

WORLD BRIDE

MAGAZINE



**TOP 10
EXOTIC
LOCATIONS TO
HONEYMOON**

EGYPT, AUSTRALIA, SRI LANKA,
HARBIN, CALIFORNIA, NORTH
CAROLINA & MORE

**GROOMS
DAY**
FASHION BEST

**HONEYMOON
FASHION**
WHAT TO WEAR

**MONEY
TALKS**
EXPERIAN EXECUTIVE
GIVES CREDIT TIPS

**BRIDAL
BEAUTY**
REAL BRIDE. REAL BEAUTY

MAKING A DESIGN TEAM:

*How to Narrow Down Who is
the Right Vendor for You*

BY ANGELA PROFFITT

Working with people of different personality types is part of any job; in fact, it's a part of everyday life. One of the most humbling aspects of the wedding industry is that clients hire my team and me based on our experience and expertise to find the perfect vendor team. It is definitely one of the most meticulous pieces of the puzzle when building trust with our clients. Putting together a fantastic go-to vendor team is something that has been 15+ years in the making. I have gone through a lot of challenging experiences to seek out the best of the best, who all have the same goal in mind; make the client happy by living their passion.

All of those learning opportunities have definitely made me better at choosing a team for clients. Narrowing down the right vendor is the same process for each client,



Angela Proffitt is a celebrity wedding planner, entrepreneur, and productivity coach with more than 15 years of experience in the wedding and event industry. As the owner and lead designer for Vivid Experiences, a full-service event and wedding planning company, Angela's work has been featured in more than 100 publications, including People magazine, Us Weekly, Grace Ormonde Wedding Style, and Style Me Pretty. Learn more about Angela and Vivid Experiences at AngelaProffitt.com.

as we have a strategy in place. That does not mean that each client doesn't choose a different vendor, as they're not one size fits all. Matching the client's personality and expectations with the vendor is key for us as the liaison. In my experience, I've learned it is pertinent that all vendors we work with encompass at least these four characteristics:

FLEXIBLE

My primary role as a planner and designer is to create a customized experience for each client, based on psychology and their personality as a couple. Yes, it needs to be unforgettable and stress-free, but there is a communication strategy we sell. Having vendors on board with a desire to develop new ideas is key. A willing attitude and openness to trying different concepts makes the process so much more enjoyable. Striving for a team environment is always the goal at heart.

Working with new vendors that do not have a strategy, process, or goals can make it challenging for experienced planners and couples. However, if the vendor is open to new ideas, change and excitement, we are happy to work with them. But if someone is set in his or her ways, trying to "change" them to "fit" the job is not the best idea. Working with vendors who are not willing to work as a team is something no one wants, it creates a stressful and negative atmosphere.

If you're experiencing a tough vendor relationship, and they don't want to be flexible to work together towards a solution as a team, it is time to find someone

else. It's not worth being overwhelmed and stressed on the wedding day wondering if they will follow through. No amount of money is worth having one poisonous apple in the bunch that could compromise the most important day of your life.

CALM

Another aspect we look at when finding vendors to work with is whether or not they're calm under pressure. Wedding days will have some very unexpected surprises, and it's so important to remain calm and handle the situation with poise. Having good communication, and delivering news with a reassuring smile will put people at ease.

For example, if hair and makeup is running behind due to the 15 bridesmaids that were late, that is something that we can't control. So communicating with the photo and video team to ensure everything that needs to be adjusted is taken care of is vital. We all have bad days, and there are some situations that are more stressful than others, but whenever we work with vendors who do not handle pressure well, we try and guide them to stay calm. Working together as a team to find a solution is so much better, as well as calming to the guests if they know a professional is handling the situation.

COMMITTED

Follow through is one of the most important aspects of the wedding industry. Sometimes we will have upwards of 40 different companies working on

one wedding, and it is pertinent to work with a vendor team who meets or exceeds our expectations.

There have been occasions where we have confirmed verbally, written in emails, had the details on our timelines (that go out to everyone the week of the wedding) and paid in full for a vendor to do their job and they simply don't show up! As a planner, this is one of the most embarrassing surprises to experience, because it is our job to ensure everything is executed properly.

We are willing to work with anyone, and understand that people are human and make mistakes. But when it becomes a pattern with the same company over and over, we simply won't put up with it anymore. We make a point to communicate after each event with our vendor team on what they did a great job on and what could be improved upon. There are a handful of vendors we refuse to work with because of past experiences with past clients.

PASSIONATE

The most important component of our vendor team is that they all love what they do, and it is evident in everything they create. Working with people who hate their job is not only a long and painful ex-

perience for us and the client, but it is evident in their work. Simply completing a task for the paycheck is not the type of team member we seek out, we look for experts that are passionate about what they can offer.

My team and I work very hard to make planning a wedding fun for the client. Working together for so many years, vendors become family; the difference is we get to choose whom our clients and we work with. Without the amazing and talented vendors on our team, I am just a girl with some cool ideas. It takes a village, and appreciating every single person that makes the wedding day come to life is important; their hard work and dedication shines through each and every weekend.

Overall, putting together a solid and trustworthy vendor team is a long process that won't happen overnight. It is important to be flexible and understanding of everyone's strengths, and helping improve upon any weaknesses. Once a solid vendor team is in place, planning and designing is a fun and rewarding experience to be shared that will last a lifetime!

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