

VOLUME 16 | APRIL 2025

WEDDING PLANNER

ASSOCIATION OF BRIDAL CONSULTANTS

Magazine

**BRANDEE
GAAR ON
PERCENTAGE
BASED
PRICING**

**CRAFTING YOUR
UNIQUE BRAND
IDENTITY**

**THE CULTURAL
FUSION
APPROACH
TO LUXURY
WEDDINGS**

**REAL LUXURY
WEDDINGS**

**THE BUSINESS
OF LUXURY
WEDDINGS**



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Letter From The Staff

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Dear Wedding Planning Professionals,

As the season of opulence and grandeur unfolds, Wedding Planner Magazine is thrilled to present our April issue, dedicated to the art and business of Luxury Weddings. Whether you're refining your approach to percentage-based pricing, crafting a unique brand identity, or embracing a cultural fusion approach to luxury, this issue is packed with expert insights to elevate your business in the high-end market.

We also take a deep dive into the specifics of the luxury wedding business, offering strategies to attract and serve elite clientele. Plus, we continue to bring you our regular features, including Ask the Experts, spotlights on members achieving new milestones, and invaluable educational offerings such as Mastering Luxury 101.

Luxury isn't just about extravagant budgets—it's about curating meaningful, seamless, and unforgettable experiences. Today's discerning couples seek personalization, exclusivity, and impeccable service. This issue explores how to not only meet but exceed those expectations, ensuring your business thrives in the world of luxury weddings.

A special thank you to our advertising partners who help us bring you the latest industry insights. We hope this issue inspires and equips you to create extraordinary celebrations for discerning couples.

Here's to crafting unforgettable luxury experiences!

Warm regards,
The Wedding Planner Magazine Team



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ABC Code of Ethics

ABC members agree to:

- Abide by all local & federal laws governing the industry in which I operate.
- Obtain and maintain licenses and certificates as required by law.
- Operate my business in an honest and ethical manner.
- Establish reasonable, proper fees for services, and provide written estimates for each client.
- Use honest and factual advertising.
- Deal with members, clients, and employees fairly, in an unbiased manner.
- Operate a business that is a credit to the association and the community.
- Behave in a professional manner at all the association events.
- Agree to display only professional behavior, including not to harass, threaten, nor try to intimidate another current or former ABC Association member, at any time.
- Treat all the association members with respect, a sense of cooperation, and concern for their welfare.
- Cooperate with the association activities and efforts to promote and improve the professionalism of the wedding business.
- Respond, rapidly and honestly, to all complaints forwarded by the association.
- Use the association's name/logo as authorized.

Why Every Wedding Planner - Not Just Luxury Planners - Should Be Using Percentage-Based Pricing

by Brandee Gaar

For far too long, percentage-based pricing has been viewed as something reserved for luxury wedding planners. The idea is that unless you're working with ultra-high-net-worth clients and planning six- or seven-figure weddings, you should stick to flat fees. But let's be clear—that mindset is keeping planners stuck in a cycle of undercharging and overworking.

If you want to scale your revenue in a way that actually matches the level of work you put in, it's time to stop thinking of percentage-based pricing as an exclusive luxury practice and start seeing it as the most sustainable model for ALL wedding planners.

The Truth About Wedding Planning Fees

Many planners start out charging flat fees because it feels simple and predictable. You set a price, your client agrees, and you get paid. But as you begin booking larger weddings with more vendors, more logistics, and a higher level of service required, that flat fee suddenly becomes a major roadblock to your growth.

Here's why:

- **Bigger weddings require more work.** A \$75,000 wedding and a \$250,000 wedding are not the same in terms of complexity, vendor coordination, and time spent managing the event. But if you're charging a flat fee, you're essentially getting paid the same

amount, regardless of how much work is actually required.

- **More money is being spent—more work is being done...for FREE.** Most couples have an idea of what they want their wedding to be when they first get engaged. But as family, friends and Pinterest enter the chat, the scope of that vision can greatly change. Suddenly you're managing 2x the budget, 5x the vendors and your labor hours are through the roof. A flat fee model has you trapped in the fee you quoted (which you thought at the time was great!) praying you'll break even. A % based model allows your fee to flex as your client's vision changes throughout the planning and allows you to ensure you have the staff and man hours to flawlessly bring their design to life!

- **A flat fee limits your client diversity.** As you start to attract more high end clients it can feel like your flat fee structure has you lost in the pricing abyss. Your pricing is too low for luxury clients (they wonder what might be

wrong to cause you to be so much lower than the other planners they're interviewing) but you're too high for the more budget conscious couples that you've built your business on so far. A % based model with a minimum requirement allows you to flex as you're still serving both types of events.

Percentage-Based Pricing: The Path to Scalable Revenue

The best part about percentage-based pricing? It aligns your compensation with the level of service you're providing.

Let's break it down. If you charge 10-15% of the total wedding budget, your pricing automatically adjusts based on the size and scope of the wedding. A \$100,000 wedding at 12% means a \$12,000 planning fee, while a \$250,000 wedding means a \$30,000 planning fee. You're being compensated fairly for the level of expertise, time, and energy that goes into managing a high-budget event.

With percentage-based pricing, you can:

✓ **Break free from the “more weddings = more income” trap.**

Instead of feeling pressure to take on an exhausting number of weddings just to hit your income goals, percentage-based pricing allows you to earn more per event while maintaining a sustainable workload.

✓ **Ensure your pay reflects the complexity of the event.**

A wedding with a \$30,000 floral budget alone requires far more coordination than a wedding with a \$3,000 floral budget. Percentage-based pricing ensures you're paid for that additional effort,

✓ **Attract the right clients.**

Clients who understand and respect the investment in a professionally planned wedding will not balk at percentage-based pricing. In fact, they'll see it as a sign of a highly experienced planner who knows their worth.



But Will Clients Push Back?

Some planners worry that non-luxury clients won't accept percentage-based pricing. But here's the reality—couples are already comfortable with percentage-based pricing in other areas of their wedding. Caterers charge per head. Venues have minimums. Photographers charge more for longer coverage. Why should wedding planning be any different?

The key is **confidence in how you present it**. When you explain that your pricing is based on the scope and complexity of the wedding rather than an arbitrary flat fee, it makes sense to the client. You're not just another vendor—they're hiring you to oversee the entire production, and your pricing should reflect that responsibility.

It's Time to Charge For Your Expertise

If you're still stuck in the flat-fee mindset, it's time to break free. Percentage-based pricing isn't just for luxury planners—it's for any planner who wants to build a profitable, sustainable business. It's the only pricing model that allows your income to scale in direct proportion to the level of work you're putting in.

Ready to learn more about how to implement and confidently sell a % based pricing model?

Check out Episode #162 of the Wedding Pro CEO Podcast.

And come say hi in my DMs over on Instagram! You can find me @brandeegaar.

See ya in NOLA CEOs!!
XO, Brandee 💖

About the Author

Brandee Gaar got her start in event planning, eventually opening her own business and quickly becoming the go-to vendor for Orlando bespoke weddings. She'll tell you she tried everything the wrong way first, which is how she figured out how to run a business the right way. After teaching more than 1,100 wedding industry vendors through her [Wedding Pro CEO](#) curriculum, she expanded her coaching team so she could support even more professionals in their career goals.

When she's not working with her Wedding Pro CEO clients, she still oversees her wedding planning company, Blush by Brandee Gaar, and volunteers in her church's high school ministry with her husband (and business partner) and their 3 daughters. She lives with her family in Orlando.

ABC Designations

The Association of Bridal Consultants congratulates the following members for investing in themselves and increasing thier designations and commitment to the Standard of Excellence:

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Melissa Lohr: Accredited Wedding Planner
Location: Cincinnati, OH
Business Name: Beautiful Memories Wedding & Event Planning

Laura Ade: Accredited Wedding Planner
Location: Toronto Canada
Business Name: Weddings by Sisters

Professional Wedding Planner

Casey Pittman: Professional Wedding Planner
Location: Collinsville, OK
Business Name: The Moment by Casey

Desiree Dent: Professional Wedding Planner
Location: Calumet City, Illinois
Business Name: Dejanae Events LLC

Laura Salmon, Professional Wedding Planner
Location: Jacksonville, FL
Business Name: First Coast Weddings

Tonya Edinger Professional Wedding Planner
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Emily Ortiz, Professional Wedding Planner
Location: Canovanas PR
Business Name: Leah's Island Weddings

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Brittany Sayers, Certified Wedding Planner
Location: Louisville, KY
Business Name: Events 4 Louisville

Tach Groulux, Certified Wedding Planner
Location: Ontario Canada
Business Name: Events by Tach

Jean Rivers Certified Wedding Planner
Location: Indianapolis, IN
Business Name: Blue Llama Events



Penner Scholarship

The Penner Scholarship was established by the late Dorothy Penner, (known to many as Miss Dorothy), a long-time Association of Bridal Consultants (ABC) member who died of cancer in 1998. Miss Dorothy was an ardent supporter of ABC and an advocate of participation in the World of Weddings conference. The establishment of this scholarship by Miss Dorothy enables your association to award scholarship(s) each year to provide registration fees, and a stipend to Registered Wedding Planners, Vendor, or Auxiliary Member applicants.

Heart Award

The award is for passion and excellence in the Wedding industry and is the most prestigious award presented by the Association of Bridal Consultants. It honors a member who has demonstrated a “passion” for the wedding industry. Members are nominated by their peers and are judged by the Heart Award Committee. Nominate someone today!

To apply or Nominate
please visit the website at:

www.abcweddingplanners.com/awardssofexcellence

“You have to have heart, and to do it with a passion so strong it becomes you. You live, breathe, eat and sleep this industry.”

– **Miss Dorothy Penner.**

Ask The Experts...

What marketing strategies have worked best for growing your client base, especially in a competitive market?

Building strong personal relationships with industry professionals, especially venue coordinators and caterers, has been the most effective strategy for growing my client base. These connections not only generate direct referrals but also establish trust within the industry.

A close second is my client-centric approach. I am highly focused on exceeding the expectations of current clients, and those clients have become my best supporters. Past clients recommend me to friends, family, coworkers, and even to strangers on platforms like Reddit and other online message boards. Most past clients are so satisfied with their experience that they volunteer to serve as references for future clients.

Additionally, online client reviews on platforms like WeddingWire and Google are incredibly powerful tools for booking future clients. While they may not always be how couples initially find me, they often serve as a supporting factor in their final decision to work with me.

Each strategy on its own is nowhere near as successful as a combination of several strategies with a consistent message. I highly encourage maintaining a consistent brand identity regardless of your preferred strategy.

- Alexis Eliopoulos O'Mara, MWP

In a competitive wedding market, standing out and growing your client base requires a mix of creative marketing strategies and relationship-building. Here are a few that

have worked for many successful wedding planners:

1. In my 19 years as a wedding planner, I have learned that networking with other wedding vendors can be a game-changer when it comes to marketing. Building a solid network of trusted partners can lead to referrals and cross-promotional opportunities. Vendors who see you as a reliable planner and easy to work with will happily recommend your services to their clients.

2. Most of the clients I had were from word of mouth. I noticed years ago word of mouth is one of the most powerful marketing tools. After each successful wedding, I always ask the client for testimonials or reviews that I can showcase on my website and social media. A glowing testimonial from a past client builds credibility and attracts new couples.

3. Most brides now rarely visit your website first. I had a bride inform me that she had located all her wedding vendors via social media. That allowed her to see the vendor in action. Sharing high-quality, curated content on Instagram, Facebook, and TikTok can showcase your skills and reach a wider audience. Wedding-related posts like venue walkthroughs, styled shoots, planning tips, and client success stories are great for engagement.

Each strategy on its own is nowhere near as successful as a combination of several strategies with a consistent message. I highly encourage maintaining a consistent brand identity regardless of your preferred strategy.

-Justin Rouse, PWP

For me, the most effective marketing tool has definitely been referrals and word of mouth. Building strong, genuine relationships with my clients has really paid off. It's not just about keeping my current clients happy but also encouraging them to share their positive experiences with others. Sometimes, it's not even the client themselves, but their guests or even the wedding party who see the quality of our work and the effort we put into building connections at the event. The relationships we cultivate at these moments often lead to new opportunities.

-Laura Ade, AMP

How important is social media in your business, and which platform brings you the most leads?

Social media, specifically Instagram, Facebook, and Threads, is a solid part of my marketing strategy. However, what I find most beneficial to my online marketing are the IG posts created by my current/past clients and other industry professionals. It is incredibly powerful when my clients tag me in their posts—both during and after the wedding. Posts with beautiful photos and rave reviews of my help and design are a great endorsement. When vendors tag my company in their photos of events we worked on together, many non-followers interact with those posts, which provides great additional exposure.

-Alexis Eliopoulos O'Mara, MWP

Social media is incredibly important for a wedding planning business! It's one of the best ways to showcase your work, build your brand, and

connect with potential clients. Weddings are visual events, so platforms like Instagram, Facebook, and even TikTok are ideal for displaying beautiful images, videos, and behind-the-scenes moments. Social media helps you demonstrate your expertise, style, and personality, which is crucial for attracting the right clientele.

As for which platform brings in the most leads, I have seen Instagram tends to be a standout for wedding planners. It's highly visual, and many couples use it for inspiration during their planning process. By using the right hashtags, sharing engaging content, and collaborating with wedding vendors, you can drive traffic to your site or direct messages leading to inquiries and bookings.

-Justin Rouse, PWP

Social media is definitely a powerful tool, but I'll be honest, it's been a bit of a struggle for me to stay on top of it consistently. I've been told time and time again about the huge impact it can have—especially when it comes to brand visibility, engagement, and generating leads

Right now, Instagram has been my primary channel for reaching new clients. What I've learned is that clarity and making an impact quickly are key. Instagram allows me to showcase our work, connect with potential clients, and even build a community around our brand. It's a platform that really helps clients get a feel for what we do and how we work in just a few scrolls..

-Laura Ade: AMP



What's one piece of advice you would give to planners about creating a recognizable and trustworthy brand?

Consistency is key. This goes beyond just your social media posts, website, and online presence; it also applies to the types of clients you book and the customer experience you provide to each client, as well as to the vendors you collaborate with. You want to be dependable not only to your clients but also to the venues and the entire vendor's team for every wedding. You build a strong, trustworthy brand by consistently staying true to your word and exceeding expectations. In the end, being authentic and consistent across all aspects of your work is the best advice I can offer.

- Alexis Eliopoulos O'Mara, MWP

One key piece of advice I'd give to wedding planners about creating a recognizable and trustworthy brand is to consistently deliver a unique and high-quality experience that reflects your values. This means aligning every aspect of your business—from your website and social media presence to your client's interactions with a clear vision of what makes your services stand out. For example, if you're known for exceptional attention to detail or creating stress-free experiences, ensure that every touchpoint with clients reflects that promise. Over time, this consistency builds trust and helps clients associate your brand with a reliable, high-quality service.

-Justin Rouse, PWP

Consistency is everything. Make sure your brand identity (logo, colors, fonts, tone of voice) is aligned across every touchpoint—whether that's your website, social media, or even your email signature. This consistency builds recognition and trust over time, which is crucial.

-Laura Ade: AMP



Have a burning question for our wedding experts? We'd love to hear from you! Submit your questions to editor@abcweddingplanners.com, and you might see your answer featured in our next

Our Ask the Expert Panel



*Alexis Eliopoulos O'Mara, MWP
Unique Weddings by Alexis,
Reading, MA.*

*Justin Rouse, PWP
Crystal Pink Events,
McDonough, GA*



*Laura Ade: AMP
Events with Aaura Ade,
Toronto, CA*

Crafting Your Unique Brand Identity

by Alan Berg, CSP

Understanding Your Brand

I've had people ask me when I knew I had a personal brand. It was while I was VP of Sales at The Knot and their main public speaker on business topics at conferences. Event planners and conference promoters would ask The Knot to send someone to speak at their conference. The tipping point came when they started asking specifically if I could come and speak. They didn't want someone; they wanted me.

"They didn't want someone, they wanted me."

The same applies to you. If they can't perceive any difference between you and another wedding planner in your market, they'll go with the lower-priced competitor. This is about their perception, not yours. That means that you have to be able to explain why you're the best planner to get them to their desired outcome. You don't do this by bashing your competitors. You do this by providing them with a better client experience. You do this by showing your value from the first exposure they have to your brand—whether it's in your online ads, your business card, your marketing materials, your wedding expo booth display, or your website.

Defining Your Brand

Your brand is defined by the words and phrases that your clients use when they talk about you to their friends, family, co-workers, and yes, in their reviews and testimonials. That's called "Social Proof."

These are the words that others will use to decide whether or not they want to choose you to plan their wedding. That's why you

are using their words in your marketing and on your websites.

You don't want them to want someone to plan their wedding. You want them to specifically want you and your team to give them the results that they feel they can only get from you.

"You don't want them to want someone. You want them to specifically want you."

The Power of Short Messages

You can also use these key phrases in your email conversations with prospective couples. In my book, *Why don't they call me? 8 Tips for Converting Inquiries into Sales*, one of the tips is to keep your emails and messages short. These days, you should try to keep them to what will fit on one screen of their smartphone, as that's where they're most likely reading your email.

We've all experienced getting a long email or text that we put aside to read later (if we get to read it at all). However, when we get a short message, we tend to read it right away. If you want them to read and reply faster, write shorter emails, texts, WhatsApp messages, etc.

"Yes, of course, I've worked with many bakeries and specialty cake bakers. Here are just a couple of things they've had to say after working with me: 'I have already been putting some of the ideas into use and have been sharing the wealth of insights with my staff to improve our customer process.' - Zoë Lukas, Whipped Bakeshop, Philadelphia, PA – and 'I have so many notes and strategies that he suggested I Holly's Cakes, Greenville, SC'"

"When we get a short message, we tend to read it right away."

Leveraging Online Reviews

According to a report on LuisaZhou.com: "95% of customers read online reviews before buying a product." Whether it's 95% or a little lower, you can be sure that it's a high number for almost every service and product business, regardless of what you sell. If a couple is on the fence about booking a wedding planner, instead of you trying to convince them, show them reviews of satisfied clients that speak specifically about your wedding planning services.

This is your "Social Proof," and if you start paying attention, you'll see it everywhere. For example, if they're not sure they want to spend for a luxury wedding planner, show them reviews that say:

"At first, we weren't sure about spending for a luxury wedding planner. But once we saw how much time and stress it saved us, we were so glad we did."

Reviews Define Your Brand

Someone came up to me at a conference and showed me their new business card. They had a few keywords under their logo on the cards and they proudly proclaimed that they found those words in their reviews and testimonials after hearing me speak about this. The words that kept popping up defined their brand, so they started using them in their marketing.

Which words and phrases come up repeatedly in your reviews and testimonials? For some of you, it's "professional," "creative" or even "fun." When consulting

with a wedding planner about their website, we went online to look for reviews to use on their site. We Googled their business name and the word “reviews.”

I’ve worked with lots of planners like them and I’ve never seen the word “fun” as the dominant brand word. This is a great time to be using AI tools like ChatGPT. Upload your reviews and start asking questions, such as: “Which words and phrases come up the most in these reviews?” and “Find me 4 reviews that specifically talk about how it was the best decision for the wedding to hire me.”

“Which words and phrases come up repeatedly in your reviews and testimonials?”

Learn From Your Reviews

Your reviews also say things that you can’t say, either because they would come across as promising something you can’t guarantee, or they would sound funny or even pompous coming from you. After a sales training, one of the attendees posted this on my Google reviews, something I can’t say and can’t promise:

“Hands down the best speaker I have ever had the pleasure of listening to. I now have the tools to grow my sales exponentially!”

I certainly hope that their sales grow exponentially, but that’s only partly due to my sales training. It’s then about them acting on the new ideas and tools I shared with them. And, of course, I put that line on my website!

Define Your Brand Through Their Eyes

How is your brand defined by your clients? Don’t just skim through your reviews. Really read them. Highlight the words and phrases that come up over and over. Those are your brand in the eyes of your clients and prospects. If some negative words and phrases come up repeatedly, then you’ve uncovered a problem.

You might get upset at reading them, but that’s how you’re perceived. If they say you’re “unresponsive,” then your idea of being responsive isn’t aligned with your clients’. Learn to appreciate this free market research and you’ll learn how to profit from it. ❤️



About the Author

Alan Berg is the wedding and event industry’s first **Certified Speaking Professional®**, and one of only 44 Global Speaking Fellows in the world. He’s presented in 14 countries and is the author of 11 books. He’s the host of the **Wedding Business Solutions** podcast, a weekly show on Apple Podcast, Spotify, YouTube and all of the channels. He’s helped wedding planners around the world through website reviews, sales training and consulting. To find out how he can help your wedding planner business, contact him directly Alan@AlanBerg.com or call/text/WhatsApp +1.732.289.4842 or visit his website www.AlanBerg.com



Are your clients’ weddings protected from the “what if” with wedding insurance?

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www.ProtectMyWedding.com/ABC

Nyelle & Jared Dream Wedding in Houston, Texas



After nearly six years together, Nyelle and Jared tied the knot in a romantic ceremony at The Springs Event Venue in Angleton, Texas, on June 1, 2024. Entrusting their vision to Richandra of Fervent Designs, they embraced a simple yet elegant aesthetic with a palette of rose gold, ivory, and blush. The floral design featured hydrangeas, roses, calla lilies, and greenery.

Originally planned as an outdoor ceremony, impending rain and Texas heat prompted a last-minute move indoors. The Fervent Designs team seamlessly transformed the ballroom, repurposing the outdoor floral backdrop and marquee “LOVE” letters to create a stunning indoor

setting. Nyelle’s dramatic entrance down the staircase in an ivory mermaid Alyne by Rita Vinieris gown left guests in awe.

Planning had its challenges—the couple lived in Dallas while coordinating a Houston-area wedding, and Nyelle’s serious car accident temporarily paused preparations. Despite busy schedules, travel, and unexpected hurdles (including a snake sighting at the outdoor altar!), Richandra’s, with Fervent Designs, expertise ensured a flawless event.

The reception in Sycamore Hall was a joyous, family-style celebration with great food, music, and Southern charm. The groom, a former photographer, prioritized top-tier photography, leading to award-winning images by LeoSpin Photography. After a year of meticulous planning, Fervent Designs delivered a seamless, unforgettable wedding day.



Vendors

[Fervent Designs](#) | [LeoSpin Photography](#) | [The Springs Event Venue](#) | [DJ Kenia](#)
[Smookies Kitchen & Catering](#) | [Black Beauty, the Stylist](#) | [Makeup with SJ](#)
[True Beaute](#) | [Beat By Miss B](#) | [Supreme Kakes](#) | [3Bartending](#) | [Officiant Wiley](#)



Setting the Tone of the Luxury Wedding Market: Behind The Scenes

by Fausto Pifferrer, Blue Elephant
Events and Catering

Your approach to luxury events and clients is evident in everything you publish, post, and say. Your branding (intentional or not) tells potential clients that you will be a good fit or to keep looking.

There are many ways to tell clients you are the right fit for them. One method is to create a behind-the-scenes luxury wedding event with a marketing and branding focus for wedding vendors. This kind of curated event can be an excellent opportunity to build your community and a team that will collaborate with you to create memorable experiences and increase your brand visibility. By combining a luxury wedding experience with a focused marketing and branding effort, vendors can attract high-end clients, establish themselves as premium providers, and set themselves apart in the competitive wedding industry.

What You Can Deliver

Curated Aesthetics: Ensure everything is beautifully branded to reflect the upscale nature of the event. Elegant packaging, custom invitations, and signage will elevate the sense of luxury.

Exceptional Service: Deliver a level of service that matches the expectations of your clients.

Service includes personalized touches, attention to detail, and impeccable customer service during and after the event.

Positioning: Ensure your brand is positioned as the go-to luxury vendor for clients seeking an exclusive, one-of-a-kind experience. This might involve leveraging high-end visuals, storytelling and targeting affluent clientele via the right platforms.

The Behind-the-Scenes Experience

Exclusive Access: Offer an insider's view of how a high-end wedding is planned and executed. This could include behind-the-scenes tours of the host venue and interactions with top wedding planners, florists, photographers, designers, and chefs.

Vendor Showcases: Vendors can create immersive experiences that highlight their services, such as:

Floral Designers: Set up a mock bouquet or table centerpieces, showing the design process.

Caterers: Demonstrate the plating and serving of a gourmet meal, allowing vendors to showcase their culinary excellence.

Photographers: Capture “real-time” moments of the wedding process and give potential clients a glimpse of the process.

Videographers: Shoot behind-the-scenes footage and interviews with key vendors to create a short promotional video.

Wedding Rehearsals & Fittings: Showcase the preparation process, from dress fittings to finalizing the timeline for the big day. For luxury weddings, this could involve working with high-end designers and stylists.

Set Design: Have a team of stylists and event designers put together a mini event or reception area, showcasing luxury decor choices and attention to detail.

Marketing and Branding for Wedding Professionals

Creating a strong brand presence is key for any vendor in the wedding industry, especially those focused on the luxury market. Make plans to do the following things before, during, and after the event.

Pre-Event Marketing

Teasers & Promos: Build anticipation before the event by sharing sneak peeks of the luxurious wedding set up on



Two Ad Souls



social media, email newsletters, and vendor websites. Create Visually Stunning imagery of past events, upcoming design concepts, and collaborations with other luxury brands.

Collaborative Promotions: Work together with other luxury vendors for joint promotions. For instance, a florist and photographer could offer a “full package” giveaway to attract engagement from prospective clients.

Paid Advertisements: Utilize paid ads on Instagram, Pinterest, and Facebook to target luxury brides or couples looking for high-end wedding services. This could be in the form of carousel ads, video ads, or influencer partnerships.

During the Event

Social Media Livestreaming: Stream live from the event on Instagram and Facebook. Share both polished and real-time moments, showcasing the wedding setup, interviews with vendors, and insights into the luxury experience.

Use hashtags like #LuxuryWedding, #BehindTheScenesWedding, or your brand’s custom hashtag.

Branded Content

Creation: Vendors can create content like Instagram reels, TikTok videos, or stories showing the behind-the-scenes process of setting up or working with the couple.

Blog posts detailing the “making of” the event, featuring insights into what makes a wedding genuinely luxurious.

Influencer & Client

Collaboration: Invite influencers

or previous clients to attend the behind-the-scenes. They can help spread the word about the luxury offerings and create personal content.

Post-Event Marketing

Highlight Reels &

Testimonials: Vendors should create and share professional highlight reels and testimonials to share on their websites, social media, and email newsletters. Feature key moments and vendor collaborations, giving shoutouts to all the professionals involved.

Photo Galleries: Create a gallery of high-quality images captured throughout the event, showcasing the best aspects of the wedding. This can serve as content for future marketing campaigns, websites, or portfolios.

Follow-Up Content: Send thank-you emails to all attendees, offering exclusive promotions for their future weddings or special discounts for booking within a limited time.

Use Reviews & Client

Feedback: Request testimonials from clients and vendors participating in the event. Positive reviews are gold in the wedding industry, especially for luxury vendors.

Long-Term Strategy

Build Relationships: Use the event as a networking opportunity. Form lasting relationships with other high-end vendors, venues, and planners who can refer clients to your business.

Refine Branding: Assess how your target audience perceived the brand after the event.

Update marketing materials to reflect the luxury aesthetic, whether in your logo, website, photography, or promotional content.

Collaborations &

Partnerships: Foster partnerships with vendors from the event to offer joint packages or bundled services, positioning yourself as part of a trusted luxury wedding team.

These collaborations are excellent team-building exercises and work hard for your business. Use your strengths and those of your colleagues to create a vibe that will ensure potential clients will see you first and know that you are the perfect fit. ❤️



Co-founder of **Blue Elephant Events and Catering, Maine Venue Partners**, and Co-owner of **Real Maine Weddings magazine**, Fausto began his career in catering and event planning 39 years ago in Philadelphia. He has an eye for detail and production and is passionate about creating high-quality, memorable events for his wedding and corporate clients. Fausto is a member of the **Leading Caterers of America**, sits on the board of directors of the **International Caterers Association** and **Seeds of Hope Community Center**, and is a past President of the **Biddeford-Saco Rotary Club**. He recently published his first book: **Temporary Friends: A Caterer’s Guide to the Perfect Day**.

The Business of Luxury

by Jaclyn Watson

When people hear the phrase “luxury wedding,” they often picture large budgets: floating floral installations, chandeliers adorning every corner, and elaborate venues dripping in décor. But as someone who creates bespoke wedding experiences, I know luxury goes far beyond big budgets and dazzling aesthetics. True luxury is about intention & purpose—the thought behind the design, the experience you create, and the emotions you evoke for the couple and their guests. Luxury isn’t just about material possessions or showing off wealth. It’s about crafting moments that feel personal and purposeful. When working on a luxury wedding in nature, the couples want to include small yet meaningful details, like custom welcome bags filled with the couple’s favorite treats, a signature cocktail they always order on date nights, or a napkin treatment inspired by their story. These details tell a story, making the day not only beautiful but deeply personal.

Ironically, many luxury clients do not aim to showcase their wealth; in fact, they often want the opposite. They want to create an environment where their guests feel comfortable and valued and do not feel like the couple is pretentious or pompous.

Imagine cozy cashmere blankets for an outdoor ceremony, a thoughtfully designed cigar lounge, or custom escort cards that double as keepsakes. These touches make a wedding feel intentional and unforgettable. This is very important to the clients spending enormous sums of money or who have wealth and status. True luxury also extends to the planning process. For clients



working with luxury planners, the journey should feel seamless and stress-free. They should experience clear and constant communication, trust in their team’s expertise, and the peace of mind that every detail is handled behind the scenes. A well-planned luxury wedding feels effortless—even though it’s anything but.

A defining feature of luxury weddings is their ability to reflect the couple’s personalities, values, and stories. It’s not about booking the most expensive vendors; it’s about curating a team that aligns perfectly with the couple’s vision. One of the most overlooked luxuries is time. When you can offer the couple unrushed moments of joy—time to truly savor their day—you’ve given them something priceless. For me, luxury weddings balance grandeur with intimacy. The design is layered and intentional, never feeling overdone or overstated. It’s about creating

an experience where every element—from the draping and florals to the lighting—elevates the next. I always remind my clients that luxury doesn’t mean “more.” It’s about harmony, cohesion, and intent.

Quiet Luxury: The New Face of Elegance

Quiet luxury, also known as “subtle luxury” or “understated elegance,” has hit the market, so to speak, over the last couple of years; everyone is using the terms- but many have no clue what it means. Within this market, the couple wants to take a refined approach to opulence. It prioritizes quality, craftsmanship, and personal experience over flashy displays of wealth. Unlike traditional notions of luxury, which can sometimes lean into extravagance, quiet luxury is about restraint and sophistication. As mentioned above, it’s the ultimate “less is

more” philosophy.

At its heart, quiet luxury is about thoughtful details and exceptional quality. In linens for tables, it’s about the selected fabrics they choose that makes a lasting impression that feels warm, inviting, and cozy. Think of an intimate dinner featuring locally sourced ingredients, peaceful environments encouraging connection, or curated details like handwritten notes for each guest, the handwritten note has become a very popular statement piece for many of our clients.

Quiet luxury also embraces minimalism, but not at the expense of personality or warmth. You may find a client who has an unlimited budget wanting to do their own DIY escort cards because it’s more personal to them than spending money on something they feel won’t mean anything.

It’s about creating spaces and experiences that feel harmonious and effortless.

The allure of quiet luxury lies in the atmosphere it creates. It’s a feeling of comfort, warmth, and authenticity. Guests should feel welcome and valued; every detail—from the seating arrangements to the menu-

should be designed with intention and purpose. This could mean serving a couple’s favorite dessert as a nod to their first date or designing a super interactive seating layout. Quiet luxury, and luxury in general, stands out as a celebration of simplicity and authenticity. It’s less about what you can see and more about what you can feel.

Are these two terms different from one another? The answer is yes and no. Here’s the thing: quiet luxury and luxury share the same principles: intentionality, quality, and the creation of curated experiences. However, they differ in the way they are carried out. Luxury often leans into grandeur and boldness, while quiet luxury focuses on subtlety and refinement. Both prioritize storytelling and guest experience but achieve them through different approaches.

The goal for luxury/quiet luxury weddings is to craft an amazing experience where every detail feels elevated and cohesive, where it emphasizes restraint, allowing the impactful elements to shine and having their guest walk away with a meaningful experience. ❤️



About the author

*Jackie Watson is the visionary behind **Jaclyn Watson Events**, a luxury wedding planning and design company renowned for crafting unforgettable events. With over a decade of experience, Jackie has become a trusted expert in curating bespoke celebrations that perfectly reflect her clients’ unique stories and styles. Based in Vermont, Jackie specializes in transforming weddings into timeless, personalized experiences filled with elegance and intentional design. Her signature approach combines meticulous attention to detail with creative vision, ensuring that every element, from florals to linens, aligns with her clients’ dreams. Jackie’s dedication to excellence and her ability to connect deeply with her clients have earned her a reputation as a leader in the luxury wedding industry. Passionate about creating meaningful connections, Jackie takes pride in collaborating with top-tier event professionals to deliver elevated experiences. Whether designing an intimate gathering or a grand celebration, Jackie’s expertise lies in her ability to turn her clients’ visions into breathtaking realities. When Jackie isn’t planning weddings, she enjoys kayaking, painting, and spending time with her husband and their four furbabies.*



The Cultural Fusion Approach to Luxury Weddings: How French-American Perspectives Elevate Destination Celebrations

by Muriel Saldalamacchia



Picture this: A sun-drenched château in Provence, where Manhattan sophistication meets French *je ne sais quoi*. As someone who orchestrates luxury celebrations across the French Riviera and Lake Como, I've discovered that the most extraordinary destination weddings emerge from the perfect blend of American ambition and European soul.

The American Dream Meets European Legacy

When American couples dream of a destination wedding in France or Italy, they're not just choosing a location – they're

investing in a once-in-a-lifetime experience that tells their unique love story. After planning over 200 luxury weddings since 2008, I've learned that the sweet spot lies precisely where American efficiency meets European *savoir-faire*.

The Art of Cultural Fusion

Timing: The Delicate Dance
Americans live by the minute; Europeans flow with the moment. Recently, at a Lake Como celebration, we orchestrated what I call the "perfect fusion timeline" – a precisely timed American-style ceremony seamlessly flowing into a leisurely four-hour Italian dinner experience. The result? Pure magic that had guests raving, "We need to do this all again!" (as one of my lovely couples, Lily and Oliver, actually said).

Service Philosophy: Where Two Worlds Meet
While American couples expect prompt responses and detailed planning (hello, type-A personalities!), Europeans prioritize personal

relationships and artisanal quality. By embracing both approaches, we create what I call the "luxury comfort zone" – where meticulous planning meets authentic connections.

Design Intelligence: The story behind the beauty modern luxury isn't about following trends; it's about creating immersive experiences.

When planning a celebration in Southern France, we don't just use lavender because it's pretty – we weave it into the couple's story through locally crafted welcome gifts, signature cocktails, and those Instagram-worthy purple field backdrops that make guests' jaws drop.

The Modern Luxury Formula

After years of being recognized among the Top 100 World Luxury Planners, I've perfected a formula that brings out the best of both worlds:

Communication: American-style responsiveness with European warmth.



Design: Bold American vision meets subtle European elegance.

Execution: Precise planning with room for serendipitous moments.

Experience: High-energy celebrations with that coveted European joie de vivre.

Creating Unforgettable Moments

The magic happens in the details. It's in the way we blend a couple's American wedding dreams with authentic European traditions. Perhaps it's serving late-night croque monsieur's alongside mini burgers, or incorporating both cultures' music traditions into the celebration. These thoughtful touches transform a beautiful wedding into an unforgettable experience.

The Future of Luxury Weddings

As destination weddings evolve, this cultural fusion approach becomes increasingly vital. Modern couples aren't choosing between American efficiency and European charm – they're seeking both. Whether it's an intimate elopement in Provence or a grand celebration on Lake Como's shores, tomorrow's

luxury weddings will continue to bridge cultures in innovative ways.

A Personal Touch

What truly sets these celebrations apart isn't just the stunning locations or perfect execution – it's the personal connection. When planning weddings with budgets ranging from €200,000 to €700,000, I've learned that true luxury lies in understanding each couple's unique story and weaving both cultural influences into every detail.

The Bottom Line

In the world of luxury weddings, we're not just planning events – we're crafting experiences that transform cultural differences into extraordinary celebrations. It's about creating moments where American dreams dance with European traditions, where precision meets passion, and where two cultures combine to create something magical.

Remember, darlings, in this beautiful fusion of American and French perspectives, we don't just plan weddings – we create celebrations that feel both worldly and intimately personal. And isn't that what true luxury is all about? 💕



About the Author

*Muriel Saldamacchia is an internationally acclaimed Wedding Planner, founder of **The International Wedding Planner**, and has been consistently recognized among the **Top 100 World Luxury Planners**. Based in Southern France, she specializes in luxury destination weddings across the French Riviera and Lake Como, creating unforgettable celebrations that bridge cultures and exceed expectations.*



The 10 Day Plan - Herby & Shindy's Indianapolis Wedding Story

Every wedding tells a story, but Shindy and Herby's celebration in Indianapolis was a true page-turner. With just ten days to plan, their dream wedding came together through faith, creativity, and an incredible team. From an intimate ceremony at a historic Indiana landmark to a candlelit reception at the Conrad Hotel, the day was a testament to love, determination—and a touch of humor.

A Fairy-Tale Beginning

For Shindy, the ceremony was the heart of the day, and Irvington Presbyterian Church—an Indiana Heritage Site—became the perfect setting. Its grand cathedral ceilings and stained-glass windows created a magical atmosphere as she walked toward Herby, surrounded by their closest family. Securing the venue was a challenge, finalized just two days before, but the kindness of the church staff made it possible.

A Burger Before "I Do"

Weddings bring surprises, and Herby delivered an unforgettable one. Dressed in his sharp suit, en route to the church in a sleek black Cadillac, he made a quick pit stop—at Hardee's. His impromptu burger detour added a hilarious, human touch to the day.

Elegance & Celebration

Shindy stunned in a timeless gown, while Herby, burger in hand, looked equally dashing. After capturing photos around Indianapolis, they arrived at the Conrad Hotel for a candlelit reception adorned with lush florals and live music.

Planned in just ten days, their wedding was proof that with love, faith, and a little





Vendors

Reception/ Catering & Bar : The Conrad | Photo & Video : Aubrey & Brandon Visuals |
 Ceremony: Irvington Presbyterian Church | Florals : I do Flowers by Sarah
 Hair: Kat, Simply Loved Hair | Makeup: Renee Fisher, Indurenee Mua | Cake : Classic Cakes
 Orchestra: Blue Water Kings band | Transportation: Antique Limo |
 Planning-[Blue Llama Events](#)

Luxury Clients: How to Connect

by John Goolsby

I was asked to write an article about how to connect with the luxury market. I'm happy to share my experiences, but please understand that my company is not luxury market exclusive. I've had the privilege to film many multi-million-dollar events all over the world, working with quite a few actors, business tycoons, professional athletes and rock stars. But I've happily worked hundreds of very simple celebrations in backyards, community centers, church halls and I even filmed a birthday party for a dog.

Currently, my career odometer is at 3500+ weddings, 29 countries, 39 states, two million airline miles and over ten million dollars in sales.

While I did not actually target luxury weddings, my relationship marketing strategies have resulted in landing several really great high-net-worth lifetime clients/friends. I learned early on that the number one reason any client chooses a service is not cost, but the confidence that they can and will actually deliver what they promise. Your image, words and collateral have to communicate a successful history with previous clients.

It is so important to connect and let the client know that you understand their vision. The top skill is listening to the client, asking a couple of clarifying questions and then repeating back to them the details that they just shared to verify that you heard and understood. Not only will you both be on the same page, but the client will feel it. Offering a suggestion or two to enhance the celebration based on your experience can seal the deal if you're actually on point with the client's stated vision. And you must communicate your enthusiasm for working with

them. I jokingly often tell clients that their vision is so amazing that if they don't hire me, I just might crash their party anyway.

Some of you have probably heard of the long-gone Yellow Pages for advertising. I spent a lot of money on several books with dismal results. I then decided to take a day and go visit storefront businesses in my area that cater to the wedding industry. I had several good visits and received confirmed referrals right away, and an actual booking the very next day.

That was such a revelation for me. Years later a friend of mine who was one of the founders of the largest online advertising portal for the wedding industry explained it so clearly when he told me in a hallway at a conference, "Nobody is going to care what you say about your business, they will only care what other people say about it."

The most profound thing I ever heard at a networking event was when a local ABC Networking Group Co-Director spoke to 140 attendees and said, "I don't refer people in this room." The room fell into a sense of shock at her statement, but it all made sense with her next sentence. "I refer friends in this room."

Confidence

A New York City client was not comfortable paying the balance before the wedding date, claiming there was a risk that I might not deliver. She needed the confidence that I could and would do what I promised to do. I pointed out that it'd be easy to research me online and see reviews from previous clients, but that wasn't enough to persuade her. I mentioned a well-known affluent client of mine in New York City, and she said she knew them very well and respected

them. I said, "What if they called you and endorsed me?" She said that would work. I called the client, and they made the call for me, and a check for the entire amount of the job arrived very quickly. She also hired me to film her second daughter's wedding two years later, and there was no discussion about payment schedules at that time. An endorsement from a trusted source instills a great deal of confidence.

Case Study #1

I knew early on that I wanted to film destination celebrations and that connections with the professionals who already work those events would be valuable contacts. I ran across an advertisement for a Destination Wedding Planner Conference in Riviera Maya, Mexico. I wanted to attend and network, but the event was limited to Professional Destination Wedding Planners. I took a gamble, showed up anyway, and met with the organizers before the event. I told them that if they let me stay, I would produce a promotional film for them at no charge. Minutes later, they took me on stage as the event started and introduced me to all of the attendees as the official videographer and how happy they were that I was there. It was as amazing as you can imagine, leading to several multi-million-dollar wedding bookings in Mexico and at a castle in Ireland.

Case Study #2

Volunteering for ABC Conferences has led to many referrals and wonderful friendships with so many, including the previous conference director, Carmen Mesa, MWP, who introduced me to Puerto Rico Wedding Planner Sari Skalnik, MWP, who has referred many weddings to me. The first wedding she referred was a multi-day celebration that



included editing on site and playing a film at the end of the three-day event, just before the last dance. As a surprise to the client and at my own expense, I chartered a helicopter that removed the doors, and my son and I sat on the skids filming great aerial shots of Puerto Rico to include in the film. I believe that the unexpected bonus led to those clients hiring me to film another 50+ times the next 12 years for their family, businesses and philanthropic activities around the world. I credit that to a qualified referral from somebody they trusted, and me over-delivering on the very first project.

Pricing

Successful people know to associate quality with a price. Somebody who charges less than the perceived value raises concerns with the buyer. They are less likely to eat at a cheap restaurant or buy a car priced less than it should be. Rich and poor people can quickly be all about the money, but everybody wants to feel like they are being treated fairly. Some need to feel they are always getting a deal. My invoices will sometimes detail that I have made a special loyalty or repeat client adjustment. I also have those clients who don't

ask about the cost and would be offended if I discussed something so trivial. They are confident that I will treat them fairly. We only discuss money if the client brings it up.

High net worth clients want the same things all clients want: to have confidence that you can deliver what you promise and to be treated like a valued client. The difference between them and other clients is that they don't have to feel like they've settled. They like nice things and understand that quality takes experience and skill, and most importantly...a vision.

If you approach the project or relationship like it's just another job, you will not end up in a long-term, successful relationship with them. It's important to be a true friend and the benefits are immeasurable.

Summary

- Always listen.
- Be enthusiastic about working together.
- Instill confidence.
- Network with those who cater to your target market.

- Do price your services to accurately reflect your value.
- Always be a true friend.
- Never underestimate the value of unexpected bonuses to your client.

A sincere thank you to ABC for making it possible for me to have the dream occupation for which I am very grateful ❤️



About the Author

John Goolsby, CPV, MPV, MEI, Cr.Photog.
Named "One of the Top 25 Event Filmmakers in the World"
Dorothy Penner Award Winner
and ABC Honorary Lifetime Member.

Luxury with Peace of Mind: How Wedding Insurance Protects High-End Events

by Jodi Sibilia

The sun dipped below the horizon, casting a golden glow over the sprawling vineyard estate. Everything was perfect—the floral arrangements, the string quartet, the champagne tower. Months of meticulous planning had led to this moment. But for the wedding planner, this was just one of several high-profile weddings unfolding simultaneously. As this event carried on flawlessly, their phone buzzed incessantly with updates from other weddings facing unexpected challenges.

For luxury weddings, perfection isn't just expected—it's required. Yet, even the most carefully curated events are vulnerable to the unpredictable. This is where wedding insurance can be an important safeguard, protecting couples from financial losses, unexpected stress, and reputational damage that could result in negative reviews for their planners.

The High Stakes of Luxury Weddings

High-end weddings are more than just celebrations; they are grand productions requiring precision, expertise, and substantial investment. With custom couture gowns, exclusive venues, high-profile vendors, and elaborate entertainment, the stakes are significantly higher than a typical wedding.

Despite careful planning, things can and do go wrong. Vendor cancellations, extreme weather, lost shipments, and legal liabilities are just a few risks that may derail an otherwise flawless event. The right insurance coverage may help turn potential disasters into manageable



hiccups, ensuring that couples remain financially protected and planners can maintain their hard-earned reputations.

When Perfection Meets the Unexpected

1. The Uninvited Lawsuit

At a luxury wedding featuring an extravagant light show as the newlyweds made their grand entrance, a guest tripped in the dim lighting and later pursued legal action against the couple.

How Liability Insurance May Help:

Wedding liability coverage can help protect couples against injury claims or property damage, shielding them from potential lawsuits and financial burdens.

2. The Missing Wedding Dress

In a luxury destination wedding in Napa Valley, a couture wedding dress valued at over \$50,000 was lost in transit. The bride was devastated, and the planner scrambled to find a local designer who could craft a comparable gown in time.

How Cancellation Insurance May Help:

Some policies may offer

coverage for lost or delayed wedding attire, which could assist with the cost of a replacement dress or expedited shipping, saving the couple from last-minute financial strain.

3. The Vanishing Venue

A historic chateau, booked years in advance, suffered severe water damage two weeks before the event, forcing a relocation.

How Cancellation Insurance May Help:

Venue-related issues, such as unforeseen closures, may be included in coverage and can help with the costs associated with securing an alternative location, preventing financial loss for the couple and ensuring a smooth transition.

4. The No-Show Vendor

A world-renowned floral designer promised an extravagant installation - but the shipment never arrived due to customs issues. Without those flowers, the entire aesthetic of the wedding was compromised.

How Cancellation Insurance May Help:

If a vendor fails to fulfill their

contract, cancellation insurance may assist with the costs for last-minute replacements, helping couples avoid major disappointments and negative experiences.

Reputation Protection for Wedding Professionals

Luxury wedding planners don't just manage logistics—they curate experiences that live up to their clients' expectations. However, when things go wrong, couples may blame their planner, even if the issue was beyond their control. Negative reviews and reputational damage can follow, affecting future business.

By incorporating wedding insurance discussions into their services, planners can:

Demonstrate preparedness by proactively addressing potential risks and advising couples on their options.

Help avoid financial disputes by ensuring that clients understand how insurance might assist in covering disruptions, allowing them to recover lost deposits and expenses.

Negate negative reviews by ensuring couples are financially protected, reducing frustration and preventing blame from falling on the planner.

Luxury weddings are magical, but even the most dazzling

event is vulnerable to the unexpected. For couples investing in high-stakes celebrations, wedding insurance isn't just an afterthought—it's an additional layer of protection that may help ensure every moment, every detail, and every dollar invested is secure.

For wedding planners, ensuring their clients are informed about wedding insurance can be a powerful way to prevent financial disputes and safeguard their reputations. When couples are protected, planners can focus on delivering a stress-free, seamless event without worrying about unexpected issues turning into negative reviews.

Choosing the Right Wedding Insurance Matters

Not all wedding insurance companies are created equal. Couples should consider factors such as the insurance provider's reputation, the underwriter, and expertise in the event industry. A highly rated insurer with a strong background in wedding and event coverage can offer better reliability and more comprehensive protection. Additionally, looking at customer satisfaction ratings and industry recognition can help couples choose an insurer that is known for seamless claims handling and exceptional service. Wedding insurance should provide true peace of mind, ensuring insurance should provide true peace of mind, ensuring that

couples can focus on their celebration rather than worrying about unexpected disruptions.

Note: This article is for informational purposes only and does not constitute legal or financial advice. Planners and clients should consult with a qualified insurance professional to determine the best coverage for their specific needs. ❤️



About the Author

Jodi Sibilia is the Venue Specialist at eWed Insurance, a company backed by a leading national insurance provider with extensive experience in the sports and entertainment industries. With a strong reputation for customer satisfaction and industry expertise, eWed Insurance helps couples protect their weddings from unexpected challenges, providing peace of mind for their special day.



How to Speak Your Luxury Clients' Language Through Your Marketing

by Adrienna McDermott

When it comes to attracting luxury couples, every detail matters. From your website to your messaging, from your client experience to the smallest touches that make a lasting impression—high-end clients expect nothing less than perfection. And they notice everything.

In my work with luxury wedding vendors over the last 15 years, I've seen firsthand how subtle shifts in how you present your brand can elevate your entire business.

Luxury couples aren't just looking for vendors who can provide a service. They're searching for brands they can trust, who understand their vision and can elevate their experience.

But here's the thing: many professionals focus on their work—on the services they offer—but in the luxury market, **how you communicate your value is just as important** as the work you do.

So, how can you adjust your brand to align with the sophisticated standards of these clients? It's about mastering the subtle signals, the ones that discerning couples instinctively notice.

Understanding the Luxury Client's Decision-Making Process

To connect with luxury couples, you need to understand how they make buying decisions. This is where understanding the DISC Personality Framework comes in handy. The DISC model breaks down personality types into four



categories that will help you fine-tune your marketing, messaging, and overall approach to marketing to your high-end clients:

D – Dominance: These clients are decisive, results-driven, and want to hire the best.

I – Influence: These clients are relationship-focused and want to feel like they're working with someone who is both personable and professional.

S – Steadiness: These clients are emotionally driven, loyal, and deeply value trust and personalization.

C – Conscientiousness: These clients are detail-oriented, analytical, and research-driven who like transparency and processes.

How Luxury Clients Make Decisions

Luxury wedding clients are not easily swayed by gimmicks or overly salesy tactics. They take their time to research, and when they finally commit, they're all in. The process can often be subtle, but there are a few key traits to look for:

Dominance (D) Clients: The Power Client value efficiency and results. They want vendors who can execute their vision seamlessly and without a lot of back-and-forth. If you're working with a D-type client, they're likely to make quick decisions once they trust you. Your messaging who's not just good at what they do, but exceptional.

Influence (I) Clients: The Social Client thrives on relationships and experiences. They want to feel like they're not just hiring a vendor, but that they are partnering with a friend. These clients are drawn to vendors who inject personality into their work, and they'll often look to social media for validation. Infuse your brand with personality and behind-the-scenes content, and use storytelling to showcase how you make the process enjoyable. This type of client appreciates social proof, so strong reviews, word-of-mouth referrals, and a lively Instagram feed with plenty of video will stand out.

Steadiness (S) Clients: The Sentimental Client are emotionally driven, seeking a vendor who understands their

personal vision and values. For S-types, trust is everything. They want to know that you care about their special day as much as they do. Your messaging should be warm and reassuring, focusing on personalization and meaningful moments. Speak to their emotions and highlight how your services align with their vision for a wedding that reflects their values and family traditions. They may take longer to make a decision, but once they're convinced, they'll be incredibly loyal.

Conscientiousness (C) Clients:
The Detail-Oriented Client are the researchers of the wedding world. They'll dive into the details and expect a high level of transparency, precision and clarity. This includes pricing, process, and the quality of your work. Use clear, detailed language to describe your services and the value you offer. Make sure your website is polished, and easy to navigate, with a focus on showing how the process works step-by-step.

These clients will want to know exactly what they're getting, so be prepared to provide thorough explanations.

Perfecting the Art of Luxury Marketing

The key to attracting high-end clients is creating a brand that answers these subconscious questions they're asking before they even inquire. Luxury clients need to feel confident in your ability to deliver.

To truly excel in the luxury wedding market, you need to go beyond what you offer. You need to understand **how** your clients make decisions, what their priorities are, and how they want to feel throughout the process. By aligning your messaging, branding, website, and client experience with these expectations, you can create a seamless journey that builds trust from the first interaction to the final booking.



About the Author

Adrienna McDermott is the founder of Ava And The Bee, a marketing agency exclusively for wedding professionals that builds connections with dream couples through inclusive, results-driven marketing, copywriting, branding, and website design. As a former bridal boutique owner, wedding planner, and florist with over 15 years of industry experience, she intimately understands vendors' challenges when standing out against the competition.



True Client Pro

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A Love Story In Bloom: Neema & Haris' Stunning Southern California Wedding

Love unfolds in unexpected places—for Neema and Haris, it all began in a college cafeteria in Boston. Haris secretly admired Neema for years before finally asking her out in 2016. From that moment, their love story flourished.

Neema and Haris' wedding was nothing short of spectacular, blending tradition, romance, and personal touches. Their wedding weekend kicked off with a vibrant Sangeet celebration featuring a Tropical Disco theme. The space was transformed with lush tropical florals, shimmering disco balls, and an atmosphere of pure joy and excitement. For the wedding day itself, the venue was elegantly adorned with flowers, exuding romance and natural beauty. The couple's Baraat was a high-energy affair filled with music, dance, and vibrant colors, setting the tone for the festivities. As the sun set, twinkling lights illuminated the evening, casting a magical glow over the newlyweds as they shared their first dance.

Executing a wedding of this scale required careful planning and a dedicated team. Set-up began at 8 AM to ensure every detail was in place before guests arrived at 1 PM. The ceremony area took priority, while the reception space was finalized during the ceremony itself. By the end of the night, the celebration wrapped up at midnight, with the planning team staying until 3 AM to strike the setup.

Of course, no wedding comes without its challenges. One unexpected hiccup was the height of the reception stage, which was discovered to be 12 inches too tall for the space. Thanks to the quick-thinking and professionalism of the vendor team, a new riser was swiftly brought in, and the setup was completed just in time. Moments like these underscore the importance of working with experienced vendors who can adapt and find solutions seamlessly.



VENDORS

Wedding Planner: [Vanessa Domenech Events](#) | Photo & Video: Lex Wedding Films | Pundit: Shukavak N Dasa
Ceremony & Reception Venue: Hummingbirdnest Events | Sangeet : Warner Center Marriott
Caterer & Desserts: Sumitsharma mantra | HMUA: Dreav Makeup | DJ & Dance Floor: DJ Scorpio.
Dhol Player: Amardeep Bhamrah | Violinist: Amy Serrano Music | Shuttles: California Choice Limo
Rentals Ceremony/Reception : Premiere Rents | Lighting Structure Reception: Neptune Lighting Designs
Florist Ceremony & Reception: Knot Just Flowers | Florist/Decor Sangeet: Chez Rose Floral Designs
Ghost chairs: Tip Top Event Designs | Henna : Henna Dilse | Golf Cart: LA Golfcart Rentals
Valet : SoCal Valet



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The Two Tiers of Luxury: Elevating Your Wedding Brand for Every Client

by Terrica Skaggs

Luxury isn't one-size-fits-all. In weddings, it comes in many forms—from one-time indulgences

to lifestyles of continuous opulence. As wedding professionals, understanding these nuances allows us to go beyond beautiful events and deliver meaningful experiences tailored to high-end clients. This article explores two distinct luxury markets: Luxury Always and Luxury for the Day, and how to position your brand to serve both.

Luxury Always

For the “Luxury Always” client, opulence is expected. They don't need to be told what luxury is—they live it. They're discerning, experienced, and used to the best in every aspect of life. To connect with them, you must understand their world. That means immersing yourself in high-end experiences: luxury hotels, fine dining, exclusive events. You must live the standard you're offering.

These clients recognize quality without the label. Most luxury brands don't even use the word luxury—because their clientele already knows. As Tywin Lannister said in *Game of Thrones*, “A man who has to say ‘I am King’ is no King.” True luxury is felt, not spoken.

Your brand must speak their language—subtle sophistication, quiet confidence, and polished presentation. Every detail, from your website to your photos, should reflect elevated taste. Less is more. Curate your



portfolio with intention and restraint. High-quality imagery and thoughtful branding are non-negotiable.

Marketing to this group is about exclusivity and personalization. You're not speaking to the masses—you're speaking to one client at a time. Your message should make them feel like they're the only one you're addressing. Build trust by listening deeply and picking up on unspoken cues. These clients often express their needs subtly, and your ability to anticipate them will set you apart.

Referrals matter—but only from the right circles. These clients want to work with people who understand their values and lifestyle. Privacy is also key. Many “Luxury Always” clients prioritize discretion. Ensure every touchpoint respects their personal space and safeguards their information.

They're also looking for access to what others can't have—custom experiences, rare touches, and refined service. Your pricing should reflect this level of exclusivity. But remember, they won't invest in you if you haven't invested in yourself. Elevate your brand and offerings accordingly.

Luxury for the Day

This client may not live in luxury, but they're ready to experience it—at least once. They're celebrating something special, and they want their event to feel extraordinary. For them, luxury is often about visible impact. They want to see it, touch it, and know they're getting value for their money.

These clients are influenced by trends, media, and social validation. They want their

wedding to look current, stylish, and memorable—not just for themselves, but for their guests. There may be an element of “what will people think?” in their decisions. Marketing to them is about storytelling. Show them the journey from idea to execution. Highlight transformations, before-and-afters, and magical moments. Use aspirational imagery and brand partnerships to connect your services to the lifestyle they're craving.

Education is key. Because this isn't their everyday world, they may need help understanding what true luxury entails. Guide them through the process, break down the value, and connect it back to their vision. Be their advisor, not just their vendor.

They need justification—not overselling. Explain how your service creates an experience worth the investment. “*Price is only an issue in the absence of value.*” Help them understand how your work will make them feel and how it will be remembered.

Listening is just as important here. Don't just hear what they say—understand what they mean. Their motivations are often emotional, and your ability to connect with that emotion builds trust.

Final Thoughts

Luxury isn't about a price tag—it's about emotion, experience, and excellence. Whether your client lives in luxury or is just visiting for a day, your job is to make them feel understood, cared for, and celebrated. Elevate your brand, refine your messaging, and lean into what makes each client feel truly special.

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