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Coquette Events
San Francisco
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hire professionals you actually like

Choosing a wedding planner is so much about finding a good personality fit. This is someone who's going to be with you every step of the process, so you want to make sure you like them! Sometimes, it's hard to put into words what you want your wedding to be like, and your planner will be able to find ways to understand your vision and personal style.

let people help you

Oftentimes I find that the super-detail-oriented brides are the ones who think they don't need a planner, but in reality, those are the girls who benefit the most from a little help. If you fall into this category, yes, you may have all your checklists and inspiration boards perfectly organized, but on the day-of especially, you'll have so many other things to attend to (like entertaining your guests!). Even with a day-of coordinator, you can enjoy the party knowing that everything is being taken care of.

don't skimp on service

The proper amount of staff—whether they're with your planner, caterer or venue—is so important for a smooth wedding day. Any décor transitions you need to make (like room flipping) or ushering of guests between events will go off seamlessly with the right people. Even if it's just having an extra pair of hands to help bring in flowers, having enough staff is worth a small additional cost.

prepare a day-of survival kit

You can plan as much as possible, but we're all human, and sometimes accidents happen. I once had a groomsman who didn't try on his tux until 30 minutes before leaving for the ceremony—and the sleeves were two inches too short. Luckily, I was able to take out the hem and everything was fine. But always make sure you keep a wedding-day survival kit (with things like a needle and thread), just in case.

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CLOCKWISE FROM TOP Give your room an airy vibe with branch centerpieces; glitter flags on striped straws set an upbeat tone; make sure to show the dessert table some décor love too; wrap vases in a bold pattern like chevron to make even low arrangements stand out.

