

Plan for perfection

The best wedding planners help you to get creative in organising your dream day

GETTING engaged is a little bit like hopping onto a cloud and going for a ride—for the next few weeks, wherever you go, friends, family and colleagues will want to give you Champagne and celebrate. But when the fuzzy head finally clears and the world returns to normal, you'll realise you actually have a wedding to plan, which is no mean feat. Unsurprisingly, it is at this point that many people decide to enlist the help of a professional.

Founder at Apollo Events Tim Hanbury (www.apollo-ec.co.uk) has been taking the stress out of weddings for more than 30 years and, he believes, getting to know a couple is crucial. 'Sitting down with clients at home allows me to get a feel for who they are and what's important to them. I also always make sure we are firm on budget and numbers from the outset—being realistic is hugely important.'

Every wedding planner worth their salt explains straight away that securing the venue is key—until you have this booked, you can't lock in anything else. Getting married at home solves this issue, but plenty of couples have their hearts set on a hotel either in this



GSP Events has a reputation for planning exquisite destination weddings all over the world



Apollo Events always finds a way to add something a little different to weddings

country or abroad. Indeed, post-Covid, destination weddings are more popular than ever, according to founder at GSP Events Emma Gold (www.gsp-uk.com). 'I think many couples feel that if they're spending all this money anyway, it's fun to feel like they're on holiday together. Going away also guarantees glorious weather and acts as a handy filter for the guest list,' she points out. Most wedding planners have a definite aesthetic and you can research their work on their social channels to determine whether it fits with your own style. That said, GSP itself isn't known for a particular look. 'We like to pull in the right infrastructure and suppliers for each individual couple depending on what they require,' explains Mrs Gold. 'It's about thinking outside of the box—often we come up with things they didn't know were even possible.'

Another wedding planner with a reputation for exquisite destination weddings is Bruce Russell (www.bruce russellevents.com). 'Wedding planners don't have a product—instead, it's all about the service,' he explains. 'And when choosing the right wedding planner for them, couples need to find a service which fits with their vision.'

A good wedding planner then takes that vision and brings it to life in the most authentic way possible, says Mr Russell. 'We are there to take the worry out of everything. Once we have organised your dream wedding down to the most minute detail, we are there on the day, too, to make sure it's all executed perfectly so you and your guests can relax and have the most original, joyful, unforgettable day. And we get to be part of it—it's the best job in the world.'