

catching up with a...planner

JEN HANSEN

Gracious Events Management
Newburyport
GraciousEvents.com

SECRET WEAPON

“You’re only as good as the team you put together, and we’re lucky enough to work with the best vendors in the area.”

How do you guide your couples on the first steps to take?

We hide their to-do list for a moment and work on three important questions: How do you define yourselves as a couple? How can you incorporate those details into the day in a unique and sophisticated way? How can you be the best possible hosts the day of your wedding, making sure all your guests are taken care of? Once these questions are answered, you’ll have the blueprint for your day. Then, you can choose the right vendors according to your vision.

What advice do you have about creating a cohesive style?

Style is about evoking a certain feeling. Is it modern, romantic, vintage or something else? Once you’ve established a mood and a budget, have fun looking at Pinterest and wedding magazines. We encourage our clients to sit and pin away. Create a board that represents your dream wedding. Then, you can delete the ideas that don’t work, are too pricey or just don’t make the cut.

“Embrace the process of planning your wedding with your soon-to-be husband, as this is a snapshot of what marriage will be like. You’re now a team and need to work together.”



What are some unexpected ways to add an extravagant touch to your wedding without breaking the bank?

Most people think lighting, which can help set the mood and tone of the wedding, is out of their budget. We help our couples think outside the box so we can figure out lighting that works best for their venue and is still in their budget. For example, you could do some simple uplighting or hang paper lanterns from the ceiling to add a soft glow. It’s also a fun way to get more people involved—have your bridesmaids and family scour yard sales for lanterns and chandeliers.

Do you have any tips on choosing a venue?

You have to be in love with the personality of your venue. Our favorite ones are not about the location or the room, but the exceptional staff. They make the experience enjoyable for you. If you don’t get a warm feeling when you tour the venue, run the other way.

Are there any obstacles to planning a wedding in the area?

New England weather can change before you know it, so you need a backup plan. Have heaters on reserve in case the temperature drops, know your venues plowing policy in case of a winter storm and make sure to have an indoor option if you’re having an outdoor ceremony—you never know if you’re going to get rained out. >>

