

2022 Weddings

The Year of Engagement, Impact, and Personalization

by Brian Kelm



The New Year is upon us and if you are planning a wedding, the clock is ticking. With the uncertainty of our world, look ahead to being married, all your plans, and how you want to feel throughout the whole experience!

From what I'm seeing among customers, colleagues, and the vibe of weddings now, couples are focused on their plans, emotions, and guest engagement. Anything they involve their time and money on will be from a place of outcome, feelings, and visualization.

Consider the following trends and how they can help you create your very own wedding experience:

1. Focus on the professionals that really matter to you. Start with your priorities; non-negotiables and work your way backwards. Remember, you are reserving these professionals specifically for outcome and results, NOT price.

Ask yourself this question:

"Who are my top three most important professionals and why?"

2. Greater impact, less guests. This dynamic will continue for sometime. A smaller guest count with a more personal and immersive experience is popular now and into the future.

There is no limit to how much emotion, love, fun and good tears that can be created regardless of how many guests are in attendance.

Ask yourself this question:

"What professionals are the most impactful to my desired wedding outcome?"

3. Proof and actions are all that matters. Among your professionals, this is what you are paying for.

Ask yourself these questions:

"Who can deliver the most proof for me and all my guests?"

"Who can help me create the most personal wedding experience possible?"

4. Guest Engagement. The earlier you can engage your family and friends on wedding day, the better. This will keep your guests wondering what's next, participating, and being entertained.

Ask yourself this question:

"What is my guest experience going to look and feel like?"

5. Make it personal. This should be heartfelt for you, your fiancé, parents, attendants, and anybody else helping you plan. For best results, you must go deep, be specific, and refuse to take shortcuts. Go deeper with your creativity and imagination than you've ever seen anybody go before by taking your guests on an emotional journey that they can't predict, don't see coming, and talk about whenever the conversation of weddings come up!

Ask yourself this question:

"How personal and creative can I make my wedding experience?"

6. No copycats. Only authentic, personal, and different will cut it! There is no wedding experience more personal than one that is true to you as a couple and you have the opportunity to create it for you and your guests!

Ask yourself this question:

"If my wedding was like nobody has ever seen or felt before, would it be worth the time, effort, and financial investment to create?"

Remember, creating your wedding experience is a blank canvas. Treat it that way and bring all of you as a couple and your love story forward for all your guests to see, feel, and experience!

If you have a question, an idea you want to run by me, or want to have a quick video call to talk about your wedding experience on a deeper level, please call or text me at (920) 318-3694!

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