

# Weddings Through the Lens.

## LASTING IMPRESSIONS PHOTOGRAPHY

### CHOOSING YOUR PROFESSIONALS , THE COUNTDOWN BEGINS .

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Your wedding may seem a long time away but in reality it is closer than you think. The success of your event depends largely on how well you plan and who you choose to help you on your wedding day. However, regardless of who you pick and how well the day is planned, in the end you will be married and that is the most important outcome of the day.

Deciding who to hire as your wedding professionals is often the most difficult part of planning your wedding and too many couples put off selecting their vendors until late in the process. They are then, unfortunately, often left with fewer choices.

The key to a perfect wedding is to always remember that



this is *your* day not your parent's, your friend's, your coordinator's, and especially not your vendor's.

Your wedding should be the result of your dreams and the flow of your event should reflect your personality. The best way to make this happen is to choose vendors who understand this and whose

personalities blend well with yours.

While it is important to stay within a budget you should be selective where you choose to save, investing in experience always pays off. The second best piece of advice is to use the resources that are at your disposal. The professionals you choose should have first hand experience of what works and what doesn't. The most experienced vendors can often help you save money by sharing tips that are tried and true.

A good vendor should be able to blend your desires and their experience to help your day turn out exactly the way you've dreamed.

## PHOTOGRAPHY

Your wedding photographs are one of the few elements of your special day that will be enjoyed by generations.

A few things you should consider regarding photography:

- How much of your day do you want captured?
- Do you want all formal pictures completed before the ceremony or are you following tradition and

seeing each other for the first time down the aisle?

- Are you looking for the casual romantic style, the more formal traditional, or a combination?
- Will the formal pictures be the bridal party and immediate family only or are you adding extended family and friends? Remember larger groups require more time.

- Will the person you interview be the actual photographer?
- Is your photo package complete or are there hidden costs?

Remember your photographer will likely be the vendor with whom you have the most personal interaction. The memories your photographs evoke will greatly depend on the rapport you have with your photographer.

## FLOWERS, FLOWERS, FLOWERS

Flowers are one of the brides most important accessories, but they need to be the right ones. Maybe you've always dreamed of velvet red roses, or that perfect shade of pink peonies. Whatever your dreams here are some points to think about:

### Consider Your Season:

Your favorite flowers may wilt under your wedding conditions, choose a knowledgeable florist who can make suggestions on flowers you'll love that will last through the day.

### Consider Complementary Flowers

Once the bridal bouquet's composition has been established, move on to other bouquets and boutonnieres, which should complement the bridal bouquet in style, flowers, and color.

**Think about size:** You'll be surprised how much flowers can weigh. Be sure your bouquets aren't too heavy or too hard to carry. Remember you'll be holding your flowers during pictures as well as the

ceremony. Boutonnieres need to be the right size too, too big and they'll break before the day is half over.

**The toss bouquet:** You probably don't want to toss your actual bridal bouquet -- instead have your florist create a small bouquet or tie several tiny ones together and let them loose as you throw giving more girls a chance!



*The perfect flowers add the finishing touch.*

*You should invite approximately 10 percent more guests than your target number, since between 10 and 20 percent of those invited will decline.*



## YOUR GUEST LIST

Creating your guest list is one of the biggest challenges you'll face. You want everyone to be happy but your location can only seat so many and each guest raises the cost. So what to do?

Once you've chosen your location and set your budget you can decide how many guests to invite, now that you have the number of guests consider the following ideas in making up your list:

**Parents:** Consider who's paying the bill, if it's the bride's parents they should have the greater say, same if it's the grooms. If you're paying try dividing the number by three and let each family invite those most important to them and you as the couple invite those most important to you. And remember there will be some duplication.

**Feelings:** If the issue at hand is the potentially hurt feelings

of the uninvited, remember that remote cousins often feel as indifferent toward you as you do toward them, and may be happy not to come. The same goes for distant friends. Focus on people who matter now.

**Co-workers:** A good rule of thumb is that if you socialize outside of work and have the person's home number and use it, you should probably invite them.

## TO BUFFET OR NOT TO BUFFET

Is planning your menu making you nauseous? Are corkage fees, cake cutting fees, bar costs, hors d'oeuvre counts, and wine lists making you dizzy? Then think about these food-wise hints:

- Consider a late afternoon reception featuring hors d'oeuvres and jazz, a brunch buffet, a cocktail reception, or a late-night dessert and champagne reception, all of which cost less than an evening meal.
- Tables of crudités, cheese and crackers, olives, breads, and mini tea sandwiches can cost much less than passed hors d'oeuvres, which require a wait staff.
- Rather than offering your guests a choice of entrée, try choosing one that has the widest appeal.
- Opt for a scaled-down menu with a better (more expensive) caterer rather than a large, poor-quality meal.
- Forgo the full bar. Instead, allow guests to choose between a selected assortment of beers, wines, and champagnes.
- Close the bar early. An hour before the reception ends, limit beverages to soft drinks, water, and coffee. This will also reduce the risk of tipsy guests attempting to drive home.
- Remember one advantage to the buffet: You eat first, giving you the opportunity to walk around and visit your guests.

## ENTERTAINMENT

What kind of party do you want? And who's going to help make it happen? Choosing your DJ is a critical step in your wedding plans he or she will have a great impact on how successful your reception is. While the music sets the mood for the wedding your DJ needs to do more than play the songs on the list you gave him.

So decide what you're looking for, a high energy DJ with props to get the party rolling or an easy going DJ who will keep the party going while staying behind the scenes. So what's the best advice to follow in your DJ search?

- Don't hire a DJ without seeing them in action, either at an event or on demo video.
- Know what you want so you can discuss your desires with the DJ and see how he responds to your ideas.
- Remember it's your party not theirs, your DJ should never make you do a money dance, for example, if you don't want to.
- Consider your guests, if your wedding is a family reunion too your DJ should understand that the music is the background as family visits not the forefront like you're at a rock concert.
- Check with past clients and ask specific questions: How did the DJ interact with them, their guests, and the other vendors.
- Your DJ should remain flexible in his schedule of events, adapting to changes at the last minute. Even the best choreographed event can have unexpected delays or changes.



*Don't forget to have a little fun!*

## TAKE A BREAK FROM PLANNING

Let's admit it, planning a wedding is a lot of work and it's easy to spend all your time talking over the details. So how do you avoid the wedding planning stress?

First remember why you decided to marry each other in the first place. Was it the way he made you laugh? Was it the way she made you feel like her hero? Do things that will help you remember.

- Take the time to do your favorite things with a "no wedding plans" promise.
- Take a drive to a favorite spot and have a picnic.
- Go to an amusement park, there's nothing like being a kid again.
- Take time to play, go bowling, ice-skating, play tennis, any kind of game you both enjoy, a little physical activity is always a great way to relieve stress.
- Have some fun when you take your engagement pictures, make it a "date" not just another thing to check off the list.
- Lastly don't forget to spend "wedding free" time with your friends and family.

## YOUR RECEPTION ITINERARY

Do the events of your wedding need to be the same as every other wedding you've attended? Of course not, it's your wedding and it should be the way you want it.

Dancing, cake cutting, the toast, garter and bouquet, a money dance, what should you do and when should you do it?

There is really no set rule for the flow of events, if you want your toasts before dinner to set the

stage for the rest of the day then do it. Decide too, if you want a "toast" or a "roast" an open mic can quickly get out of hand.

You might also want to consider your guest list when planning your itinerary. Are there going to be elderly or young children? Are guests traveling to attend? Remember all your guests want to share this special day with you but based on age, distance traveled, or health some may

need to leave early. Keep this in mind when scheduling your events. Cutting your cake a little earlier, for example, may give these guests the opportunity to leave without feeling impolite or that they are missing out.

Remember those who want to party will stay regardless of the sequence of events.

Lastly be sure to give a copy of your itinerary to each of your vendors.



*When should we cut our cake?*

**WE'RE ON THE WEB**  
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***Creating images that reflect  
your personal style.***

Congratulations on your upcoming wedding. It may seem a long way off now, but your celebration will be here before you know it.

Thank you for considering Lasting Impressions Photography as one of your wedding professionals. Our goal is to keep our clients dreams and needs first while maintaining the highest degree of quality. We will do everything in our power to make your time with us one of the most enjoyable experiences of your wedding day.

Call us today for your personal consultation, the best dates are going fast.

Sincerely, Dave & Millie Irwin

## **W H Y   L A S T I N G   I M P R E S S I O N S ?**

Lasting Impressions Photography has specialized in Weddings for over 10 years and have had the privilege serving over 700 families. Your once in a lifetime event is not the time to trust someone with less experience. After all do you want your photographer more nervous than you are?

A wedding is not like any other type of photographic assignment where the photographer is in complete control. This is your party, not ours, we understand the importance of being flexible to your needs. Some Photographers may think weddings are difficult, but we love the challenge and the emotions unique to each wedding and our philosophy and experience makes anything possible.

We offer a number of packages to fit a variety of budgets and client needs. Our packages are designed to be as complete as possible without any hidden charges.

Black & White, Sepia tones, Spot Color, cropping or minor retouching are no problem and no charge. On average we deliver custom printed proofs within 10 days of your wedding.

We are a husband and wife team who know the value of personal service. Anything you need we'll be there and you will always be dealing with one of us. Millie and I are the primary photographers for every wedding and will bring experienced assistants to give you that extra camera perspective on the wedding day.

Haven't heard of us? With over 10 years of service in the Northern California area, ask around and you'll probably find a friend who has.

Lasting Impressions Photography...

Experience and quality guaranteed to deliver memories that will be cherished for generations to come.



*Relax and let us capture the  
emotions and personality  
unique to **your** wedding day.*