

PHOTOHOUSE FILMS

*The*  
Flow of the Day

HOW PACING CREATES BETTER MOMENTS





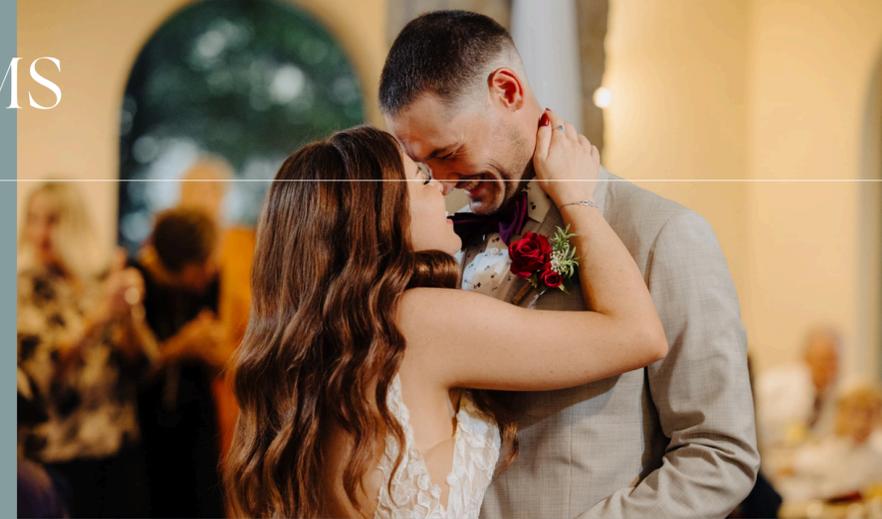
## THINK IN CHAPTERS, NOT MINUTES

Instead of focusing on exact times, think about the emotional arc of the day. Each chapter should have a clear beginning, middle, and end.

### TYPICAL CHAPTERS INCLUDE:

- Morning preparation
- Pre-ceremony anticipation
- Ceremony
- Celebration

Each chapter needs space to complete itself before the next begins.



# AVOID EMOTIONAL WHIPLASH

Jumping too quickly from one major moment to another can feel jarring —even if everything runs “on time.”

## BEST PRACTICES:

- Don't stack emotional moments back-to-back
- Allow decompression after the ceremony
- Use cocktail hour as a reset, not just a filler





# SIMPLICITY SCALES BETTER THAN COMPLEXITY

The more moving parts a timeline has, the more fragile it becomes.

## BEST PRACTICES:

- Fewer locations = smoother flow
- Fewer transitions = more presence
- Fewer obligations = more joy

# LET MOMENTS FINISH THEMSELVES

Some of the most meaningful moments happen after the “main” event.

## BEST PRACTICES:

- Don't rush the walk back down the aisle
- Allow applause, laughter, and silence
- Let reactions land before moving on



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If you'd like to  
*explore* how this  
applies to *your day*,  
we're *always happy* to talk.

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