



CHOOSING THE RIGHT EVENT CONSULTANT FOR YOU

Have you heard the terms; Event Planner, Designer, or Coordinator? Are all these terms interchangeable? Is there really a difference and if so... what?

Well, they are all professional consultants who provide expert guidance for events (on an event-to-event, project, or hourly basis) but from there it gets a little more specialized. Did you know that in some cases an event consultant can specialize in planning or designing or both? Or that there's a difference between a "Venue Coordinator" and a "Day of Coordinator"?

Choosing the right event professional to help you receive the attention and services you need is important and understanding the difference between each type of consultant is the key to getting the service you desire. This guide will help you understand what each event professional does.

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- Floral Design & Decor
- Event Design Production

Event Planner

A professional who assists you with establishing a general "Event Plan" with event structure, scheduling meetings, event etiquette, bridal timelines, etc. Planner services range from "full-service" (overseeing the majority of tasks) to "partial-planning" (allowing the client to take a more "hands-on" role in planning. Also, some may supplement by hiring a Designer.)

Event "Day of" Coordinator

They "execute the event plan". Contrary to popular belief, they don't just get involved on the "day of" but begin to analyze, organize, confirm, update, and execute plans about 2 to 6 weeks prior. They're typically not fully involved in the initial planning but are responsible for implementing it on the "day of". If the client has hired a Planner (full-or partial), then they're usually the ones who execute the plan on the day of. Often, DIY couples hire a "Day of" Coordinator or a Designer (more on that later).

Venue Event Coordinator

Works on behalf of the venue like a hotel, banquet hall, etc. as part of the Sales or Catering Team. Sometimes referred to as Wedding Coordinators by the venue, they focus on ensuring that the venue's obligations fulfilled smoothly (ex: room, staffing, food/beverage orders, etc.) Some may go above and beyond to help clients but due to liability issues, they're not responsible for vendors, tracking RSVPs, etc.

Event Designer

This professional is an "Event Planning Specialist" who develops your event's aesthetics and creates a complete "Design Plan". Think of it this way, if a "Planner" is like your primary doctor, then your "Designer" would be like a specialist such as a Cardiologist. This professional acts like an Interior Designer for your event. They develop a cohesive design plan including; concept development, color stories, design budget management, vendor referrals, floor plans, procurement of flowers, linens, rentals, lighting services, set-up logistics, unique decor, coordinate breakdown, etc.

Designers and their design production team will work with you to develop your vision, maximize your design budget, source products, and bring your designs to fruition on the "day of".