

## CALL FOR BACKUP

Day-of coordinators can be a great alternative to full-service wedding planners for the DIY or budget-conscious bride.

BY TAYLOR HUGO

It's a few weeks out from the wedding. The vendors are booked, your dress is altered, the RSVPs are in, and you have all your décor neatly tucked away in boxes. You've planned everything to a T, but there is one detail you may not have thought about yet: On the day of the wedding, who will be responsible for executing your vision and bringing it to life? As the bride or groom, the day you've dreamt about for months or years should be filled with relaxation and pampering as you prepare to walk down the aisle toward your soon-to-be hubby or wife—which is why many of today's couples are opting to hire professional help in the form of a day-of coordinator.

Unlike full-service wedding planners—who typically get involved in the beginning stages and help with everything from budgets and styling to vendor selection, in addition to running the day of the wedding—day-of coordinators take a more limited role and are usually brought into the fold toward the end of the planning process to wrap up the final details. If you're on the fence about hiring a full-service planner, due to budget constraints or simply because you're a DIY kind of bride, day-of coordinators can be a great alternative to ensure the day runs smoothly.

While day-of coordination is not a new concept, its popularity is rising. Partially due to our Pinterest-obsessed wedding culture, there are more details to coordinate than ever before. "Doing this for 13 years, weddings are different now than from when we started," says Amy



*"Couples are starting to realize that day-of coordination is priceless. . . . It's something you can book and really feel proud that you did it."*

JENNIFER ROSEN, ROSETREE WEDDINGS & EVENTS

Fuerstenberg, whose company, Mi Mi Design, offers two packages: The Whole Shebang (full-service planning) and No-Worry Nuptials (coordination beginning 60 days before the wedding). "I think there's just more details involved, more vendors involved, there's more money involved."

According to The Wedding Report, the average cost of a wedding in the U.S. was upwards of \$26,000 in 2016. "When you're spending nearly \$30,000, that's a lot of money for one day, so they really want that day to run smoothly and go well," says Jennifer Rosen of Rosetree Weddings & Events, which offers five wedding planning packages—two of which deal with day-of coordination. "Couples are starting to realize that day-of coordination is priceless."

So what kind of a price tag can you expect for a "priceless" service? You can find a planner to fit any budget, but most in the Twin Cities charge about \$1,500 to \$2,500 for day-of coordination—a much more

affordable option compared to full-service planning, which can cost \$5,000 to \$10,000. Some planners will even customize packages to fit your specific needs. It just depends on the amount of service and experience you're looking for.

If there's a planner you know you want to work with, book them right away, even if you're still 12 to 18 months out from the wedding day. That way, you can send them contracts as you book your vendors and check in with them along the way to ensure you're on track. Roughly 30 to 60 days before the wedding is when they'll get more involved—helping you to create a timeline, confirm with vendors, and do a final walk-through of your venue—so that by the time your wedding day arrives, they're fully aware of how the day should go and ready to tackle any problems that may arise.

Whether it's a ripped seam on a bridesmaid's dress, a no-show vendor, or a melting cake, day-of coordinators have seen—and

solved—it all. And that, our experts stress, is why it's important to understand the difference between a day-of coordinator and a venue coordinator. Venue coordinators, who are typically supplied by your reception venue, "are there to unlock the doors, turn the lights on, make sure the tables are out," says Rachele Mazumdar of Style-Architects Weddings + Events, which offers both full-service and week-of coordination. "They're not there to set up escort cards, place your centerpieces, tell everyone when it's time for photos. That's just not their role. It's important to have someone onsite who has your best

interest at heart."

And while you may be tempted to turn to family members and friends, remember that your wedding day is a celebration for them as well, and hiring a professional can alleviate stress for everyone involved. "Of course you can ask your friends or family and they would be happy to step in, but they're just saying that because they love you," says Rosen. "Do you really want them to be working instead of enjoying the day? Probably not. It's something you can book and really feel proud that you did it. Looking back, it really was worth the money spent." ❀

## COOL, CALM, AND COORDINATED

A Rolodex of local full-service and day-of wedding pros.

### Mi Mi Design

Amy Fuerstenberg (Amy Red) and Amy Steil Peña (Amy Blonde) have been in business for 13 years, and they believe that when it comes to weddings, it's essential to work with reliable vendors, a practical timeline, and a realistic budget. Their No-Worry Nuptials package begins 60 days before the wedding and includes wedding weekend timeline, contact list, and checklist creation; a final walk-through at the reception venue; confirmation with all vendors; rehearsal direction; and onsite wedding-day coordination with two planners. 4801 Nicollet Ave., Mpls., 612-789-2507, [mimiweddings.com](http://mimiweddings.com)

### Rosetree Weddings & Events

Janea Mitcheltree and Jennifer Rosen founded Rosetree Weddings & Events on the belief that weddings should mirror the couple's personality, create happiness for guests, and remain on budget. They, along with their team of 13, offer two day-of coordination packages—The Christine (full-service day-of coordination) and The Holly (basic day-of coordination)—both of which include services such as contact with vendors, family members, and bridal party; management of the day's timeline; and décor setup. 201 Hennepin Ave. E., Ste. 203, Mpls., 612-345-4325, [rosetreeweddings.com](http://rosetreeweddings.com)

### Style-Architects Weddings + Events

Style-Architects Weddings + Events is a boutique event design and consulting firm led by Rachele Mazumdar, who has

more than 10 years of experience in the business. Her standard week-of planning includes regular check-ins throughout the planning process, vendor confirmation, preparation of a wedding weekend timeline, rehearsal direction, and unlimited day-of coordination by two planners. 219 N. 2nd St., Ste. 304, Mpls., 612-326-9020, [style-architectsweddings.com](http://style-architectsweddings.com)

### Blush & Whim

Jennae Saltzman launched Blush & Whim in 2013, but she has more than a decade of wedding planning experience under her belt. She now works with a team of four to bring couples' visions to life. Her month-of coordination package includes unlimited contact throughout the planning process, a site visit three to four weeks before the wedding, coordination and communication with all vendors, as well as setup, teardown, and a day-of emergency kit. 1330 NE Quincy St., Ste. 206, Mpls., 651-239-0257, [blushandwhim.com](http://blushandwhim.com)

### Woven and Wed

Britt Fluth may have just launched Woven and Wed in 2015, but she's been in the event planning business for more than half a decade. Her day-of coordination package, which really starts within six weeks of the wedding day, includes three planning sessions; a detailed wedding-week book with a timeline, floor plans, and vendor information; day-of styling; rehearsal direction; and breakdown of the event. 1330 NE Quincy St., Ste. 405, Mpls., 763-772-7388, [wovenandwed.com](http://wovenandwed.com)