



Wedding Day Details

Learning Outcomes

- ✓ Bridal Preparations
- ✓ Wedding Hair Styles
- ✓ Wedding Makeup and its Significance
- ✓ Making a Security Analysis

Wedding Day Details

The wedding day is finally here. Both bride and groom make final preparations for their special day. The wedding consultant has to be there too. The bride should be getting celebrity treatment, having her makeup and hair professionally done. For the wedding planner, preparations for the long day ahead are being done. As the planner/consultant, you must review all last minute details and also gather supplies. This chapter will focus on the details of the actual wedding day, including the bridal preparations and consultant preparations.

Bridal Preparations

Usually, a groom's preparations for the wedding day are quite efficient, but the bridal preparations involve a lot more and involvesome long processes which typically takes hours. The bride will begin her wedding day knowing there is exhausting preparation and celebration ahead of her. Hiring a wedding consultant/planner will take away a lot of the stresses of the wedding day and the bride can focus on getting herself ready. The consultant will manage the wedding day, leaving the bride more relaxed and excited than stressed and worn out.

Grooms can often spend their wedding mornings relaxing, even playing golf, but brides will be up and about early with their bridesmaids having their hair styled, their makeup done, and fixing any last minute details on the gowns if necessary. Having the bridesmaids around her will allow the festivities to start as they have fun and laugh during the beauty processes. Many hairdressers and makeup artists will go to the bride's home/location to save her from any more stress on her special day. These services will be expensive, however. On-site fees usually start at £200 for an on-site hairdresser and only go up from there depending on the popularity of the stylist. There will also be additional fees for all the bridesmaids, mothers, and grandmothers etc. Lower fees usually apply for the flower girls.

In a salon, the makeup applications usually start around £75 and on-site between £100-£300. All additional people getting their makeup done will incur a lesser charge, but this also depends on the makeup artist. Brides should invest in a makeup trial run. If they want to save some money they could do their own hair and makeup. Sometimes a good friend will be asked to do this in order to save money. However, brides are photographed continually throughout their special day so a professional hair and makeup application is worth the investment.

Wedding Hair Styles

A hairstylist will start with the bride's hair first and then move on to the bridesmaids and other family members, if they are included. It is necessary for the bride to be ready to go first because she will be the wedding day focus. Giselle, from Elegant Hair by Giselle, who featured in Vendor Prior, explains that a

trial run should take place a few months prior to the wedding. This will allow the stylist to become familiar with the bride's hair and personality as well as any special requests.

This mini trial is also a good time to discuss whether the bride's hair would be better grown out, coloured, relaxed, or up before the big day. The main trial should occur about two weeks prior to the wedding and should be done as if it is the actual wedding day. At this main trial, brides must bring the headpieces, veils, and any hair jewellery. The hair must be updated with regards to any colour and trimming. Hair regrowth can begin to show after only two weeks. This is important to know. After the two trial runs the bride should feel more confident and comfortable with her stylist. This will make the wedding day styling less stressful. Make sure your client knows that wearing her hair up or down must be decided way before the wedding day and not on the day itself.

Wedding Makeup

The usual order with hair and makeup is exactly that – hair first and then makeup. This is better because hair will usually need to be wet in order to start the styling. This, of course, could result in water running down the bride's face and ruining her makeup. A blow dryer is also usually used and heat could cause the bride to sweat therefore possibly causing the same problem mentioned above. Hair spray is also often used and this might go onto the bride's face accidentally and ruin her makeup.

A good makeup artist knows exactly how much foundation to apply so the bride's skin looks natural and flawless. He/she will also know many tricks of the trade such as how to stop the nose shine happening and how to make the lipstick last throughout the day. As brides are the centre of attention on their wedding days, they will need to look their best. There will likely be a lot of kissing and hugging and that makeup has to stay on.

Carola Myer, professional makeup artist, discusses essential elements of wedding day makeup. She states that if clients want to cut corners on their wedding day, some of them will opt to skip professional makeup applications. This would be unwise, however, and it would be best to advise your clients against this. Professional makeup artists provide an essential service. Correct makeup application is absolutely essential for wedding photos. Makeup artists must know the timing of the wedding day including the photographer's schedule and style. Makeup will be applied differently if a wedding takes place outdoors or if the photographs will mainly be black and white. Guest numbers also make some difference. If it's a smaller wedding, the bride will likely be seen up close more often. For a larger wedding, the bride will mostly be seen from a distance so her make up should be more dramatic. Makeup artists must be given this type of information in advance so that they can apply the makeup for maximum effect. Wedding hair and makeup can also differ depending on culture and tradition.

Timing

When taking part in the makeup and hair sessions, brides and bridesmaids should be informed about wearing either button-front shirts or zippered ones. This way they can then change easily into their

gowns without spoiling their makeup and hair. Putting hair into an up-do could take up to an hour. This would depend on the length and type of hair. The application of makeup will take around 30–45 minutes. If there are several bridesmaids or other family members having their hair and makeup done, hairstylist and makeup artists will have assistants to help them.

A bride must never be made to feel like she's being rushed. She must not leave the chair until such time as she feels completely satisfied with the way she looks. There are many other beauty treatments which, if desired, have to be done in advance of the wedding day to allow time for any adverse reactions to disappear. These would include waxing, spray tanning, teeth whitening, Botox injections, ear piercing and others.

Day-Of Details for Consultants

On the actual wedding day, as the consultant, you must review all details. Go through your list. For example, the pin-tuck linens should have been delivered to the reception venue by 8:00AM. Did they arrive? You must pick up the phone, call the venue and make sure they are there. If they are not, you must call the linen company and find out where they are. Another example: the cake should arrive by 1:00PM. You are the one who must confirm this has been done. As the consultant, you must make many phone calls on the day to verify all the details and ensure everything is in place. This is crucial to having a successful wedding day.

Another important detail that you might not think about along with checking the weather report, is checking the traffic. Always check these things in the morning and the traffic report again just before the bride and groom leave for the venue. This will allow you to know if anything has been revised since you checked it the night before or earlier in the morning. If, for example, an unexpected cold snap is moving in, you need to call the rental company and make sure more outdoor heaters are brought in for an outdoor wedding. Before leaving your house, ensure you have with you all necessary contact information, all timelines, and the copies of all the budgets and contracts. If you find out that there is a back up on a major highway you can take out the contact details of the transportation company and discuss alternate routes for the wedding party.

Risk Assessment

“Life is what happens when you're busy making other plans.” This is a famous quote by John Lennon. Prior to the wedding, every planner must have risk assessments in place for the actual wedding and plans to manage those risks should they actually occur. A risk can come in many different shapes and sizes. It might be something obvious like rain during an outdoor wedding, or it could be less obvious, something such as relatives who always arrive late and could cause the wedding to start late. A wise wedding planner assesses all the risks before the wedding and creates backup plans just in case “life” happens. In the Table below is a list of the most common wedding day risks, including examples of each one. Remember that each wedding is its own unique entity and so you must think about the most likely risks for each one. Then ensure you have planned what to do should any risks actually occur. Remember that “hope” isn't a backup plan.

TABLE 1.1 Common Wedding Day Risks

- Any accidents (tripping, falling, cuts, burns,)
- Bugs at outdoor events (flies, mosquitoes, bees, wasps, gnats)
- Electricity blackouts (venue left in the dark, food not heated)
- Sickness (cold, flu, food poisoning, heatstroke, allergies, hangovers)
- Streets around wedding venue closed (water main breaks, car crashes)
- Transportation issues (the coach bus breaks down, the best man missed the connecting flight, airports shut down due to weather or strikes)
- Vendor no-show (no cake or ceremony music)
- Wardrobe malfunction (bride's veil tears after being caught in car door)
- Unions on strike (no wait staff at hotel)
- Weather (rain, heat, high winds, humidity, lightning, snow, ice, cold)

Security Analysis

Security is becoming more common at events. As a wedding planner it's not necessary for you to become a security expert but you do have to have a good understanding of certain security issues and how they might affect your events and also your reputation. When you understand and also manage security you are actually protecting your assets, the venues, and of course, the people who are at the wedding.

Gifts will usually be the biggest assets at weddings. Gift tables will usually be filled with expensive items which might include envelopes full of cash. Your job is to make sure all gifts are closely monitored. A plan should be in place to deliver all gifts safely to the couple after the reception. Perhaps a hotel valet could take the gifts to the honeymoon suite or one of the fathers or close friends can load them into a minivan. Ensure there is a plan and ensure you are informed so you can assist.

We mentioned envelopes full of cash above as these are common wedding gifts. In some cases, these envelopes will be in decorated boxes and sometimes they will be given directly to the consultant or to an assistant. Every envelope must be accounted for and they should all be properly secured. You do not want to receive a phone call the next day asking where Uncle Don's envelope has gone. As you receive each envelope, make sure to introduce yourself to the guest and write down their names. In this way you'll have a list in case any questions arise.

The wedding venue also has to be protected from any damage during the wedding. Clients could be held liable if any of their guests get out of hand and damage anything. If you feel there is any need for concern about a guest's behavior you could suggest the hiring of one (or more) security guards to patrol the reception area and keep an eye out for any misbehavior. Part of your responsibility is to ensure guest safety at your client's weddings. If the cocktail hour has been scheduled for outdoors but you can see lightning in the distance, bring everybody inside for their own protection. A puddle of water or spilled drink in the dance floor? You're responsible to make sure it is promptly cleaned up so no-one slips and

falls. Look out for any intoxicated guests and ensure they have someone responsible to escort them home safely. You might save someone's life.

TABLE 7.2 Wedding Day Emergency Kit Essentials

• Band aids	• Lip ointment	• Smelling salts
• Baby wipes	• Nail clippers	• Snacks (protein bars, crackers)
• Bobby pins	• Nail polish/remover	• Miniature stapler
• Bottled water	• Panty hose	• Static removal spray
• Breath mints	• Pepto-Bismol	• Safety pins (varying sizes)
• Brush, comb,	• Powder (talc)	• Super glue (pick face)
• Deodorant	• Q-tips and cotton	• Tape (duct, scotch, double-sided, balls)
• Drinking straws	• Rope (short/long)	• Tissues
• Feminine hygiene	• Sewing kits	• Tylenol items
• Hair spray	• Scissors	• Umbrella

A wedding day emergency kit is vital. This could be a canvas or duffel bag, or a small rolling suitcase. Contents will vary depending on each wedding consultant, the wedding, and also the region. The Table above lists the most common items and these must be included in all wedding day emergency kits. CDs of wedding music and a boom box are good to keep in your car. You might be surprised to see just how many items you'll actually need on the wedding day from your emergency kit. A wedding party participant will lose a button and you'll have to put one back on using needle and thread. Someone may get a headache. Another person might need a breath mint. Flower arrangements on the pews might come undone. You will need to secure them again using rope and safety pins. Making sure your emergency kit has been well thought out is worth it. Begin gathering your supplies and make sure they are ready when you need to use them.

Consultant Checklist and Reminders for Wedding Day Details

- On the actual wedding day, remind the bride to have her hair done first.
- If the couple wants to cut some costs, advise the bride to go to the salon rather than having the stylist come to her.
- Do hair for bride and bridesmaids before makeup.
- Figure out if the stylist will need to bring an assistant or two.
- Ensure the client meets with the hairstylist for a mini trial run before picking the veil.
- Remind the bride to bring her veil, headpiece, and any hair jewellery to the main trial run.
- Remind bride and bridesmaids to wear zippered or button-front shirts for the makeup and hair styling.
- Check weather and traffic reports on day of wedding.

- Make calls on the wedding day to make sure items are delivered according to your instructions.
- Make sure you make a risk assessment and a security analysis for every wedding.
- Prepare your emergency kit and make sure you have it with you on the wedding day.

Further Reading:

- ✓ *Wedding Day, (2005), By Dana Levin*
- ✓ *Wedding Day Disaster, (2012), By Carolyn Keene*
- ✓ *Your Unique Wedding: Say "I Do" with a Twist, (2005), By Kerry McDonald*