

# ***Essential Questions for Every Bride-to-Be: Wedding Planner Edition***

## **Phone Interview** *(Get a feel for whether this person will work well with your visions/ideas):*

- Do you charge for an initial in-person consultation?
- Can you explain your role as a wedding planner? What are your primary responsibilities?
- Will you be able to share professional photos from the weddings of your past clients?
- What is your price range for a typical wedding? Do you offer different packages/services?

## **Availability and Booking:**

- Are you available on [insert date(s)] at [insert time(s)], i.e. the wedding date?
- Do you have any other commitments to cover that weekend or day?
- How far in advance do we need to book you for the wedding festivities?
- What is required to book you?

## **Background and Experience:**

- Can you tell us about your background in wedding planning? Did you receive any training or certification in the field? How long have you been a wedding planner?
- Do you work on events by yourself or with a team? How many assistants do you have (if applicable)?
- How many weddings do you handle in a typical month/year?
- What is the price range/scale of weddings you have worked on? Have you planned an event of our size in a similar timeframe before?
- Can you e-mail me a link and/or show me a professional portfolio (photos and video) of your work?
- Has your work been featured or mentioned in any wedding publications or blogs?
- May I have a list of references and/or see some of your customer and vendor testimonials?
- What in your opinion is a successful wedding? In your experience, what was the most “successful” and beautiful wedding you helped plan?
- What has been your most challenging or difficult wedding planning experience? How did you handle the issues that arose in that wedding?
- What is required of me as a bride (and/or groom) on your end? What do you see as my responsibilities?
- To plan the wedding, how frequently will we meet? How many hours do you expect to allot to plan the event(s)?
- Have you done any weddings at our venue or used any of the vendors/caterers we’ve already selected?
- Who do you recommend as your preferred vendors for floral arrangements, décor, photography, videography, etc.? Will you refer me to these vendors directly or do you arrange meetings with them?



**Packages and Payment:**

- Do you only work with your list of vendors or can I select some I prefer? Do you offer any discounts or incentives in picking from your list of vendors?
- What do you charge for your planning packages and what services are included (day-of coordination, full service event designing, etc)? Are there any additional charges I should expect aside from the package costs (tack on styling costs)?
- Is there any way to customize a package to meet my budget?
- What are some of your ideas in terms of the vision we have described for our wedding?
- Can I see your written contract?
- What is the payment format? Is there a reservation fee/deposit? Can we pay in installments?
- Do we pay other vendors separately or through you?
- What is your cancellation/refund policy?

**Logistics:**

- Are you personally at your clients' weddings from start to finish?
- What do you typically wear to a client's wedding event?
- What happens if you're sick or unable to attend to the details on the day of our wedding?
- Is there any advice you can offer in regard to planning the wedding?
- Will you provide a timeline of the wedding details and a floor plan for the wedding venue?

