

## **W**hat will our dream wedding cost?

This is often the first question a couple ask when they contact us. This might be because those marrying for the first time are not sure what to ask and sometimes it is because they do expect to know the final cost right at the start.

Some wedding planners will respond with a list of fees for venue hire; photography; flowers; décor; DJ etc. If a couple provided their budget, the wedding planner might simply put together a package to fit. However, we strongly believe that this is not the right way to plan a perfect wedding.

## **W**hy do we think this?

We believe that it's wrong to quote without fully understanding a couple's needs matched to their personalities and the wedding story they want to tell. Often this isn't fully formed at the start and a couple might have to make many difficult and expensive adjustments along the way, maybe too late for them to have the perfect day.

## **W**hy are we different?

We work hand in glove with the bridal couple to establish what is most essential to them. Some say that the setting and the food is more important than the flowers and décor; others are all about the most extravagant flowers and want their tables to be dressed in the best quality linen and are not interested in having a full band which for others might be a must. Some insist that the spectacular gown beats inviting guests they barely know

and others feel that a special photographer is the most important aspect of their big day, and even dream of showing their wedding photographs to their grandchildren in years to come.

We help steer our clients through the maze so that they know which questions to ask of themselves. For example, some couples begin by saying they don't know about flowers and have no idea what they like, only to find after a meeting or two that they have very definite favourites and opinions. We so enjoy seeing the reactions and surprise when our clients spontaneously arrive at their vision. It is such fun! Without going through this creative and exciting process, we cannot possibly know exactly what their wedding will cost.

We are fortunate to work with passionate wedding artists and suppliers who know that to continue to work with us, they must be experts in their field and competitively priced with a range of options to suit most budgets.

## **W**hat we need from you

Our initial advice to all couples is to have some idea of when and where with alternatives if possible, and to think about guest numbers, target budget, style, theme and the most crucial aspects to the big day.

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## **Serene Bride Weddings**

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