

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep 16 | Radhika Graham

Welcome to the Magic Hour podcast, where we create an intentional space to let our curiosity drive a conversation with industry professionals about marketing, entrepreneurship, inclusion, and socially conscious topics. We are grateful to be hosting this podcast on the traditional ancestral and unceded territories of the Coast to Salish peoples.

[00:00] Introduction and Welcome

Hope Michael introduces the podcast and guest, Radhika Graham.

[02:00] Radika's Journey into Wedding Planning

Radhika shares her story of starting in the wedding industry and her journey over the past twelve years.

[06:30] The Creative Side of Wedding Planning

Discussion on the blend of logistics and creativity in wedding planning.

[10:45] Unique Wedding Stories

Radhika recounts memorable and unique weddings she's planned, including a wedding with a hawk and a surprise triple wedding.

[20:15] The Importance of Inclusivity

Radhika talks about making weddings inclusive for all couples and guests, including those with dietary restrictions or mobility issues.

[28:00] Overcoming Industry Challenges

Radhika shares insights into the challenges she has faced in the industry, such as dealing with high expectations and industry pressures.

[34:00] Managing Work-Life Balance

Discussion on strategies for balancing work and personal life, especially with a toddler.

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[40:00] Tips for Aspiring Wedding Planners

Radhika offers advice for those looking to start their own wedding planning business and the importance of proper certification.

[45:30] Fun and Unique Wedding Details

Radhika shares some of her favourite wedding details and ideas that make a special day truly unique.

[50:00] The Future of Rad Occasions

Radhika talks about her future plans and upcoming collaborations, including working with Event Planner.