

Once you have captured the ideas and visions from the couple, you should take those new ideas and run them by your colleagues. Your creative colleagues, whether a peer, friend or family member, can help you flush out the good ideas from the not so good ideas. Kelven reminded the group not to operate in a vacuum. Brainstorm with colleagues to think about how you can make the couple's ideas even more memorable.

Another creative source should be your key vendors. Reach out to them for brainstorming and new ideas on products they may have. As a planner you can call them up and ask for the new and trendy product ideas, or learn from them new ways to use an old item. A smart vendor should be happy to give you ideas because it may result in new business. Keep in mind; this is a great way to get new ideas and to help gain inspiration to create the twist you were looking for at their event.

And finally, don't be afraid to abandon a bad idea. If you start to plan something and you see it is not going to come off as planned, don't force it, go back to what works.

Kelven then gave his favorite new ideas for the guests to borrow at their next event. First is the concept of a "Bridal Valet." This is an individual hired to shadow the couple or wedding party to make sure they are well attended to at all times. They are the waiter that will attend to the bride, interact with her during the event, make sure she always has water, makes sure the bridal party has hors d'oeuvres during photos, and anything else that needs to be done until the couple gets in their car to drive away. This allows you, the planner, time to attend to other event logistics.

If you can't afford to hire a person specifically for this role, then you need to meet with your caterer to assign a waiter specifically for the head table. The key is making sure this person is enthusiastic about being there and happy to attend to the needs of the bridal party throughout the event.

Kelven's next idea is to take leftovers to a new level. He prepares a "Wedding Supper Box" - a basket of leftovers disguised as a beautifully wrapped gift for the couple. It includes room temperature hors d'oeuvres, snacks that include cheese and crackers, a piece of wedding cake, individual bottles of sparkling water and champagne (with 2 straws) since the couple probably didn't get much of their own food at their wedding. This is then awaiting the couple in their limousine. And of course, it includes a card from the planner to thank them for their business, wish them the best and endorses the personal relationship.

Before concluding, Kelven asked guests to remember that a great wedding is not one that has a lot of new ideas, but a couple of personal, truly memorable touches. As an event planner learn to inspire your creativity, listen to the wedding couple on what they are looking for, bounce ideas off your peers and synthesize ideas (or twists) to a few of the couples ideas to ensure their happiness on their wedding.