

# MANCINI & CO.

— EVENT PRODUCTION —

## WEDDINGS 101: EVENT ROLES



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# HELLO & WELCOME!

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Hey there! I'm Brittany Mancini, founder of Mancini & Co., and if there's one thing I know, it's that weddings are a team effort. From the planner who brings the vision to life to the designer who crafts the perfect ambiance, every role is essential in creating an unforgettable celebration. But with so many different titles floating around—planner, coordinator, designer, decorator—it's no surprise that couples (and even some vendors) get a little confused about who does what.

That's exactly why I put this guide together! Whether you're newly engaged and trying to figure out who to hire or you're a fellow wedding professional looking to clarify industry roles, this breakdown will help make sense of it all. No more guessing what a wedding producer actually does or whether a venue coordinator is the same as a planner (spoiler alert: they're not).

Luxury weddings, in particular, have a lot of moving parts. It's not just about the logistics, it's about the experience. Every detail, from the floral installations to the lighting design, is curated to create a seamless and breathtaking event. And while it may seem like magic, trust me, it takes an incredibly talented team working behind the scenes to pull it all off.

At Mancini & Co., we specialize in high-end wedding planning, design, and production, which means we work with all of these roles on a regular basis. I've seen firsthand how having the right team in place makes all the difference—not just in the execution, but in how stress-free and enjoyable the process can be for couples. Knowing who to hire (and when) is key to making your wedding planning experience smooth and successful.

So, let's break it all down. In this blog, I'll walk you through the different wedding event roles, what they do, and how they all work together. Whether you're dreaming of an intimate, elegant affair or an over-the-top celebration, understanding these roles will help you build the perfect team to bring your vision to life.

Ready? Let's dive in!





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# PLANNING & COORDINATION



## Wedding Planner

- Manages the wedding planning process, making sure you think of everything and meet deadlines
- Works with couples on budgeting, venue/vendor selection, and timeline creation
- Manages the logistics, contracts, and ensures a seamless experience
- May offer full-service planning or partial planning (such as a "Month-of Coordinator")

NOT necessarily included: venue tours, tastings, invites, design, travel, room blocks, and on-site coordination. Be sure to ask!

## Wedding Coordinator



- Focuses on **executing** the wedding day rather than planning it
- Manages the wedding timeline, vendors, and logistics **on-site**
- Troubleshoots issues and ensures everything runs smoothly
- Ideal for couples who have planned the wedding but need **day-of support** (AKA a Day-of Coordinator)

Coordinators are skilled at jumping into situations with very little briefing, working off of the Planner's instructions, and remaining calm under pressure while making important decisions.

NOT necessarily included: decorating or setup/breakdown, and may only be present until all highlight moments are complete

## Wedding Producer



- "Producer" means they do everything! These experts specialize in large-scale luxury weddings with high production value
- May also oversee technical aspects like staging, lighting, rigging truss or other installs, and entertainment production
- May work alongside designers, planners, and coordinators or do it all themselves, if it's manageable, as they have the skills

## Venue Coordinator



- Works for the wedding venue, managing on-site logistics for events in their facilities
- Ensures compliance with venue policies and oversees **in-house services** like catering and furniture setup
- Does not typically handle external vendors or full wedding planning, but will greet them as a host of the event space
- May only stay through a portion of the event, handing things off to the Banquet Manager or Captain once dinner starts





## Wedding Designer

- Focuses purely on aesthetics, creating the overall design vision
- Works on florals, lighting, color palettes, tablescapes, and ambiance
- Collaborates with planners to ensure design aligns with logistics



## Wedding Decorator

- Executes the design plan set by a designer or planner
- Handles rentals, floral installations, draping, furniture, table settings, and more
- Works with a team for setup and teardown

Many decorators will only work with their own sourced inventory, not yours or anyone else's, for liability reasons. Be sure to ask!



## Floral Designer

- Specializes in high-end floral installations, from centerpieces to floral walls
- Designs customized floral arrangements that match the wedding's aesthetic
- Works closely with the wedding designer or planner
- The floral designer may or may not be on-site to oversee installation and delivery, but may have a florist team that executes the vision. They do typically oversee complex luxury events



## Lighting & Production Designer

- Creates dramatic lighting and staging effects for luxury weddings
- Manages chandeliers, uplighting, candlelight setups, and special effects
- Works with AV teams for ambiance and show flow
- While many DJs have lighting available, dedicated Lighting Technicians have the equipment and training to do more complex installations, while keeping it natural to the space



## Bridal Stylist

- Assists the bride with gown selection, accessories, and styling
- May provide fashion consultation for the wedding party

## Stationary Designer

- Designs custom invitations, menus, signage, and calligraphy details
- Ensures printed materials align with the wedding theme

## Catering & Cake Designer

- Oversees luxury dining experiences, from plated dinners to food stations
- Designs custom wedding cakes that align with the event's theme

## Entertainment & Talent Coordinator

- Books live bands, DJs, performers, or interactive entertainment
- Manages contracts, rider requirements, and performance logistics

## Wedding Content Creator

- Provides behind-the-scenes video and social media content in real time
- Creates Instagram Reels, TikTok videos, and candid moments

## Audio-Visual (AV) & Stage Manager

- Handles microphones, sound systems, and live-streaming setups for elaborate and luxury productions
- Coordinates stage flow for speeches, first dances, and performances

## Guest Experience Manager (Luxury Weddings Trend)

- Handles microphones, sound systems, and live-streaming setups for elaborate and luxury productions
- Coordinates stage flow for speeches, first dances, and performances



# BUILDING YOUR TEAM

01

Start with your budget. Have the difficult conversations with your partner, parents, or whoever is fronting the bill and figure out your “musts”



02

The first person we suggest reaching out to is a Planner for a consultation. They can tell you what is attainable and realistic with your budget.  
Hint: Many offer this first call for free!

03

Once you have your budget laid out, you can focus on selecting your venue. (\$500-30k+!)

Either use the venue to determine your guest count or vice versa. The venue also determines what vendors may be needed based on what's included or the overall vibe! Is catering included? Maybe you will need transportation for a ceremony far up on a hillside.

The venue may also have preferred vendors with discounts for recommendations. Finally, their availability may determine your date.



From here, you should have an idea of your needs and the funds remaining for them. We don't suggest reaching out to any other vendors until you have your **venue** and **date**.



# BUILDING YOUR TEAM

04

You have the who, when, and where - now you can send save-the-dates and work through the how! The only way to move forward is to prioritize what's most important to you. List your "musts" and search in order.

Maybe a meal is unnecessary to you, and you go with a cocktail style reception. Maybe its casual and more about the experiences, like boat rides and hikes. Whatever your "musts", be sure to share your budget while searching, so you don't waste time talking to vendors and overwhelming yourself.



## Tips:

- Save money on floral by reusing bridal bouquets as centerpieces
- Have signature drinks, beer, and wine only at the bar to save you hundreds!  
You can also host these and still have premium cocktails available as a cash bar, if your provider is willing
- If you have any travel involved, for yourselves or guests, use a travel agent to utilize their discounts and pay less - even with their fees! They get major discounts on including flights, rental cars, rooms, or even fun activities like theme parks, and they can also get you perks no one else can offer!
- Opt for vendors with a la carte services and don't be afraid to speak up about your needs

The most important thing to remember is that it's perfectly okay to wait and save until you can create the wedding you truly want.

Your wedding doesn't have to look like anyone else's—your friends and family will be thrilled just to celebrate with you!

Ultimately, the people who will remember your wedding day the most are you and your partner. Focus on incorporating personal touches that make it special for you, and invest in the moments that will create lasting memories.