarena”- free reception, it must be stipulated in writing and presented to the entertainment liaison in advance. Also, the entertainment will need to receive a list of the wedding party for introductions, including the names and the correct pronunciations. Any additional special instructions should be spelled out in the contract and highlighted again prior to the wedding. Examples of this would be stipulations such as “No garter toss” or “No father-daughter dance” or “Announce the cutting of the cake at 10:00 P.M.” With entertainment, like the other wedding elements, nothing should be left to chance. When hiring entertainment, prices are often negotiable based on the

time of year, day of the week, and time of day. David Fletcher of Washington's Best Musicians (2006) explains that there are five secrets to hiring entertainment at the best prices.

1. **Negotiate.** It is often better to state how much you can afford to pay rather than asking the entertainer how much he or she will charge. However, appreciate the fact that the person is an artist, and don't offend an entertainer with an unreasonable offer.
2. Consider the "proximity to the event" discount. In other words, if your clients are willing to wait until two to three weeks prior to their wedding, they might be rewarded with paying less for musical talent that is not yet booked. While this tactic is implemented frequently in the corporate planning world, it may be more difficult to convince a stressed-out couple that there are merits to waiting.
3. See who is already at the venue. If your event is in the evening, see if there is a band or DJ already playing earlier in the day. You can save a significant amount by hiring them through the rest of the evening.
4. Eliminate the liaison. Talk directly to the person who provides the service. Online searches will provide an abundance of information when trying to find the immediate point of contact for a specific talent.
5. Establish personal contact. Become familiar with the best DJs and bands in your area. Learn the names of key personnel and remember them.

Consultant Checklist and Reminders for Music and Entertainment Options

- Recognize that each stage of the wedding day will require music: ceremony, cocktail hour, and reception.
- Be aware that there are five main parts of the wedding ceremony: prelude, processional, the ceremony, recessional, and postlude.
- Make sure the music selections are consistent with the overall tone of the wedding.
- Plan for 30 to 45 minutes of prelude music.
- For the processional, consider the length of the aisle and the number of members in the wedding party before deciding on music.
- Provide for a music change or dramatic pause before the bride makes her entrance.
- During the ceremony, highlight special moments through interlude music or vocal performances.
- Get approval on all secular music choices if the ceremony is at a house of worship.
- Be prepared to discuss the pros and cons of prerecorded versus live music with your clients.
- Familiarize yourself with all restrictions for the reception venue.
- Be prepared with a boom box and a CD of ceremony music and reception music just in case the entertainment is missing in action.

Photography

All the guests have returned home, the cake is eaten, the flowers have died, and the dress has aged to yellow. What remains are the memories, many of which have been captured digitally or on film. Photography comprises 10 percent of the average wedding budget. However, its enduring results justify why many couples invest 15 percent or more. Consultants typically advise clients to get the best photographer they can afford because their photographs can continually bring them back to their wedding day.

Changes in technology have revolutionized wedding photography. This section will highlight (1) the movement from film to digital photography; (2) the two primary styles of photography; and (3) album design and trends in photography.

The Movement from Film to Digital Photography

While some wedding photographers still use film, the vast majority have moved to digital because of the benefits it offers their clients. First, digital improvements over the past several years allow color, saturation, and sharpness to be superior to what film can achieve. Second, digital allows for online proofing, which means that the couple and their friends and family can look through the proofs regardless of where they reside. Third, digital allows for almost instantaneous feedback.

Finally, digital images can be safely stored in multiple locations so there is no fear of losing original work. Digital media is mistakenly thought to be less expensive to execute than film. Top photographers run five or more high-end computers with enormous amounts of storage in each to handle the flow of processing. They also constantly update their cameras to have access to the latest technology. Rodney explains that digital processing takes three times the effort of film processing, owing to the number of images captured as well as the creativity that goes into modern album design. When helping your clients compare prices, ensure that the photographer's packages include photo shoot time, production time, album design, reprint costs, and options regarding access to digital negatives.

Selecting the Right Photographer

Although it may seem to be a somewhat daunting task, choosing a wedding photographer is a very important part of planning a wedding. By following a few simple steps, you can be rest assured that all should go well on the wedding day.

Not all couples will prefer the photojournalistic style, and many photographers remain partial to the traditional style. As a wedding consultant, you should introduce both styles to your clients and allow them to select the one that speaks to them. The number of images that a photographer will take at a wedding can vary significantly based on personal style and approach, so this is an important consideration when comparing photographers. Recommend to your clients that they meet with a minimum of two photographers to take a look at sample albums and get to know them in person. The personality of the photographer can be as important as the skill set, and each couple should feel that they can get along with

the photographer. Furthermore, each couple has a sense of what they want their wedding album to look like, and there is no single correct interpretation. It is also important that the wedding consultant and the photographer get along well, in particular for a traditional photo shoot. The consultant will be the main point of contact with the photographer and can indicate what pictures are requested as well as gather those who will be featured in the images. This allows the couple to enjoy their day without worrying about herding the bridal party, family members, and others for key photos. The photographer should also understand the cultural needs of your clients. When, where, and how wedding photographs are taken can vary significantly by culture, as illustrated in

Considering Client's Photographic Needs

Once you've made a few appointments to meet with some photographers, consider what it is that your client actually requires from them and what your expectations are, both in terms of their personal style and their work.

Questions To Ask from the Photographer

Ensure that you prepare some questions to ask your photographer before you meet with them. The list below may be of assistance to you.

- Do they have recent examples of their work? This will usually be in the form of display albums. Ensure that the albums that you view are examples of the actual photographer's individual work; rather than of someone else's who works for the same company/studio.
- Is the photographer that you actually meet with (at your appointment) the one who will be taking the photos on the day? Many studios have more than one photographer, and the one that you meet with may not necessarily be the one who is booked for the ceremony.
- How long has the photographer been working in the industry, and what are their qualifications? Experience is something that may make a considerable difference when it comes to wedding photography.
- Is the photographer (or studio) accredited with any professional associations?
- Does the photographer use film or digital cameras (or both)?
- Does the photographer have back up equipment? If you are familiar with photography equipment, you may wish to ask about the type of cameras used, type of lenses etc.
- How much does the photographer charge? This is a tricky one. Ensure that you know exactly what you are getting and how much it will cost. See the section below for more information on costs involved with wedding photography.
- Does the photographer sign a contract with you, what does it involve and does he/she guarantee their work? Ensure that if you are to sign a contract with your photographer that you have read it in its entirety and understand it. It may be a good idea to compare contracts from one photographer to the next to ensure that you are getting the 'best deal'. Always obtain a copy of the original for your record.
- How long does the photographer take to prepare and deliver the album after the wedding?

- Will you be able to keep the negatives (if your photos are taken with film) or a copy of the photos on disc (if a digital format has been used)? If so, are there any extra costs for this service?
- Are there any optional extras available that you should know about? Many photographers offer an array of extras when it comes to wedding photography. These may include options such as parent's albums, enlargements, pre-wedding portraits, extra pages for the wedding albums and photo frames.

Viewing the Photographers Portfolio

When meeting with the photographer, you will be given the opportunity to browse through a portfolio of their work. These are often in the form of display albums, however it will vary from one photographer to the next.

When given this opportunity, you should know what to look for in order to choose photos that are of good quality and clarity.

Here are some things to consider when browsing through the photos:

- Firstly think about your first impressions. Do you like what you see? Do the photos catch your eye?
- What emotion do you feel when viewing the photos? Do you sigh in awe or disappointment from the photos?
- Are the photos the type that you dream of, or dread for your wedding album?
- Do the photos look natural or 'set up/posed'?
- Do the people in the photos look content and happy?
- Are the colours bright and crisp, and of a good clarity?
- Are the photos in focus?
- Is the technical aspect good?
- Are the photos printed on a good quality paper and have they been well presented?
- Are the layouts and designs of the albums appealing to you?
- Are the wedding albums of a style that suit your tastes and budget? Are there several to choose from?
- Are the albums well constructed and do they protect the photos from dust and light?
- Are the pages used in the wedding albums acid free?
- Can additional pages be added to the albums?

Do not be afraid to be critical when browsing through display albums and portfolios. You will no doubt be paying good money for your wedding photos, and you only get one chance at having them taken!

Wedding Photography Costs

The cost of wedding photography will vary from one photographer to the next. You should however find a very 'general' consensus amongst them in terms of the different fees that they may charge and optional extras.

As a general idea, the costs that you may come across in relation to your wedding photos may include the following:

- A set price package deal, including wedding ceremony, reception, album, photos etc. You will need to read through the inclusions thoroughly to ensure that you are aware of what is included.
- Location fees. Some photographers may charge a fee if they are required to travel over a certain distance for your wedding. These may also apply if you wish to have photos taken at various locations throughout the day.
- Fees to stay throughout the entire reception (after the wedding ceremony).
- Fees for extra pages in the album.
- Fees for extra photos to be taken (the photographer may have a limit on the amount that they will take on the day).
- Fees for different styles of photography. For example the photographer may only provide digital images and you may request digital and film.
- Fees for hand colouring on black and white prints.
- Fees for an assistant.
- Fees for a copy of the negatives or images on disc.
- Fees for extra albums, such as parent's albums etc.
- Fees for enlargements.
- Fees for thank you cards and envelopes.
- Fees to have the photos placed on the internet.
- Fees for framing.
- Fees for other custom designed options.

Styles of Photography

Two primary styles of photography are traditional and photojournalistic. Consider your parents' or grandparents' wedding album. You probably see a fair amount of black and white, but more significantly, all the pictures are carefully posed. Using the traditional style, photographers will even stop the reception to stage a moment. For example, the bride and groom might pretend to cut the cake to get a good pose. Then they move on to the next staged moment. Wedding albums used to include nothing but groups lined up and the couple.

TABLE 7.4 Comparing Two Wedding Photography Styles

Traditional Style	Photojournalistic Style
• Posed • Staged	• Candid • Natural
• Directed • Front and center • Hands-on • Significant communication • Traditional mount album	• Spontaneous • All angles • Hands-off • Little communication • Flush mount album

Only within the last decade has the photojournalistic style evolved within the context of weddings. This style means that the photographer is documenting real moments, almost like telling a story. It is very candid, fluid, spontaneous, and versatile. Photos are taken from a variety of directions, with pictures from angled positions more likely than those taken front and center. When hiring a photojournalist for their wedding, most couples will still request a few staged photographs, but the vast majority of the images will be real moments that are captured.

Most photographers, regardless of style, will work with at least one assistant and generally have more than one if there are more than 500 guests at the wedding. With an assistant, one photographer can capture images of the bride as she is getting ready while the other can be with the groom. Furthermore, at many ceremony sites, one can be on the floor, while the other can get the overhead perspective from the balcony. Importantly, some ceremony sites do not allow photography, and even those that do generally have strict policies regarding photographer location and flash. Experienced wedding photographers will use available light rather than flash and remain unobtrusive by using a telephoto lens and gathering images from the back of the ceremony site.

Album Design and Trends in Photography

The albums that result from the two styles of photography are also vastly different. With a traditional album, the photographs are bound and bordered. Clients can split the page apart and pull the photograph out of the page. The onset of digital photography and the photojournalistic style allowed for the origination of the flush mount album. Flush mount albums allow a picture or a group of pictures to be the page, just like photographs in a book or magazine. Top-quality flush mount album companies offer up to a 200-year guarantee and coat the pages to protect the photographic paper from liquid spills, fingerprints, fading, and peeling.

Keep in mind that with any album, your clients will definitely get what they pay for, with the album leaders offering noticeably superior quality. For example, only the highest quality flush mount album companies

have patented binding systems that allow the center seam to be flat, offering a beautiful panoramic spread without a bulky midpoint.

The flush mounted album has also increased the options for album size. Traditionally, couples would have one album made and then get a handful of individual photos reprinted for family and friends. Now, the couple's entire album can be readily duplicated in a smaller size.

Most couples will want a mixture of color and black and white photos in their albums. The flush mounted style allows for a seamless integration of color and black and white. Black and white or sepia photos, which include brown and gray tones, are classic, elegant, and timeless. The lack of bright colors allows the viewer to focus on specific details; for example, rather than noticing the pinks and yellows in a bouquet, the eye is drawn to the shape of the petals and the curve of a ribbon. Also, black and white is forgiving in that inconsistent makeup or an inadvertent wine stain on a white tuxedo is less likely to stand out. From an historical perspective, black and white allow for consistent documentation.

Counsel your clients to inquire about the average processing time for wedding albums. The time needed between the wedding and delivery of the final album is influenced by factors such as (1) the photographer's style and post-wedding process for creating and designing an album; (2) the client's turnaround time, which includes the review of proofs, final image selection and/or feedback regarding album layout; and (3) the album company's production time.



A lack of bright colours allows the viewer to focus on specific details.

Beyond changes in technique and album design, three additional trends in photography are engagement photo shoots, photo guest books, and photo-video hybrids. Top photographers will schedule engagement photo shoots two or three times a year. Spring and fall are common, and the photographer will often select a beautiful outdoor location and can meet with a dozen or so clients over a period of a few hours rather than making individual appointments with each couple. Engagement photos can be used for newspaper announcements, save-the-date notices, and holiday greeting cards.

A more recent trend is to flush mount engagement photos to create a personalized guest book. Therefore, instead of having a generic guest book, clients can have their photos go across the top of each page and then lines for signatures are provided underneath. A final trend is the photo-video hybrid. Videography offers the ability to capture audio, which is particularly important for couples who would like to have specific moments such as the exchange of vows or the voice of a soloist captured. Digital photography and related software products allow for the creative placement of images in a slide show that is set to music. As the video capabilities of digital cameras continue to evolve, more couples may opt to hire a photo-video hybrid specialist.

Plan for the Day

Once you have decided upon a wedding photographer, it's a good idea to meet with them in advance to plan for the photos. This should allow both you and the photographer to gain an understanding of how the day should proceed and also ensure that your clients' photographic needs are met.

Discuss locations for photo shoots and take into consideration the time it will take to travel to each, the weather (have some back up locations in case of inclement weather), sunset times, traffic, and ceremony and reception start and finish times.

Consultant Checklist and Reminders for Photography

- Introduce your clients to both traditional and photojournalistic styles of photography; including sample albums, to determine which best suits their personalities.
- Be aware of the dates available for engagement photographs for photographers who schedule them two or three times a year.
- Help your clients make a list of the "must have" photos that they wish to be taken.
- Be familiar with the rules for photography at area places of worship.
- Ensure that the photographer will have an assistant for the wedding day.
- Ask the photographer to tell you the average number of images s/he takes at weddings.
- Determine if the photographer will be shooting all color or if a percentage of black and white is available.
- When comparing packages, ensure that the photographer's options include photo shoot time, design and production time, album options, reprint costs, and the option to purchase the digital negatives.

Floral Décor

Flowers and related decorative elements underscore the mood and tone of a wedding. They also represent a significant expense, generally taking up 7 percent or more of the budget.

The Tradition of the Bridal Bouquet

The tradition of the bridal bouquet dates back to ancient times whereby the bride and groom each wore a garland around their neck. The garlands predominantly consisted of strong smelling herbs and spices that were believed to have mystical powers in warding off any evil spirits. In addition to this, the circular shape of the garlands also symbolised new life, hope and fertility for the bride and groom.

Customarily, the bride would gather few of the blooms and some foliage from each garland, creating a small posy to carry down the aisle. The bridal posy, consisting of flowers, later replaced this tradition. Over time, many variations have been made to the bridal bouquet. From a small posy, to the arm sheaf and long style bouquet in the early 1900's, and later to the princess and teardrop bouquets in the 1980's, flowers have become an important accessory for any bride. Brides of today have kept the floral tradition alive, ensuring that flowers play an important role in modern weddings, including floral displays in various aspects of their wedding.

From bouquets to boutonnieres, posies to pew decorations, corsages to centrepieces, when planning floral decoration for your wedding, you may only be limited by your imagination.

Choosing the Wedding Flowers

Flowers play an important role in any wedding, and a great deal of time and consideration should be given when choosing floral decorations for your special day. Flowers should leave a lasting impression and compliment the theme, colour and style of your wedding. In saying this, these are the three prominent features that should guide you when choosing your wedding flowers.

The bridal bouquet is an excellent place to start when selecting flowers, for it is the most photographed floral element and often informs the choices for the wedding party and other floral décor. When selecting flowers for a wedding, five things to keep in mind are the season, colour, scent, shape, and size.

First, the season will dictate what floral elements are available. Couples on a budget who have creative flair can purchase the majority of their floral décor at a local farmers market. These outdoor bazaars are seasonal but will have the best of what is blooming in the local area at that time of year. Floral designers will use local materials as well, but also work closely with international distributors from locations such as Colombia, Ecuador, Holland, and Thailand to ensure that they have a broad range of flowers available throughout the calendar year.

Some flowers that are popular for weddings have an extremely short season, with the classic example being lily of the valley, which has a three- to four-week season that falls in May. The small stems are priced as high as £15 each, with even very small bouquets starting at £400.

Lily of the valley stems are so expensive that many florists will not even carry them. Obtaining flowers with a short season or during their off-season can be cost prohibitive, so you will want to work closely with florists in your area to gain a sense of seasonality. In cases where a desired flower is simply not available, many florists will offer silk accents or arrangements.

A second consideration when selecting flowers for a wedding is colour. In terms of bridal bouquets, approximately 70 percent of brides select all white, which is a fresh, elegant look. As important as the flowers are, traditionalists argue that guests should look at the bride first, not her flowers, and dark flowers against a white gown will dominate the view. For the 30 percent of brides who mix colour into the bouquet, the complementary colours tend to stay on the light side such as pink, pale yellow, peach, and lilac. Bold and dark bouquets, which are becoming more popular, can make a very dramatic statement. Randy Christian suggests that elaborate, beaded gowns, such as those worn by many brides from India, should be balanced by simple floral designs, while a simple gown can be complemented by a more dramatic floral statement. He suggests, however, that a tailored gown works best with a tailored bouquet.

With bridesmaids' bouquets, mixing in bright colours is more common. A trend for bridesmaids is that in lieu of a bouquet, they will carry a purse, fan, or muff accented with real or silk flowers. Generally, the chosen ornament will be a gift from the bride, which the bridesmaids carry during the wedding and then have for later use. The scent of the floral décor is a third consideration. This is most relevant when selecting centrepieces, as a heavy floral scent can interfere with the reception meal. Magnolia blossoms, gardenias, and stargazer lilies are three examples of beautiful varieties that should be kept out of the immediate vicinity of food. Gardenias also brown and bruise easily and so are better used in wreaths than in centrepieces where they will be regularly breathed upon or touched.

A fourth consideration is shape. For bridal bouquets, the three primary shapes are hand-tied, round, and cascade. The hand-tied bouquet is natural looking, as if the flowers were just picked from a garden. Handtied bouquets can either be tailored, such as a grouping of six calla lilies with an elegant ribbon, or a mixed arrangement, such as peonies, dendrobium orchids, and freesia stems. Some hand-tied bouquets are held with a single ribbon, while others have the stems wired or taped and then tied to finish the look. A nosegay is a small hand-tied bouquet that is popular for flower girls, junior bridesmaids, mothers, and others receiving smaller sprays. Tussie-Mussie is a Victorian-inspired nosegay that is small, compact, and often in a cone-shaped holder.

Round and cascade bouquets have a more arranged appearance and are generally mounted on a bouquet holder with a handle. A classic round bouquet, whose popularity was revived after Jessica Simpson carried it in her wedding, is made up of hundreds of delicate stephanotis blossoms with each stem hand wrapped and tied. Often a pearl pin is placed in the centre of each flower for a touch of elegance and then the arrangement is brought together in what looks like a large, round ball. Roses are also commonly used to

make beautiful round bouquets. Both hand-tied and round bouquets can be collared, which means that the arrangement literally has a collar of greenery creating a border. A cascade bouquet, also referred to as a teardrop or waterfall shape, tends to be the largest and heaviest, incorporating long stems that give the bouquet length and drape.

A final concern when selecting floral décor is size. In terms of bridal bouquets, the adage used to be the bigger, the better. However, a large bouquet can overwhelm the bride, making her look like she is all flowers, and simultaneously is too heavy to carry for extended periods. Now the tendency is to have more compact bouquets. In terms of boutonnieres, the consensus is that smaller is better. Most floral designers will encourage clients to match the boutonnieres with some aspect of the bridal bouquet. Single roses and mini calla lilies are popular options that can be easily coordinated.

Choosing a Theme and Style

The wedding flowers should be in keeping with the overall theme and style of the wedding, and should compliment (not overpower) bride's gown and to those worn by the bridal party.

Generally, a traditional style wedding calls for traditional arrangements, such as those containing masses of beautiful roses; modern wedding arrangements, on the contrary, are most effective with single blooms such as lilies, accompanied by lush greenery. Consider your theme and the advice given by your floral designer along with the ideas below.

Traditional

Traditional, formal arrangements usually consist of masses of one type of flower. Examples include roses or tulips. Roses, to this day remain the most popular choice among brides of today. Just keep in mind that large bouquets may be very heavy to carry.

Sophisticated and Elegant

A sophisticated themed wedding will call for a small posy of elegant blooms that compliment the bride's wedding gown and perhaps incorporate the colours of the bridesmaid's gowns. A wired posy of orchids or frangipanis, finished with ribbon-wrapped stems and perhaps a string of crystals or pearls to harmonise with the bride's gown is sure to look stunning. Oriental lilies surrounded by tropical leaves and foliage is another example of an elegant way to accessorise with flowers.

Romantic

When thinking romantic, think 'fresh from the garden'. Bouquets of perfumed flowers such as freesias, lavender, roses, or hyacinths, finished with sweet smelling strawberry or geranium leaves are sure to create a sense of romantic ambience. Soft pastels are the colour of choice when keeping a romantic theme alive.

Bright and Fun

Although bright blooms are usually seen in summer ceremonies, they create an equally warming effect on a winter wedding. Hot pink lilies, pink and yellow frangipanis, gerberas and tuber roses all provide a bright and dramatic impact. These colourful blooms are perfect for beach or garden weddings and provide a sense of fun and happiness. Exotic blooms and foliage, and the use of berries, seed pods and vines also compliment bright and fun arrangements. Be creative and let your floral designer experiment with lots of colour and daring displays to really leave a lasting impression with the guests.

Modern

Simplicity is generally the key to modern floral arrangements. Single blooms such as lilies or orchids, accompanied by lush greenery, are popular choices for the modern bouquet. Foliage and berries are also fashionable for the modern bride of today. Rose hips, pepper berries (*Schinus molle*), hypericum and cranberry viburnums are common examples being used in modern arrangements. There are so many gorgeous and exotic choices and variations that will set your flowers apart from the rest when it comes to modern choices.

Choosing a Colour

As essential as it is that the wedding blooms follow the overall theme of the wedding, equal importance should be given to their colour. By choosing the right colour combinations, you will ensure that the flowers do not look out of place against the fabrics of the bridal gown (or that of your bridal party), accessories, or other wedding decorations. The flowers should complement, rather than overshadow the overall wedding colour scheme.

When meeting with your floral designer, it is a good idea to take along a swatch of fabric from both the bridal gown and that of your bridesmaid's gown. Discuss with them any ideas that you may have in terms of the colour of your blooms and how they will tie in with the colours of the wedding. It is also an idea to discuss the colour of the bride's jewellery and accessories, as precious metals and gems may also influence the colour of the bouquet.

Flowers for All Seasons

Another factor to consider when deciding upon your wedding flowers, is whether your choice of bloom is in season, and readily available. Although you may desperately desire a beautiful bouquet of tulips for the summer wedding, or sunflowers to add some warmth to your winter bouquet, chances are that such choices may not be practical. Certain factors such as where you live, the climate and the time of year will possibly have a major impact on the availability of certain blooms.

Whilst the most popular choices in wedding flowers, such as roses and lilies, are practically available all year round, other varieties may not be, and will be subject to seasonality. In many cases, this is not necessarily the end of the world. A good florist may be able to source your desired flowers from other areas such as interstate, or even overseas! Just be mindful however, that although this may be possible, it may not be the best option. As an example, should you desire tulips in the middle of summer, despite the fact that you may be able to have them shipped from a cooler climate, they may not last the day due to

the heat. In circumstances such as these, it may be best to stick with the seasonal varieties – no one wants a wilted and bruised bridal bouquet!

Below is a list of some of the most popular wedding flower varieties and the season in which they're at their best.

Summer

Agapanthus, Christmas bells, Christmas bush, Dahlia, Frangipani, Ginger, Hibiscus, Hydrangea, Lilac, Lily-of-the-valley, Marigold, Misty, Poinsettia, Queen Anne's lace, Tuberose, Violet (Jan), Zinnia.

Autumn

Cattleya orchid, Chrysanthemum, Daffodil, Dahlia, Hyacinth, Hydrangea, Misty, Nerine, Tulip, Zinnia

Winter

Apple blossom, Azalea, Blushing bride, Cyclamen, Hyacinth, Jonquil, Love in the mist, Poppy, Rhododendron, Sweet William, Tulip, Violet

Spring

Azalea, Boronia, Cyclamen, Daffodil, Dahlia (late spring), Hyacinth, Jonquil (early spring), Lilac, Peony rose, Phalaenopsis orchid, Poppy, Queen Anne's lace, Ranunculus, Rhododendron, Sweet William, Tulip, Tuberose, Yellow bells, Zinnia.

All Year Round

African violet, Alstromeria, Asiatic lily, Aster, Baby's breath, Begonia, Bird of Paradise (Feb-Oct), Camellia, Carnation, Cornflower, Daisy, Delphinium, Exotic leaves, Forget-Me-Not, Freesia, Gerbera, Gladiolus, Eucalyptus, Iris, Ivy, Jasmine, Lavender, Lisianthus, Maidenhair fern, November Lily, Orchids, Oriental lily, Paper daisy, Peace lily, Peony, Rose, Snapdragons, Sunflower, Sweet Pea.

Floral Décor Categories

Because flowers are such a prominent feature of the ceremony and reception, thoughtful care should be taken when making decisions. Four considerations when selecting floral décor include (1) the recipients and locations that require flowers; (2) selecting flowers; (3) centrepieces and other decorative elements; and (4) installation and removal.

Recipients and locations

- Bridal bouquet
- Toss bouquet
- Other bridal flowers (e.g., hair, dress)
- Number of bridesmaids, including maid of honor
- Number of flower girls (petals/basket)

- Number of mothers (corsages/nosegays)
- Number of grandmothers (corsages/nosegays)
- Other women needing personal flowers
- Groom's boutonniere
- Number of groomsmen, including best man
- Number of ushers
- Ring bearer (boutonniere and pillow)
- Number of fathers
- Number of grandfathers
- Other men needing personal flowers

When considering the “other” category, this may include the officiant, readers, soloists, guestbook attendant, and, in some cases, all of the guests if flowers are used for favours. For example, the company Speaking Roses (2006) custom embosses flowers with personalized messages or photographs, offering a unique type of monogrammed favour.

Ceremony

- Entrance flowers and greenery, decorative wreaths, and bows
- Freestanding arrangements
- Altar arrangements
- Pew/chair décor
- Aisle runner
- Ceremony special elements (e.g., chuppah, arch, gazebo)
- Other ceremony flowers (e.g., unity candle décor, kneeling bench décor)

Reception

- Number of centerpieces for reception tables
- Tent décor
- Sweetheart table or head table
- Buffet table arrangements
- Cake flowers, cake table, cake knife décor
- Ice sculpture décor, punch bowl décor
- Toasting glasses décor
- Escort card table
- Bar and cocktail area
- Ladies restroom
- Banisters
- Other flowers needed (e.g., pool floats, guest rooms, cars)

The entrance to the ceremony site is the first chance to make an impression and tie in the theme of the wedding. Prior to this point, most guests have only seen stationery elements such as save-the date cards and the invitation, so the entrance sets the stage for the rest of the day. When considering the placement

of flowers and greenery at the entrance location, it is important to keep in mind that garlands can gently and gracefully welcome guests without enormous expense. Doorway treatments with a hint of colour, such as swags, wreaths or garlands made of leaves, berries, pine, herbs, or artfully arranged twigs and ribbons can have a big impact with minimal investment. Similarly, topiaries are ornamental trees trimmed in unique shapes that are fresh and have an ethereal feel with the addition of tulle or bows.

Trees and large potted plants can be rented for weddings, offering another cost-effective means to make a statement. Floral wreaths can beautifully mark the entrance as well but can be cost prohibitive as a single wreath can include hundreds of flowers. However, the portability of a wreath allows it to be used at the ceremony, reception, and brunch the day after the wedding, and then it can be dried and kept as a beautiful memento that can be used for years. If investing in floral wreaths, keep in mind that they do not have to be round, as square, heart-shaped, and vertical wreaths offer distinctive options. With an outdoor wedding, flowers can create a focal point for the ceremony if one is not apparent. Outside weddings need fewer flowers beyond the focal point and should not be fussy or overly arranged as you will want them to complement the natural outdoor elements.

Outdoor ceremonies also allow for floral décor along an aisle runner and for real petals to be dropped by the flower girl. For indoor ceremonies, these items are generally prohibited because of their ability to stain carpeted or wood floors. Even for outdoor ceremonies, it is best to select pale petals for the flower girl, as dark petals can stain the bride's dress. Dark silk petals are equally problematic because the dyes used can leave marks.

Both indoor and outdoor weddings may have a canopy, arch, or other structure that the couple stands under during the ceremony. As you learned earlier, in Jewish weddings this is known as a chuppah, and for Indian weddings it is called a mandap. Structures such as these are often beautifully accented with flowers. In addition, arrangements are placed close to the couple as they add elegance to the ceremony photographs. Floral accents such as pomanders, which are small balls of flowers, are frequently used to mark the rows or pews.

Centrepieces and other Decorative Elements

Most couples are fairly traditional in their choice of bouquets, boutonnieres and ceremony decor. However, centrepieces and other decorative elements used for the reception allow contemporary statements to be made. When entering the reception site, one of the first things that guests will see is the escort card table. This table is a key focal point that can set the tone for the rest of the reception and is often lavishly decorated. A beach theme wedding, for example, can include an escort table where the cards are set in sand and surrounded by exotic flowers and conch shells.

Centrepieces are limited only by a couple's budget and their floral designer's creative capacity. Some couples still select classic designs such as candelabras entwined with flowers, while others employ the imagination of the designer to tie elaborate floral décor into their theme. While there can be a distinction in the formality of the floral décor for the ceremony and reception, the difference should not be so radical that an imbalance results.

A current trend in centrepieces is to use large, clear glass vases in modern shapes. On the top of the design, flowers are placed in a removable plastic riser. Beneath this tray, the sky is the limit, and options such as bright fruits, vegetables or berries, coloured glass or lights, buckeyes, live grasses growing in a soil base, pinecones, and live fish represent just a few design ideas.

Centrepiece size should be dictated by table size and should not be so large that the centrepiece inhibits conversation. Marianne Raub explains that once a centrepiece design is selected, most florists will schedule an appointment for a sample showing so that clients can see their selections come together and make changes as necessary. Very large arrangements, such as those using bamboo or rented palm trees for a tropical theme should be prominently displayed, as should expensive arrangements, so that the couple feels they are worth the investment. Some flowers, such as carnations and alstroemeria, are often avoided for weddings because they are perceived as being “grocery store flowers.” However, these less expensive varieties can lead to spectacular wreaths and arrangements that otherwise would not be affordable. Furthermore, the use of greenery, unique twigs, and bold ribbon can inexpensively finish the statement.

Installation and Removal

Prior to meeting with the floral designer, it is a good idea to inform your clients of charges for packing, delivery, installation, and removal. Depending on the size of the order, the complexity of the designs, and the distance travelled, these fees can be significant. Basic installation charges will vary by area, but anticipate a minimum charge of £150. Installation charges are based primarily on time, and many large arrangements cannot be transported and must be built on site. A floral chuppah, for example, is raised and decorated at the venue, which usually takes a minimum of an hour. Decorated tents, where each pole is intertwined with greenery and flowers, can take several hours to install. Furthermore, if the ceremony and the reception are at the same site, the floral designer will have to wait through the ceremony to do the changeover, which could increase the charge. However, this charge will probably be no different than the travel charge that will apply if the ceremony and reception are in separate locations.

At most venues, nails and tape will be prohibited, so hanging designs must be installed with ribbons, clips, decorative ropes, and ties. When the designer has finished the install, you should walk through to make sure that all the areas are clean and neat and that no trash or extra materials were inadvertently left behind. It is your job to make sure that the “curb appeal” is maintained.

The floral designer will also handle removal, and it is common for ceremony arrangements to be transported to the reception site. When bringing floral décor into a house of worship, it is important to know the policies, as some facilities require the arrangements to stay as a donation, others insist that they be removed, and others do not allow floral décor at all. If the flowers are required to stay, many couples will make more modest selections as they will only get to enjoy these arrangements during the ceremony. Because venue policies vary considerably, it is important to familiarize yourself with the regulations before your clients make their floral décor selections.

Consultant Checklist and Reminders for Floral Décor

- Assist your clients by asking them to make a list of all individuals who will be receiving personal flowers prior to meeting with the floral designer.
- Be aware that seasonality dictates availability and price of floral décor.
- Remember that local farmers markets can be an excellent avenue for flowers when working with clients on a budget.
- Recognize that flowers set the stage and create a focal point for the ceremony.
- Keep in mind that dark petals, both live and silk, can stain wood floors, carpets, and clothing.
- Make sure that your client's budget in packing, delivery, installation, and removal as part of floral décor costs.
- Know the floral décor rules of the ceremony and reception venues in terms of permission, installation, and removal.