MY TOP FIVE SECRETS OF SUCCESS





by luxury wedding planner

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INSIDE YOU'LL LEARN

01	your client
02	double checking

 $0\,3\,..... \hspace{1.5em} \text{your network}$

 $0\,4\dots\dots \qquad \text{be prepared}$

05..... have fun!



WELCOME

A NOTE FROM KIM

It is there, I'm Kim and I've been planning and designing beautiful weddings for over a decade. In that time I've worked with well over 150 couples to make their dreams a reality and I'm super excited to now share the knowledge and experience I've gained over that time with you. Here are my top five secrets of success for running a creative wedding planning consultancy...





Your relationship with your client

is EVERYTHING!



for their dream wedding day alive. You want guests to enter the wedding and be able to identify immediately with the elements that you have created for them and for the whole day to have a distinctly personal feel. At the heart of this process is your relationship with your client. You will only be able to create this level of detail if you develop this relationship to the max and really know what makes them tick.

"THEY NEED TO LIKE YOU, TO FEEL THEY CAN OPEN UP TO YOU ABOUT ANYTHING AND ABOVE ALL, TRUST YOU IMPLICITLY."



TO YOUR CLIENT YOU'RE

a friend
a confidante
& often a counsellor









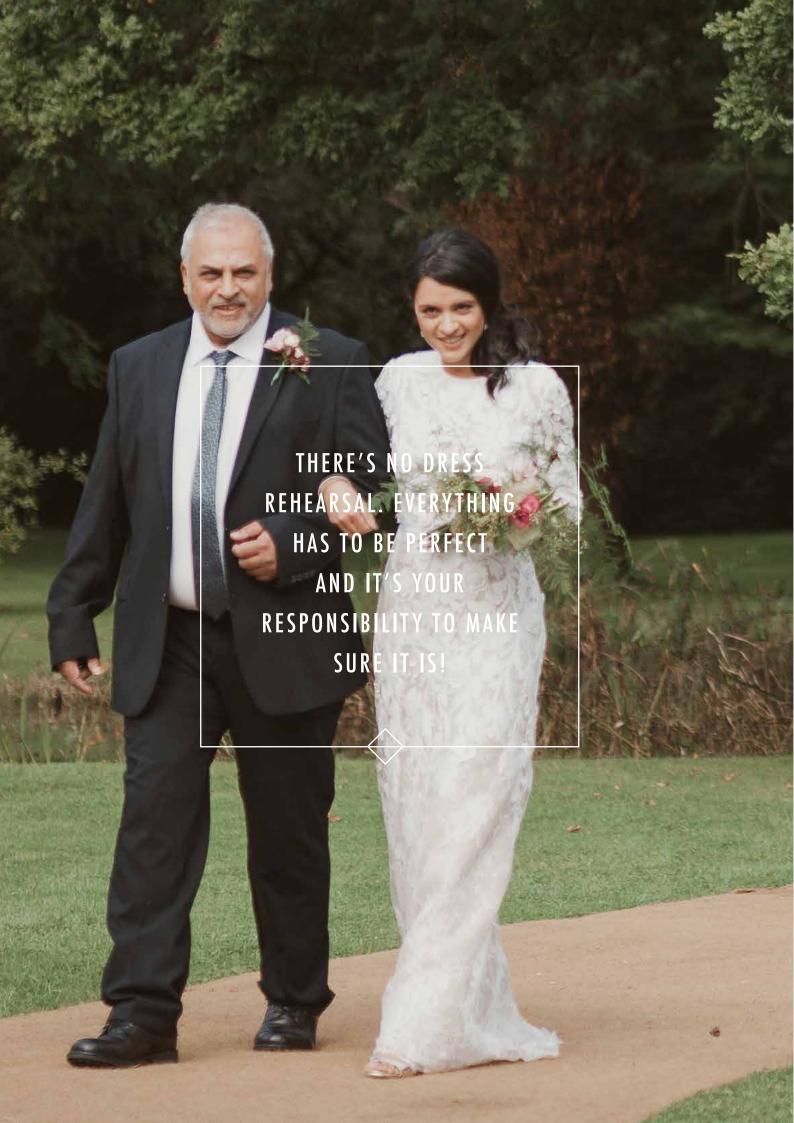
MAKE A LIST

and check it twice

You will have been working on this wedding for a long time and there's no room for error or second chances. Keeping good records of everything is absolutely essential and double checking all communication with your suppliers is key.

Ensure they all have the correct locations, postcodes, timings and contact numbers. Double check that all invoices have been settled ahead of the day or that there's cash available if necessary.

Check the timelines you've created are appropriate and talk them through with key suppliers such as photographers and caterers. Triple check your guest number count and names against your RSVPs and the table plan – a sure fire way of having an unhappy guest is to not have them on the seating chart! Check the wording of the invitations; have they got the correct addresses on, and times, dates, RSVP etc. You get the idea - check, check and check again!







IT'S NOT WHAT YOU KNOW, IT'S WHO YOU KNOW

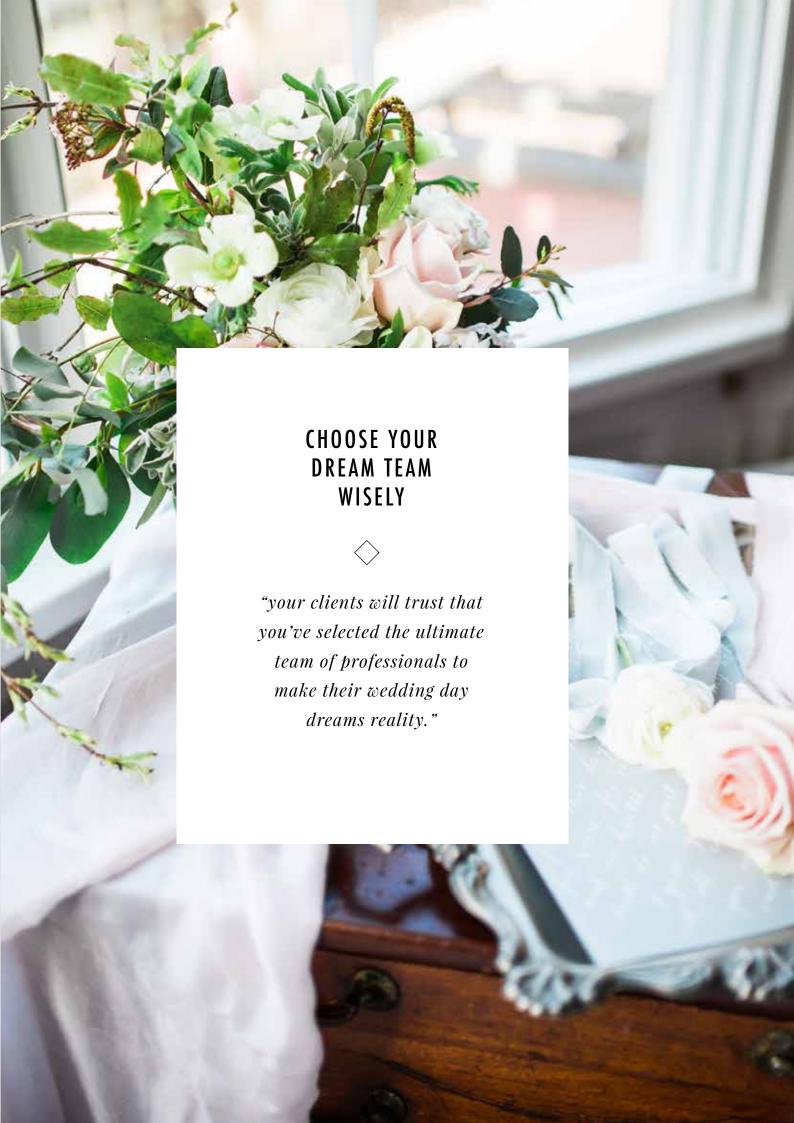


The suppliers you choose to work with can make or break a wedding and ultimately your reputation. They are absolutely crucial to you delivering what you promise, and developing a tried and trusted network of professionals is key to running a successful wedding planning consultancy.

You will work with a large number of suppliers on each wedding, from the venue to the photographer to the florist, the stationer, the caterer and everyone in between. It is vital that you all work together as a team both

in the run up to the wedding and on the day itself.

Take time to get to know and to vet suppliers that you'll recommend to your clients. Firstly do you like them, can you see yourself working with them over months and on many weddings, view their portfolio and ask them about their experience, do they have the necessary legal entities in place such as public liability insurance or PAT testing for electrical equipment and do you feel confident that they understand your vision and can bring it to life.



BE PREPARED

for any eventuality



ven after months of diligent planning, the savviest of spreadsheets and the most impressive amount of double-checking, there is always the chance that at least one thing will not go entirely to plan on the wedding day.

The most important thing that you can do is to be prepared for any eventuality, and then be quick-thinking and resourceful if something does go wrong.

WEATHER-PROOF

Have contingencies in place at the venue in case of wet weather, excessive sunlight or other incelement changes.



02.

PACK A BAG

Make sure you have a fully packed emergency bag containing at the very least a sewing kit, a first aid kit and a DIY kit that will enable you to come to the rescue of the bridal party or a guest in need.

BE CONTACTABLE

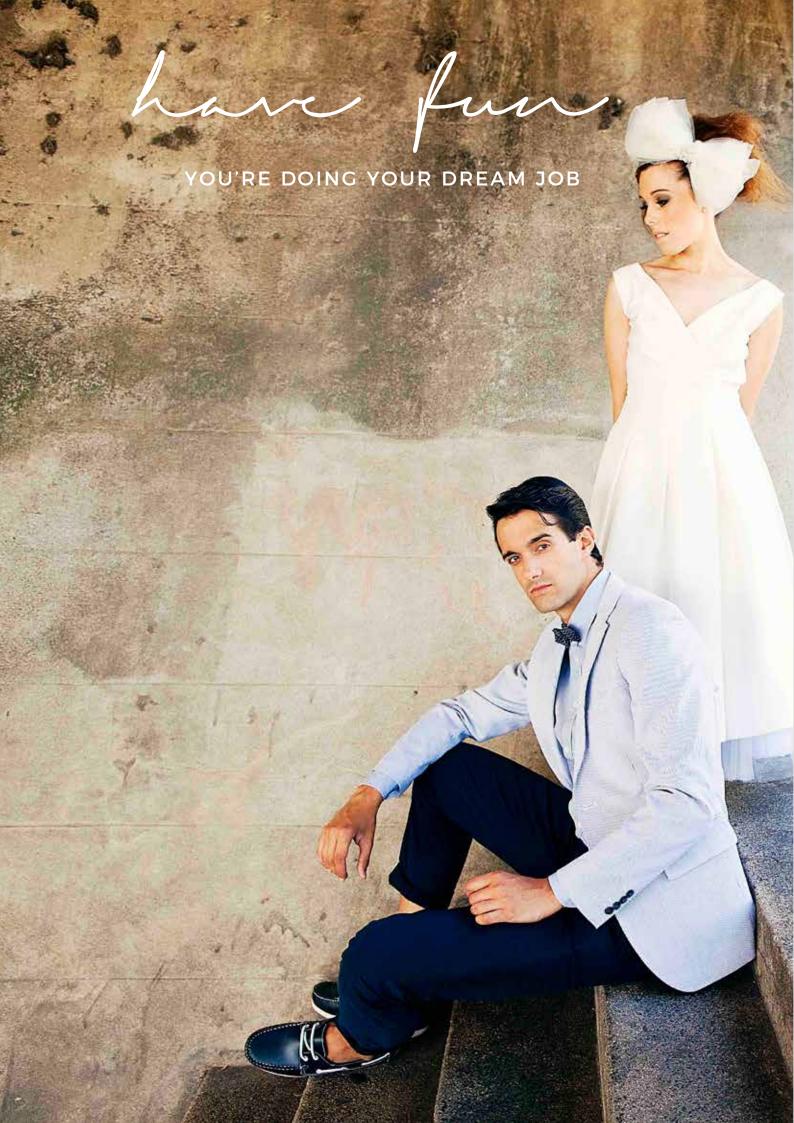
All members of the bridal party and all suppliers need to have your phone number in case of an emergency or issue.



ESSENTIALS









LOVE WHAT YOU DO

We are extremely lucky to be able to work in an industry where 99% of the time you are surrounded by happy people and immersed in pretty details.

Make sure you have fun, both in the planning process - your clients will thank you - and on the day itself. Take pride in seeing all your hard work come into fruition and enjoy working with that team of suppliers you've chosen so well.



I have had the pleasure of desiging and planning incredible weddings over the years and now share my experience and expertise with a select number of wedding professionals through a bespoke mentoring programme.

For further details please visit www.inimitable.co



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