

HARLOW & DAHLIA EVENTS  
COVID-19 & WEDDINGS  
APRIL 2020



Steps to take if Covid-19 may have an effect on your wedding or event

## Covid-19 & Wedding Planning: What now?

It can be devastating to think of the ways Covid-19 could affect your dream wedding.

Therefore please don't let it affect your plans. This does not mean a postponement in dates may not be involved but I'd love to share some strategies on how to minimize the effect Covid-19 will have on your dream wedding plans.

A quick snapshot at:

- Postponements vs. cancellations and creative thinking
- How to communicate these changes to your guests
- How can we manage to keep our vendor team intact? What happens if a vendor isn't available?
- Will our wedding still feel special?



**REACH OUT FOR  
QUESTIONS**

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Photo by Caroline Winn  
Photography

# The situation is unfair

And where do we go from here?

First and foremost, I'd like to share that I feel your disappointment and discouragement. If there is anyone who understands the extent of a planning a wedding, it would be a wedding planner. It takes months, sometimes even years to plan the perfect moment, and to face an unforeseen event such as the Covid-19 take over is simply unfair.

However, there can be beauty in chaos. The reasons that brought you to your wedding day are still there and will be there long after Covid-19 passes. Take the time to breath; take a moment to feel all the emotions this situation has brought on, to feel the sadness, frustration, and confusion. It's okay to feel upset given these circumstances. From here, let's consider our options.



## Thinking Ahead|| Action Plan

Even if your wedding is in the later half of the year begin thinking about your Plan A, Plan B now.

Any wedding at any given time should always have a contingency plan for weather conditions. Think about this current situation under that light.

Think of the perfect case scenario for our date, then consult your venue and vendors for a potential Plan B date and when a date change would be decided upon.

Create a document such as a spreadsheet to keep track of all your vendor information, payments and a few Plan B dates they may be available upon.

This plan may not avoid a postponement but will certainly alleviate the action items behind this difficult decision.

*There is no dream wedding without a contingency plan*

*Photo by Sabin Gratz Photography*

# Do we cancel or postpone the wedding?

Postpone and here's why:

Your first reaction might be to cancel your wedding given the uncertainty behind the development of Covid-19.

The reality is that in the long run, a cancellation may prove to be more difficult than a postponement:

- Under a postponement, all the hard work you've done to date will still be in place and you'll have something amazing to look forward to.
- A cancellation, however, will mean forfeiting most, if not all of your vendor deposits and investments. You may also likely need to recruit a new vendor team.

Postponing your wedding instead will:

- Still hold most of your plans in place. The wedding plans go on, just in a slight different timing and direction.
- You may be able to retain the majority of your dream team vendors and be able to transfer your financial deposits and investments with limited financial impact.

*You convinced me; we will postpone, but all 2020 Saturdays are filled. Do we opt for a weekday or a 2021 date?*

If you can re-book with your venue a 2020 date, but all Saturdays are fully booked, I am a proponent of a weekday or Sunday wedding! In fact, they tend to be my personal favorite dates.

There is no rule book that says a weekday or Sunday wedding is less special than a Saturday event. Your guests will make the time to join you regardless of the date. Weekdays such as Fridays or Sundays tend to be welcome by guests even more so than Saturdays sometimes. It allows them to have a weekend day to relax prior or after your wedding. The change in tradition is one of the many details that in fact CAN make your wedding even more memorable!

*Think outside the box and you'll find the perfect solution.*



# The Uncertainty behind the Covid-19 Path

When will it end?

The answer is no one knows yet. What we do know is the CDC's recommendations on event gatherings and travel bans.

While our team is following closely the latest research behind the suspected timeline of Covid-19, at this time we feel it is in the best interest to consider postponing spring events and early summer events.

*How do we proceed if our wedding is in July, August, September, October?*

Proceed with caution.

- Do carefully work with your vendor team or wedding planner (if you have one) to understand the latest CDC recommendations and bans.

- Do continue to plan but with a strong contingency plan.

- DON'T wait to reach out to your venue to discuss alternative dates. Reach out now and ask what dates are available in late 2020 and 2021, what will changing the date imply for your deposits, and is there a fee for changing your wedding date? Finally, ask what is the latest you can make that change.

- Decide as a couple/family or planning team if it makes sense to keep a 2020 wedding date, or if a 2021 date is the safer option.

## Invitations

Did you already purchase your invitations? Sent them out?

Please review our trusted partners Emily Rose Ink and The Shelburne Gift Studio on what to do if your wedding date needs to be change and how to handle these changes and communication through your invitations suite:

[http://www.emilyroseink.com/love-in-the-time-of-coronavirus?fbclid=IwAR1m3DZeGwK2bBHNHRaFoPkuXFxGqTn-ATZeHhyB\\_i4T-XFs\\_FVmK5clw](http://www.emilyroseink.com/love-in-the-time-of-coronavirus?fbclid=IwAR1m3DZeGwK2bBHNHRaFoPkuXFxGqTn-ATZeHhyB_i4T-XFs_FVmK5clw)

&

<https://www.shelburnegift.com/post/handling-wedding-invitations-in-the-age-of-covid-19>

*Reverse that invitation timeline*

# Dream Team

*How do we keep our exact vendor team if we change our wedding date?*

Once you have ideally a couple of postponements days in mind, consult your full vendor team to see who is available and understand if the new date will be feasible for your entire team.

For 2020 dates, the reality is most vendors might be fully booked for Saturdays and identifying a weekday date would be the best approach to retaining to your vendor team.

For 2021 dates, it's likely your vendor is available but they may charge a date reallocation fee due to changing the wedding date to a different year.

## *The Fine Print*

If there is a wedding date change, there is a possibility you may not be able to retain your exact vendor team.

Prior to parting ways, carefully examine contracts. Events are the livelihood of event vendors and as such many retain their deposits. It is helpful to understand how your vendor will handle retainers, future payments that were due and any other fine print within their contracts.

If your vendor is not available, do not be afraid to ask them for recommendations on other vendors in their fields they highly recommend.

We are all in this together and we work together as an industry to help craft dream events. Your past vendors will gladly point you in the right direction for a vendor available on your new date.

## *Is our wedding still special?*

It can feel daunting to announce a wedding date change, or to move your date to a weekday.

The reality is that your wedding will now be more special than ever. Navigating a situation like a worldwide health crisis while still managing to have a magical wedding only elevates the amazingness of your wedding day.

I know there will not be dry eyes during your ceremony. The love and commitment that it took to make it through today's battles is going to be celebrated more than ever by your guests and loved ones.

Remember, your outlook defines the outcome of your wedding day!

*Your outlook will define the outcome of your wedding day!*

# Ask Your Questions...

IF YOU ARE STUCK ON HOW TO MOVE FORWARD, WE HAVE CREATED A SPECIAL TEMPORARY SERVICE WITH A FOCUS ON POSTPONEMENTS TO HELP ANYONE FACING THIS TOUGH AND DIFFICULT DECISION.

FOR MORE INFORMATION, PLEASE CONTACT:  
CLAUDIA@HARLOWDAHLIAEVENTS.COM

## POSTPONEMENT MUST'S

Questions to ask your venue, vendor team. Help with communication with your venue and vendors.

## WHAT STEPS TO TAKE?

How do we decide?

List of action items to take to successfully postpone your wedding.

## VENDOR REFERRALS

If your venue or vendors are no longer available, we can help think of ideas for dates that could work for all or help you source a new venue and when needed vendors.

