

wedding

professional

For planners, organisers and other specialist intermediaries

Brides are looking for better deal

By Mary Ferguson

WEDDING planners could cash in on a new market of cash-savvy brides after surveys revealed more are looking to find better deals for their big day.

Beverly Pearce, director of wedding planning services at All Things Bride and Beautiful said while the credit crunch is clearly worrying some couples – others are more eager to use a wedding planner to find them the best deals and save them money.

She added: "I believe that the wedding planning industry as a whole will be affected but if we all stay ahead of the game and make our services affordable and indispensable, we will still get the clients.

"I think people will still get married, they will just spend less money doing so."

A survey by the experts at Wedding Chaos revealed the economic downturn is forcing brides-to-be to look more closely at their budgets.

But while almost 35 per cent of those polled admitted they are opting for simpler weddings at reduced costs, eight per cent – determined to have their dream

day – are borrowing more money to pay for it.

Beverly, who works with budgets between £15,000 to £75,000, said when couples approach a wedding planner they do so because they want them to save money.

She said she is being asked more and more about the savings she can make, and believes wedding planners should educate people as to the actual cost of a wedding.

She added: "I think it is more worrying that people think it's so expensive to get married.

"It actually costs a small amount to register your marriage and hold a small civil ceremony – it's the food, drink and party that raises the cost.

"We need to educate people that they don't need to spend thousands."

■ What do you think? Do you have a new approach to briefing clients? Send your comments to mf@whpl.net, call 01226 734712 or write to Mary Ferguson, Wedding Professional, 47 Church Street, Barnsley, South Yorkshire S70 2AS.



Successful wedding planner Mark Niemierko was one of the guest speakers at the third Wedding Professional Conference and Networking event. Mark, who has re-branded himself as Niemierko Weddings after splitting from his business partner at Smith and Niemierko, joined a number of other profile guests at the Brewery in central London. Full report, Page 14