

Wedding day details

Unit

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At last, the wedding day has arrived. Just as the bride and groom are making their final preparations, the wedding consultant should be too. While the bride is enjoying celebrity treatment and having her hair and makeup professionally done, the wedding planner is preparing for the long day ahead, reviewing last minute details and gathering supplies. This chapter focuses on wedding day details, including bridal preparations and consultant preparations.

Bridal Preparations

While the groom's preparation for marriage is typically efficient, bridal preparation is a process that often takes several hours. As the bride awakes on the morning of her wedding, she begins what can be an exhausting day of preparation, execution, and celebration. By hiring a wedding planner to manage the day for her, she can take a deep breath and focus on looking her best. It will be the consultant who manages the wedding day execution, leaving the bride relaxed and excited about the celebration.

While the groom often spends the morning of the wedding relaxing or playing golf, the bride will be off with bridesmaids in tow to have her hair styled and makeup applied. Having all of her bridesmaids with her starts the festive feeling of the day as the women laugh and have fun throughout the beautification process. Many hair and makeup professionals will even travel to the bride's dressing location to save the bride the stress of driving around town on her wedding day.

Whether the bride is at her family's home, a hotel, or the bridal room in a house of worship, the hair and makeup professionals will come to the bride on her wedding day. However, this service comes at a cost. On-site fees for styling the bride's hair usually start at \$100 and can go up to \$400 or more depending on the city and the popularity of the stylist. If the bride travels to the salon for her hair, the fees start at about \$75 and go up from there. In addition, there will be a fee for each additional person styled (bridesmaids, mothers, grandmothers, etc.) which usually begins at \$60. Lower fees apply for flower girls and junior bridesmaids and tend to run between \$35 and \$55. Trial hair styling for the bride typically starts at \$65.

Makeup applications in the salon start around \$75, and on-site fees range between \$100 and \$300. Each additional person receiving makeup will be charged somewhat less, depending on the makeup artist. The bride should also invest in a trial run for her makeup application. Many brides opt to save by doing their own hair and makeup or having a close

friend or family member help them at no cost. However, because the bride will be constantly photographed throughout the day, professional makeup application is well worth the investment.

Wedding Hair Styles

The hairstylist begins with the bride's hair, regardless of how many bridesmaids are waiting. It is crucial to the day's timing that the bride is coiffed and ready to go first, as she is the focus of the wedding day. Giselle, who is the owner of Elegant Hair by Giselle featured in Vendor Prior to designing the hair on the actual wedding day, many brides have a mini trial run and then a main trial run. Giselle explains that the mini trial run, which can take place several months before the wedding, allows the stylist to become familiar with the bride's hair, personality, and special requests as well as going over some possibilities. The mini trial also allows the client and the stylist to discuss if the hair should be grown out, relaxed, colored, or cut before the wedding. The main trial run should happen one to two weeks before the wedding and should feel like the day of the wedding. At the main trial, the bride should bring her headpiece, veil, and hair jewelry, and her hair should be updated in terms of color and trim. Giselle explains that hair color regrowth can start to show after two weeks, so the main trial should not take place too far in advance of the wedding. By the end of these two trials, the bride feels very comfortable with the stylist, and a sense of rapport has been built. This process allows the style on the wedding day to be stress free. Advise your clients that the day of the wedding is not the time to decide between wearing their hair up and leaving it down.

Wedding Makeup

When undergoing the transformation of hair and makeup, the preferred order is hair first followed by makeup. This order is preferred because often the hair will need to be wet to begin the styling process and in wetting the hair, there is a significant chance of ruining the makeup if it has already been applied. Moreover, heat is often used, which can cause the bride to sweat and the makeup to run. In addition, after the hair is styled, hair spray is applied to keep the look in place. Some of the spray might accidentally go on the face and ruin the makeup application.

Makeup artists know the importance of applying the correct amount of foundation so that the bride's skin will look natural yet flawless. The artist also knows the tricks of the trade, including how to keep shine off the bride's nose and how to keep her lipstick lasting throughout the day. The bride will be the center of attention all day long, and she will want to look her best, kiss after kiss and hug after hug. There is no better way to make this happen than to spend the money and hire a makeup specialist. Professional makeup artist Carola Myer, discusses some of the essentials of wedding day makeup. If your client is looking to cut corners on her wedding day, she might be inclined to skip the professional

makeup application and simply do her own. After all, she's been doing her own makeup for many years, why should her wedding day be any different? You would be wise to steer your client to a professional for this important service. Proper makeup application is crucial for wedding photographs. Carola explains that communication from the consultant will make the makeup artist's job easier. She stresses that the makeup artist needs to know the timing of the day as well as the photographer's style and schedule. The makeup will differ if the wedding is held outdoors or if it will be photographed primarily in black and white. The number of guests will also influence makeup application. If the wedding is intimate, the bride will be seen close up; however, if it is a large wedding, the bride will be seen from a distance so her makeup will need to be more dramatic. The makeup artist needs to know this information well in advance so that the makeup can be applied for maximum benefit. Wedding hair and makeup application will also vary significantly by culture, as shown in pictures below:

Timing

For hair and makeup sessions, the bride and bridesmaids should be advised to wear button-front or zippered shirts, so they can easily change into their dresses without spoiling their hair and makeup. The process of putting hair into an up-do can take as long as an hour, depending on the length and type of hair. Makeup application takes between 30 and 45 minutes. If several bridesmaids are having hair and makeup done, the hairstylist and makeup artist will work with assistants.

The bride should never feel like she is being rushed and should not leave the chair until she feels satisfied with her appearance. Additional beauty treatments such as teeth whitening, waxing, spray tanning, facials, Botox injections, ear piercing, hair relaxing, or highlighting should all be done well in advance of the wedding day to allow any adverse reactions to fade out of sight before the big day. While the bride is receiving her last minute beauty treatments and relaxing, the consultant is busy finalizing the preparations for the wedding day. These preparations will include day-of details, risk assessment, security analysis, and the emergency kit.

Day- Of Details for the Consultant

As the wedding day dawns, it is crucial that you review all the details that were supposed to happen. For example, did the pin-tuck linens that were supposed to be delivered to the reception venue by 8:00 A.M. arrive? You will need to call the venue to ensure they were delivered. If they have not arrived, you have to call the linen company and track down the delivery. If the cake is supposed to arrive at 1:00 P.M., you will confirm that this happened at the appropriate time. Making phone calls to verify the wedding day details is a crucial component to a successful event.

Checking the weather and traffic conditions prior to the wedding is another smart use of your time on the wedding day. A quick check and you will know if the weather forecast has been revised from the previous evening's report. If you learn that a sudden cold spell has hit the area, you can call the rental company and get more outdoor heaters delivered to the reception venue. Before you leave your house, also make sure that you have all necessary contact information, timelines, and copies of all contracts and budgets. Make sure your mobile phone is charged. That way, if while heading to the ceremony, you learn that a major highway is backed up, you can call the transportation company and discuss an alternate route for the wedding party.

Risk Assessment

John Lennon famously said, "Life is what happens when you're busy making other plans." Before the day of the wedding, every planner should have a risk assessment in place for the wedding and a game plan for managing those risks should they come to fruition. A risk can take on many shapes and forms. It can be as obvious as rain at an outdoor wedding, or it can be less obvious, like habitually late relatives whose tardiness will cause the wedding to start late. The wise planner assesses the risks prior to the wedding and builds in a backup plan just in case "life" happens. Table 20.1 offers a list of common wedding day risks, with examples of each. Keep in mind that every wedding is a unique entity. Think through what the most likely risks will be for each wedding and have a plan in mind should any of the risks become a reality. Remember, "hope" is not a backup plan.

TABLE 20.1 Common Wedding Day Risks

- Accidents (cuts, burns, tripping, falling)
- Bugs at an outdoor event (mosquitoes, flies, gnats, bees, wasps)
- Electricity goes out (dark venue, food cannot be heated)
- Sickness (food poisoning, heatstroke, hangover, cold, flu, allergies)
- Streets around your venue are closed (water main breaks, car crash)
- Transportation (the coach bus breaks down on the highway, the best man missed his connecting flight, airports are shut down)
- Union goes on strike (no wait staff at the hotel)
- Vendor no-show (no ceremony music, no cake)
- Wardrobe malfunction (bride's veil gets caught in a car door and tears)
- Weather (high winds, rain, heat, snow, ice, humidity, cold, lightning)

Security Analysis

In a post–September 11 world, it has become commonplace to see some type of security at all events. From bag searches to metal detectors, security measures are the rule rather than the exception. It is not necessary for wedding planners to be security experts, but you should have an understanding of security issues and how they affect your events, your

business, and your reputation. By understanding and managing security, you are protecting the assets, the venue, and the people present at the wedding.

The gifts are usually the largest assets at a wedding. The gift table may be overflowing with expensive items and envelopes of cash. You will need to ensure that the gifts are closely watched and monitored. There should also be a plan to deliver the gifts safely to the bride and groom after the reception has ended. Maybe the hotel valet will transport the gifts to the honeymoon suite. Perhaps the father of the groom will load the gifts into the family minivan. Make sure that there is a plan and that you are informed of what it is so that you can assist in its execution.

In addition to wedding presents, cash in an envelope is a common gift to newlyweds. Sometimes the envelopes will be placed in a decorated box or birdcage found on the gift table whereas at other weddings the guests will hand envelopes directly to the wedding consultant or an assistant. Regardless, each envelope should be accounted for and secured properly to ensure against theft. The last thing that you want is a phone call the day after a wedding asking you where the envelope from Uncle Danny was placed. As you are handed each envelope, introduce yourself to the guest so that you can quickly write down his or her name. This way you will have a master list in case a question arises.

The venue must also be protected from damage during the wedding. If young men at a wedding get bored and go to the restroom and place firecrackers down the toilet, there will be damage to the physical property and your clients could be held liable. If you are concerned about this type of behavior, suggest to your clients that they hire a security guard to patrol the reception looking for such incidents. If you have a large event with many people, you may need to hire several guards. Finally, it is your responsibility to help ensure the safety of the guests at the event. If a couple's cocktail hour is to be held outdoors and you see lightning in the distance, bring the guests indoors for their protection. If you see a puddle of water on the dance floor, it is your responsibility to get venue staff to clean it up so that a guest does not slip and fall. Keep an eye out for guests who appear to be intoxicated and make sure that they have a designated driver to escort them safely home. Your conscientiousness can save a life.

TABLE 20.2 Wedding Day Emergency Kit Essentials

- Baby wipes • Lip ointment • Smelling salts
- Band aids • Nail clippers and • Snacks (crackers, fi le protein bars)
- Bobby pins • Nail polish and • Stapler (miniature) remover
- Bottled water • Panty hose • Static removal spray
- Breath mints • Pepto-Bismol • Straight and safety pins in various sizes
- Brush, comb, and • Powder (talc and • Super glue pick face)
- Deodorant • Q-tips and cotton • Tape (duct, scotch, balls and double-sided)

- Drinking straws • Rope (short and • Tissues medium pieces)
- Feminine hygiene • Scissors • Tylenol items
- Hair spray • Sewing kit • Umbrella

THE EMERGENCY K IT

A vital piece of equipment every wedding consultant should own is the wedding day emergency kit. This can be a duffel bag, a canvas bag, a rolling suitcase, or a large nylon zippered bag. The contents of the bag will vary based on the planner, the wedding, and the region; however, Table 20.2 lists the key items that should be in every wedding day emergency kit. As discussed in Chapter 16, a CD of wedding music and a boom box to play it are excellent additions to keep in your car just in case. You will be surprised by how many items you will need from this emergency kit throughout the wedding day. The father of the bride will lose a button and come to you for a needle and thread. A bridesmaid will have a headache. The groom will want a breath mint. The pew arrangements might come undone after the florist has departed, so you will need to use a piece of rope and a safety pin to secure them back into place. Having a well-thought-out and comprehensive emergency kit will be worth its weight in gold to you and your clients. Start gathering supplies now before you really need them.

Consultant Checklist and Reminders for Wedding Day Details

- On the wedding day, advise the bride to have her hair done first.
- As a cost saver, urge the bride to travel to the salon rather than have the stylists come to her.
- As a general rule, do hair before makeup.
- Determine if the stylist is bringing an assistant.
- Have your client meet with the hairstylist for a mini trial run prior to picking out a veil.
- Remind your bride to bring her headpiece, veil, and hair jewelry to the main trial run.
- Have the bride and her bridesmaids wear button-front or zippered shirts to have their hair and makeup done.
- Check weather and traffic reports on the wedding day.
- Make follow-up calls on the wedding day to ensure that items were delivered according to your instructions.
- Complete a risk assessment and security analysis for each wedding.
- Prepare and bring your emergency kit

