Sarah Bennett

Dr. Stuart

Journal Entry: Week Five

During my fifth week at Soiree, I had a few client meetings that I attended with Julianne. We met with two different brides on a few separate occasions to go over the last details of their big day. These meetings also allow for the event planner to build a relationship with their client, which in return builds trust and helps the bride to relax a little more. Julianne and I met with one of the brides, Jessica, at a coffee shop in Charlottesville along with the photographer for her wedding. We discussed the vision she had for her wedding in the sense of pictures, and we talked about a few last minute details she was concerned about. The second bride we met with this week was Kelly, and her wedding was that upcoming weekend. She was very excited and anxious, and extremely organized with everything for her wedding and reception.

Kelly’s wedding was at Grace Church and her reception was at Barboursville Vineyard. Julianne had one of her staff members to be at the wedding, while Julianne and I went straight to Barboursville to get everything set and ready for the reception. Getting ready for the reception is usually an all day process, so it can be very time consuming and is easier with two people working together, along with the staff at the venue. The look and vision for Kelly’s vision was very simple and elegant. Luckily, the wedding and reception were inside because a bad storm came through last minute. Everything ran smoothly at the wedding and everyone made it to Barboursville Vineyard safely. Overall, the night ran very flawlessly and in the end, everyone was pleased with how the day went. It was a good experience for me to attend the client meetings with Julianne before the event itself. Although Julianne has been working with these clients for about a year, it was nice for me to get to meet and speak with them before their event.