



*Lesson Three:*  
**KNOW YOUR ROLE**



## WHAT IS A DAY OF COORDINATOR?

“A Wedding Day Director”

A Day of Coordinator is for brides and grooms who want to do most of the initial planning themselves, but when their wedding day arrives they want a professional there to make sure the day goes smoothly.

Too often, a Bride relies on family and friends to help carry out plans on the day of their wedding. By asking a friend or family member to take on this stressful task, the Bride is taking away this person’s chance to relax and enjoy the event as a guest.

A Coordinator’s job is to always be thinking one step ahead of what is actually happening so the day runs smoothly.

## SOME DUTIES INCLUDE:

- Creating a timeline for the wedding day
- Ensuring everyone is dressed on time and ready for pictures
- Providing unlimited hours of service on the wedding day and rehearsal
- Manage wedding vendors during the day and assist with any problems/questions they have
- Manage the wedding party
- Manage vendor and décor setup at ceremony and reception sites
- Organize and distribute all flowers to the wedding party, family members and special guests
- Provide a Bridal Emergency Kit – aspirin, energy bars, mints, sewing kit, etc.
- Facilitate the wedding ceremony
- Oversee the ushers and guest book attendants
- Make sure the bridal party is looking picture perfect
- Properly line up the processional and cue musicians
- Place table names, place cards, favors, toasting glass and serving set per Bride’s instructions
- Bustle Bride’s gown
- Coordinate entertainment and all announcements/events during reception
- Be prepared to handle any emergency situation that may arise



## To do list:

- Create your story or your “30 second elevator speech”. Put together 3-4 sentences that explain what you do and why you do it.
- Put together a list of 100 people that you can share your new business with.
- Type up a brief description that will be on the homepage of your website, in the description of your facebook pages and other social media. See example below.

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*Ashley has always had her eye on weddings. She loved every aspect of her own wedding a few years ago. So, when she found a training program called Veil Events, she decided to go for it.*

*“Having a wedding coordinator on your wedding day is like having your own personal assistant. As a Wedding Coordinator, I’ll come in during the planning process to keep the bride on track. I consult with her, refer her to quality vendors and remind her of certain things she needs to do. On her wedding day I come in with the timeline we create beforehand and work behind the scenes to ensure the special day is stress-free and runs smoothly!” – Ashley*

