Wedding Planner interview questions

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What to expect

Wedding planner interviews are usually a mix of process talking, scenario judgement and evidence that you can hold a client relationship through stress. Small businesses and sole traders hiring their first or second planner will also want to know how you handle your own admin, insurance and record keeping.

- **Process and method:** How you take a couple from first enquiry to final pack-down: budget setting, supplier sourcing, run sheets, payment schedules.
- **Behavioural:** Past examples of handling supplier failures, difficult client moments, competing deadlines or a wedding that went sideways.
- **Scenario and judgement:** Live problems such as a weather change, a late vendor or a guest number jump, where they're listening for how you decide and communicate.
- **Budget and commercial:** How you build a budget, forecast costs, present quotes and keep a couple on track without overpromising.
- **Client-facing:** How you advise couples, manage disagreement, and handle the emotional weight of a high-stakes family event.
- **Logistics and self-management:** Peak season load, travel, weekend work and how you keep multiple weddings moving without dropping detail.

Expect one or two conversations. The first is usually with the owner or senior planner and covers your background, how you plan, and a couple of scenarios. If you progress, there's often a practical component: a short planning task, a budget exercise, or a walk-through of how you'd handle a specific wedding brief. Some employers will also ask about your own setup if you'd be contracting, including ABN, insurance and how you quote your time.

1. Walk me through how you take a couple from first enquiry to the wedding day.

Why they ask

This is the core process question for the role. They want to see that your method is deliberate rather than reactive, and that the budget, supplier list and run sheet are connected rather than three separate documents.

How to structure your answer

Answer chronologically in stages: enquiry and discovery, budget and date lock, supplier sourcing and booking, confirmations in the final fortnight, then run sheet and on-the-day coordination. Name the tools you use at each stage and the point where you hand decisions back to the couple.

> **Example answer**
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> *“First enquiry is a conversation about three things: guest numbers, date flexibility and the rough figure they want to spend. I get those on paper before we talk venues, because the guest list drives everything else. From there I set up a working budget in Excel and a shared folder in Aisle Planner, and we lock the date and venue. Once the venue is signed I build the supplier schedule backwards from the date, so caterer, celebrant, photographer, florist and styling all get sourced in an order that respects deposit deadlines. Through the middle months I meet the couple weekly or fortnightly, present quotes in a summary rather than a pile of emails, and update the budget as each booking lands. In the final fortnight I send written confirmations to every supplier with arrival times and contacts, then write the run sheet and brief the venue. On the day I'm running the run sheet, checking set-up against the styling brief, and keeping one eye on the weather plan.”*

2. Tell me about a time a supplier let you down close to a wedding day.

Why they ask

Supplier failure is the classic stress test in this work. They're checking whether you had a backup, whether you told the couple early, and whether you kept the day on track.

How to structure your answer

Use STAR. Set the situation in one or two lines, describe the specific task that fell to you, walk through what you did step by step, then give the outcome and what you changed afterwards.

Example answer

"The situation was a Saturday wedding where the florist's delivery didn't arrive at the venue by the agreed set-up time. My task was to get the ceremony and reception looking finished without panicking the couple, who were getting ready offsite. I called the florist first and found the driver had gone to the wrong address, so I confirmed a revised arrival window, then rang the venue coordinator to hold the ceremony space open for set-up and let the photographer know we might shift the first look. I pulled the loose styling items I had in the car, the candles and table numbers, and set those so the room read as nearly finished. The flowers arrived about forty minutes later and we had everything in place before guests were seated. Afterwards I added a delivery confirmation call for every supplier on the Friday before, which has caught two near misses since."

3. It's the morning of an outdoor ceremony and heavy rain is forecast for the ceremony time. What do you do?

Why they ask

Wet weather is the most common real scenario in this role, and they want to see judgement under pressure rather than a rehearsed answer.

How to structure your answer

Show a sequence: assess the actual forecast and the venue's options, decide within a set timeframe, then communicate in a fixed order. Name who you tell first and how you keep the couple calm.

Example answer

"I'd check the radar one more time and confirm the indoor option with the venue, including how long a changeover takes and whether seating numbers still work. Then I'd set a decision point, usually about two hours before the ceremony, and tell the celebrant and photographer first so they can adjust their setup and shot list. The couple get a short, calm call: here's what we're doing, here's why, and here's what doesn't change. Then it's the florist, the musicians and the venue staff, each with the new arrival and set-up times. I'd walk the indoor space myself to check the aisle, the light for photos and where signage needs to move. If the rain clears right before the ceremony, I'd only switch back if there's genuinely time and the venue agrees, because flipping twice unsettles guests more than one firm decision."

4. How do you build a wedding budget and keep it on track when the guest list keeps growing?

Why they ask

Budget discipline is a specialist skill in this role and the main reason couples hire a planner. They want to see that you understand catering and venue cost structures rather than just totalling invoices.

How to structure your answer

Explain your method first, then illustrate it with a real example. Show how you forecast, how you flag risk, and how you give couples choices rather than a flat no.

Example answer

"I start with a per-head figure for catering and drinks, because that's the line that moves fastest when numbers change, then allocate the rest across venue, photography, flowers, styling, entertainment and a contingency. Everything sits in one spreadsheet and the couple can see the running total,

what's committed and what's still an estimate. When a guest list grows, I show the couple what the increase does to catering, seating, stationery and hire items, and I offer two or three ways to absorb it: trim the styling spend, move to a set menu, or cut a supplier line they care less about. On one wedding the list grew by about thirty people partway through planning, so we reworked the drinks package and swapped a plated dinner for a shared menu, which kept the total where we'd agreed without the couple losing the parts of the day they actually cared about."

5. A couple disagrees with your advice on styling and you think their choice will blow the budget. How do you handle it?

Why they ask

This tests the advisory side of the job: whether you can hold a professional opinion without becoming the person who tells a couple what their wedding should look like.

How to structure your answer

Show a client-facing sequence: listen properly, get the numbers clear, present options with trade-offs, then let the couple decide and record it. Close with how you keep the relationship intact either way.

Example answer

"I'd ask them to talk me through what they love about the idea, because sometimes the version they want can be done more cheaply once I understand what's actually driving it. Then I'd put the numbers in front of them plainly: here's what the full version costs, here's what it does to the rest of the budget, and here are two scaled-back versions that keep the same look. I'd be clear about my recommendation and equally clear that it's their wedding and their call. If they still want the original, I'd get it agreed in writing, note which other line we're reducing to pay for it, and move on without relitigating it. The relationship only suffers if I keep re-raising something the couple has settled."

6. How do you keep several weddings on track at once during peak season?

Why they ask

The role runs on overlapping clients through spring and autumn, with weekend and evening work. They want evidence you have a system and that you'll stay with the job through the busy months.

How to structure your answer

Describe your system concretely: how you organise files, what you check weekly, and how you protect the deadlines that matter most. Finish with how you handle a genuine clash between two clients.

Example answer

"Every couple gets a folder in Aisle Planner with a shared budget, a supplier list and a timeline that works backwards from their date, plus a weekly checklist I run every Monday. I flag anything with a hard deadline, like a deposit or a final headcount, in a separate colour so a Saturday wedding can't quietly eat the week I need for a Friday one. In practice that means I do the next two weeks of work for every client rather than just the closest one. If two couples genuinely clash, I look at what's immovable, usually a venue walk-through or a final confirmation call, and I move what I can, then tell the affected couple early rather than on the day. I also block out recovery time after big weekends, because a plan built on no rest doesn't survive a full season."