

# The Planners That Do

Founded by two passionate veterans who truly understand the complex dynamics of the wedding industry, **HEAVEN'S GIFT WEDDING CONCIERGE** is the leading wedding planning team you can count on



**WHEN IT COMES TO PLANNING A** wedding, every couple is different in their understanding of what wedding planning entails. It is a journey of rediscovering what their dreams are, as well as managing the expectations vs the realistic fulfilment of their vision. And this is also the very reason Heaven's Gift Wedding Concierge continues to educate the public as well as crafting very tailored service offerings for today's modern brides, without diluting the desire of providing a wow wedding experience for the couples and their guests.

With over 10 years of wedding planning experience and design expertise under their belt, Heaven's Gift Wedding Concierge

has been the trusted team for countless brides and grooms. Their extensive team covers all scope of work from initial conceptualisation, designing every details to the final coordination of the wedding on the actual day itself.

The team is helmed by two highly passionate and motivated founders – Creative Director Hannah Chong, and Operations Director Kim Tay. Hannah, renowned for her creative edge in crafting one-of-a-kind weddings, was the first to recognise the value of concept planning. Exceptional in her vision and ability to put together stunning special events, Hannah believes a good wedding planner is one who

truly understands the art of entertaining, not merely wedding styling. Through her expertise in this field, it is her dream to continue to raise the bar of concept planning in the wedding industry. Meanwhile, Kim, who has over the years developed a systematic and robust framework that makes wedding planning more than just administration and logistics, has an uncanny ability to manage and fulfil every couple's needs.

Having successfully planned more than 350 weddings between them, both Hannah and Kim are the quintessential wedding planners whose combined expertise puts them ahead of the pack. Here, they share the answers to some of the most pressing questions every bride-to-be has:





**As veterans, what are some trends you've observed in regard to couples and wedding planners?**

Having been in the industry for more than a decade, we notice that couples today are not simply looking for wedding planners who can style a wedding – just about anyone can do that, including the bride. Above and beyond styling, what modern couples are after are a team of skilled consultants and planners who are equipped with not only the right attributes to create a beautiful wedding, but also the right attitude to manage the complexities of planning one.

The latter spans a whole gamut of items, including managing clients' expectations; ensuring positive family dynamics and breaking up tension (if any); designing visually-arresting aesthetics; and handling all aspects of vendor relationships and banquet operations. We believe that the combination of all these elements will make up an unparalleled, stress-free wedding experience for the couple and everyone involved.

**What are some of the challenges couples face these days when it comes to planning their wedding?**

In this day and age, parents are increasingly getting involved in their children's wedding planning process – as opposed to five years ago when couples were more independent during the planning or purchasing stage. That's why we always pre-empt our couples that there may be differences between them and their parents should there be opposing expectations – the earlier the couples acknowledge this possibility, the smoother the planning process will be. While it is often best for the couples and their families to decide early on who the final decision-maker is, we like to remind everyone that, at the end of the day, the wedding we are helping to create is specially for the soon-to-be newly weds; their family forms the cornerstone on which the couple can rely to ensure a beautiful, memorable day.

**What about the challenges you face as wedding planners?**

Some of the tasks we have to fulfil would probably warrant others to mobilise an army of fairy godmothers to create miracles! Many people are not aware of the high level of intensity and stress involved in planning a social event, particularly a wedding – the amount of energy and attention required to plan a wedding is enormous. Without the right support and proper management, the build-up of emotions and expectations can be frighteningly overwhelming.

**What tips would you give to couples looking to engage a wedding planner?**

Very simply put, when a couple chooses a planner, they have to be upfront with their expectations between bride and groom, as well as between the couples and the parents; be realistic with what can be achieved, and finally learnt to let of their doubts, and leaving the planning to the people - wedding planners, bridal gown designers, florists, photographers, makeup artists and so on - to whom they have entrusted their wedding.

Of course, as the planners, we must also be upfront about our capabilities from the get-go. One of the things we would never do in our company is over promise - we have to be diligent in managing the various levels of logistics needed to create the wedding we have been envisioning for our couples. Inevitably, a wedding is a reflection of the host as well as their planner.

**HEAVEN'S GIFT WEDDING CONCIERGE**

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