Wedding Planner as a Career Option

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Abstract

It is getting more challenging to get placed with highly paid job offer after MBA, this article tries to explain Wedding planning as a career option for young and energetic people. Article also helps to identify competencies required to be wedding planner. Here we tried to list out few reasons why one should go for wedding planner. This article also throws some light on recent trends in modern wedding. We also made some study on what can be the future of a person if choose to be wedding planner.

Keywords
Wedding Planner, Career, Management, Competencies, Indian Wedding, Recent Trends

Introduction

India is known for its rich culture and wedding is the platform where in people expresses their social status by following rituals according to the religion they follow. There is a myth spread over only Royal weddings are being organised by wedding planners, this is not at all true wedding planners can be hired for low budget marriages too. Wedding planners are the professionals who serve you under your budget not beyond your expected level of expense.

Wedding is an important event in every individual’s life. With growing phase of busy schedule among youth, including bride or bridegroom people have less time to organise wedding events of their own. This can be an opportunity to those who are willing to work for happening industry. Event management in India is treated as budding industry even though wedding industry is contributing 3lac jobs per annum (during season). As per recent census report average age of Indians is 29 which show huge potentiality for wedding industry. According to survey data of February 2016 by UNESCO Total percentage of arranged marriages worldwide is 53.25 where as in India it is 88.4% (UNICEF, 2016), this proves there is a huge potentiality to organise these weddings.

There was a movie by title Band Baja Barat, after release of the movie wedding planner as a career has boosted up in the country. Till then very less people were aware about this profession. Movie motivates youth to think of wedding planner as a profession.

According to business Insider India article published on February 2016, Wedding industry exceeded Rs 100,000 crore and the growth percentage is estimated to be 25-30% annually. The range of expenses made on wedding fall between Rs lakh to Rs 5 Core per Wedding event.

Why do we have Weddings?

Of course Marriage is an important and must do event in every religion. In order to lead successful life in the society we live marriage plays vital role in one’s life. Many religions follow different rituals. Every individual’s opinion is different for this question as most of them marry because they are past with the phase of education and job so it’s now time to get married. We can generally find two kinds of marriages Arranged and Love marriages. Normally arranged marriages are well planned and executed by family members of bride and bridegroom. Sometimes it is a family ritual
to get married within the age specified by ancestors of the family. So we cannot have single norm as to define why a person is getting married.

**Recent trends in Indian Wedding Events**

Recently trends in wedding are gaining western approach to the event. Easy accessibility to communicate with one another has improved scope for love marriages. Couple are making their own decision to plan their wedding as per their own will and wish. This independent behaviour leads to inter cast marriages which are quite obvious these days. According to survey data of February 2016 by United Nations Educational, Scientific and Cultural Organization (UNESCO) Total percentage of arranged marriages worldwide is 53.25 where as in India it is 88.4%, this proves we Indians believe more on arranged marriages compared to Love marriages.

Following are the few trends listed in recent wedding events. (Sharma & Sharma, 2015)

1. As the disposable income as well as the lifestyle of the people is changing, so are the trends in wedding ceremonies in India are changing.
2. Still the process of wedding planning is done by their parents or typically by their elder ones.
3. Traditional weddings are still a hot option for type of weddings people want with theme weddings and destination weddings.
4. Decoration and caterers are the major expenditure areas for people apart from Jewellery.
5. Wedding planning came out as a hot trend that customers are engaging in to get marriages done by the wedding planners as it offers better organization and reduces stress.
6. Presence of another child in same family affects the wedding decision of expenditure in the wedding.
7. Most of wedding size of the business class families is typically more than 1000 and budget is more than crores.
8. Wedding has happened mostly according to the customers in the budget of 20-40 crores.

**Need for Wedding Planners**

Most of the People do think wedding planners are hired by celebrities or rich but the fact is every wedding can be executed by wedding planner. Wedding planners will not only reduce the cost of wedding but also will be helpful in presenting rituals in a very effective way.

Following are few reasons to find out why you should hire a wedding planner. According to wedding planning specialist and director at Wedding Bells and Beaus, Marie Costigan Here’s her top ten reasons:

1. **You deserve everything to be perfect on your big day.**
   Only wedding planners can carry an experience of n number of marriages in their life. Provided to organize wedding on our own we may not execute it effectively as wedding planners. They know price for each service in the market as they are dealing with them regularly. With negotiation and experience wedding planners will ensure best service at best price.

2. **You’re not very good at sticking to a budget.**
   When you don’t deal with vendors regularly you may not be aware of what is best price. Wedding planner will help you stick to budget depending upon your spending ability for wedding. If you plan your wedding alone chances are of going out of budget. As Wedding planners know the impact of each spending on wedding so they will advise you on wastage of funds on unnecessary expenses. In short funds are well utilized if you have wedding planner on desk.
3. Your wedding planning experience should be enjoyable, not stressful.
Most of the people believe they cannot enjoy being host of event. The statement goes false if you hire a wedding planner for your event. If you dream of enjoying every moment of your wedding then wedding planner is a must for you. When you have decided to enjoy your event to the core your only job should be selecting best wedding planner whom you can rely upon. Once your selection of best wedding planner is done you are almost done with the preparations for your event as wedding planner will be decision making party on your behalf. And we already know with an experience they make it more happening event than your own.

4. You don’t want to spend hours finding suppliers and trying to figure out who is trustworthy.
When you have no time on pre wedding preparations obviously you don’t want to waste your time on deciding whom to trust and what is the cost of each service required for wedding. Once you have decided upon wedding planner they will take care of such decisions. With many transactions wedding planners know who can be best service provider for your wedding. When there is a mismatch with one supplier they can bring new service provider immediately to make it does not affect the flow of events, without compromising the style or rituals.

5. You don’t want to worry about forgetting to plan or pay for something.
Any event check list will be long as you always think but wedding planner knows the exact checklist for your wedding. This skill of wedding planner helps you to be tension free with your wedding preparations for each day. As they also have a backup plan for every factor or attribute listed in the checklist there are very less chances of missing or paying heavily for any wrong job done. In case anything goes wrong the loss will born by wedding planner so he will never make a loss for himself by missing anything.

6. You both work and you don’t want wedding planning to take over your life.
Currently majority of the families facing this problem when both bride and groom are working, they have less time for their wedding preparations. You may fail to look good by handling too many tasks. When wedding planners are hired they will never allow you to have that stress expressed on your looks as they will be dealing with the plan for your lifetime event.

7. You have a great venue coordinator but they don’t take care about any of the other details.
Venue plays vital role in every wedding. Venue coordinator is a person who deals with logistics and other transactions concerned at venue. Sometimes coordinator can give you reference of service providers to you, but he doesn’t take any responsibility of misconduct by any of the supplier. Whereas wedding planner will not only provide you with best service provider in your area matching with your style wedding planner owns your event which in turn help you to relax about arrangements to be made at venue of wedding. You can expect wedding planners to get involved in not only budget but also family conflicts can also be resolved by wedding planners.

8. You need help making your vision a reality.
It is not always mandatory to have wedding plan in your mind. Vague idea is also fine when you have decided to hire wedding planner. It is the duty of your wedding planner to guide you advises, you to have a vision of your wedding. Wedding planner knows industry trends better than anyone he also knows which trend fits into your budget.

9. You’re struggling to meet the demands of your friends and family.
Majority of stress for family is supplied by friends and family, you cannot please or impress everyone at the same time you cannot avoid everyone. Wedding planner will help you to overcome these hurdles. You can totally be dependable on wedding planners to resolve the conflicts arrived by expectations from your relatives or friends. Sometimes bride or groom’s own family may also have different views about your wedding, but don’t worry wedding planners will handle it smooth way.
10. If you are going for destination wedding then wedding planner is a must because it is very difficult for you to get references of service providers around the region where you planned to arrange wedding. A Wedding planner can negotiate and take necessary work from service providers depending upon the service requirement and budget for the same.

“The truth is, planning a wedding takes a lot of time, energy and focus,” says Costigan. “Sure, some bits of it are fun and exciting, but then there’s the endless research, details to remember, payments to make and so on which aren’t so much fun but are very necessary. Using one of our wedding planners means you’re in control. It’s definitely your day, your way, but you have a specialist working on your behalf to do the legwork, reduce your stress and ensure every detail is your kind of perfect.”

Competencies needed to be wedding planner
Wedding planner is definitely a profession which requires competencies in order to be in business for long run. According to many wedding planner websites following are the skills or competencies required to be wedding planner or to work for wedding planner firm. (UK, 2016)
Flexible to Accommodate changes (adaptability), Effectively perform in all situations, Look critically at themselves, Look critical to the job, Open to changes of People Knowledge, Relationship management, Conflict Management, Cognitive Systems, Decision Making, Listening, Oral & in writing – being able to express correctly, Interpreting information or Presentations, Understanding of people, Be able to react on questions/complaints To Listen, Interpret and translate wishes and requirements, Formulate opinions Conceptual skills, Systematic work, Interprets the couples wishes and requirements into a wedding, Sense of responsibility

Wedding Planners can offer Following services

Future of Wedding Planners
Rise in the income of Indian middle class people also started to spend more and more on wedding. It has been identified every individual will spend one fifth of his income on wedding. People are also going to hire wedding planners as it is being difficult to organize their own wedding due to less time from busy schedule.

During earlier days there was a joint family system, relatives were playing role of wedding planners. Modern system has declined joint family system so every individual are busy in their own career building task. With such a busy situation people are earning so they feel it is better to hire wedding planner to make it more impressive.

“A lot of people are now working abroad. Their parents are alone in India. They are not even familiar with possible venues for weddings. I am a one-stop solution for everything from cards to photos to the location,” says Tina D’Silva, proprietor of the Bangalore-based TJ Weddings. She specialises in Catholic weddings and handles 10-12 every month. (Pratap, 2014)

Conclusion
Wedding planner is an option for those who are willing to work on their own but struggling to arrange finance. This is because you hardly need any investment to be wedding planner. Most of the entrepreneurs struggle to arrange for money during initial stage of their business start up. This profession holds good to any management graduate because during management graduation they learn to organise things and people in order to arrive at maximum output with minimum resources. Wedding industry being growth percentage of 25-30 (Das, 2016) is definitely promising for those who want to explore career in the same.
Bibliography