

Wedding Planner

NOVEMBER/DECEMBER 2017

MAGAZINE

Inspired by the Association of Bridal Consultants



DESIGN IDEAS FROM INDUSTRY TRENDSETTERS. . .NETWORKING BEST PRACTICES. . .
EXPLORING ROI. . .SURVEY RESULTS ON SERVING SAME-SEX COUPLES



Romance, lighting, and the beauty of Mexico

PLANNER: Marcela Villaseñor Saavedra, AWP™, Bodas Huatulco, www.bodashuatulco.com, hola@bodashuatulco.com

TIME IN INDUSTRY: 9 years

PHOTOGRAPHER: Pawel Bogdal-Freestyle Photo

BUSINESSES INVOLVED: Las Palmas Resort Huatulco (venue), Ikal Noil Hair Studio, La Botica de las Flores, Bodas Oaxaca (favors), Tommy DJ, Chef Nestor Román (catering), La Reliquia (mezcal tasting), Quinta Real Huatulco (rehearsal dinner venue)

WEDDING DATE: Jan. 7, 2017

GUEST COUNT: 45

THE COUPLE: Every couple is different, and it is important to click with them so you can make their dream wedding come true—giving them confidence and helping them trust your expertise. With Lucas and Pauline, everything went well. They are a romantic couple and super chic, which came through in the event.

INVOLVEMENT: Design and full planning

INSPIRATION: Romance and class met in a combination of beautiful details. Lucas and Pauline also were inspired by the location and wanted to include the Mexican elements of food and beverage to the event.

“AHA” DESIGN MOMENT: This couple wanted to give their guests the best. Getting married in a different country wasn’t an impediment to their goal. They embraced México and gave guests an incredible journey from start to finish from the rehearsal dinner, held in another hotel, followed by a tour that included mezcal tasting, and launching sky lanterns right to the wedding itself.

MOST UNIQUE DESIGN ELEMENT: The lights on the roof and the floral elements gave a romantic and elegant touch.

COLOR PALETTE: Purple, lilac, and pink

BUDGET: \$60,000

STAFF HOURS: 22 hours

PLANNING TIME: Nine months

CLIENT MEETINGS: Six meetings via Skype and one site inspection

SET UP/STRIKE DETAILS: The ceiling set up in the wedding venue was a bit difficult, the *Palapa* is high, and it was the first time we did this set up, setting and programing the twinkle lights. It took our team almost 12 hours to do it and leave it perfect.

REVENUE BREAKDOWN: 50% rentals, 30% food and beverages, 20% planning, 10% details **WPM**

