

A photograph of two brides sitting on a green tufted sofa in a garden. The bride on the left is wearing a black lace dress and holding a large bouquet of flowers. The bride on the right is wearing a green and black plaid jacket. They are both smiling and looking at each other. The background is filled with lush greenery and flowers, including white daisies, pink roses, and purple flowers. The scene is lit with warm, golden light, suggesting a sunset or sunrise.

# Wedding Trend Report 2022

*Brought to you by  
The Wedding Academy*



TABLE  
1  
*Three*

# 2022 is set to be the BIGGEST year for weddings since the 80's!



*Demand for weddings is expected to skyrocket well into 2023. There has never been a better time to enter the wedding industry.*

*We're beyond excited as we're hearing from wedding planning colleagues how their diaries are literally full for the next 12 months+*

*We want you to be a part of this growth and be ready to hit the ground running as a Wedding Planner! Enrol now to get certified in 2022!*

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# Welcome to the 2022 Wedding Trend Report

It almost doesn't seem possible, but the Wedding Trend Report is now in its 8th year and over those 8 years we've certainly seen some changes both in the wedding industry and throughout the world in general.

I don't know about you but 2022 already has a feeling of hope surrounding it. I know certainly in my part of the world, in rural Southwest France, Spring has come early bringing with it new growth and hope for the month's that lie ahead. And that's how I feel about the forthcoming year.



2022 feels like the year of optimism. Planners, venues, photographers, stylists, caterers and so many other wedding pros are telling me they're fully booked for the coming season, and the one after that. It's wonderful to hear the positivity after two years of turmoil.

It's time to get your wedding mojo back because we're about to see a spike that's not been seen since the boom in the 80's, and I for one am excited.

So what will we be seeing in the year ahead?

Well move over Bridgerton there's a new period drama in town from Julian Fellowes, *The Gilded Age*, set in 19th Century New York City. Originally billed as the prequel to *Downton Abbey*, and set three decades prior, this lavish production will no doubt inspire some trends in both fashion and décor, and personally I can't wait.

And as if that wasn't enough period drama for one year get ready for round two of my all-time favourite show, *Downton Abbey*, as it takes to the big screen once again. Set in the 1930s we're absolutely going to see more trends come out of this for not only 2022 weddings, but 2023 as well.

And the icing on the cake of course is that we'll be treated to the onscreen wedding of Tom Branson, the Irish Socialist and chauffeur, at the start of the movie which will no doubt spark trends of its own.

I'd love to hear your thoughts on the trends you're seeing in your part of the world so remember to tag us on Instagram @weddingacademylive and use the hashtag #weddingtrendreport to let us know.

Now grab yourself a cup of something special and set aside a couple of hours of pure enjoyment and immerse yourself in the wonderful world of weddings.

*Kylie x*

# Our Top 2022 Trend Predictions



Jan & K

REQUEST THE PLEASURE

Harry + Ava

TO CELEBRATE THEIR WEDDING

Thursday 21<sup>st</sup> October 2021

AT 1PM, AT THE MOUNT WITHOUT, BRISTOL

Menu

Starter

ROSEMARY AND GARLIC CAMEMBERT  
BAKED IN ITS BOX  
WITH CRUSTY BAGUETTE & BEETROOT RELISH (V)

Main

ROASTED BELLY OF PORK  
CRACKED BUTTER POMME PURÉE  
CABBAGE, APPLE AND CRACKLING  
THATCHERS CIDER SAUCE

Dessert

COFFEE PUDDING, BUTTERSCOTCH SAUCE  
CLOTTED CREAM  
FILTERED CLIFTON COFFEE,  
L INFUSIONS

Mr & Mrs Harry + Ava  
The Mount without, Bristol  
Tel: 0117 923 2020  
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Seal: Harry + Ava  
Seal: The Mount without, Bristol

Seal: The Mount without, Bristol  
Seal: The Mount without, Bristol

Otto

Emily

Dan



# 2022 Top Trends with Martha Tobyn

WEDDING PLANNER, STYLIST & MENTOR

## A New Approach to Wedding Planning

In my opinion, a silver lining of the Covid pandemic for weddings is the reset in expectations. Modern couples have been trying to break free from outdated traditions and old school expectations for years and the pandemic gave many the excuse they needed to have the wedding they really wanted. And couples are not going to give up that new found freedom to elope, plan a micro wedding or do away with wedding practices that just don't feel right for them.

Some traditions and certain meaningful gestures are still important for many couples, but it's about choice and creating new traditions, without expectation and criticism that is liberating for them.

There is also going to need to continue to be a certain amount of flexibility to the wedding planning process. With 2022 and indeed 2023 set to be huge years for weddings, couples who are only just embarking on the planning journey will need to be more open minded. Considering weekday weddings, Autumn/Winter dates and alternative venues & suppliers to their first choice will be the key to lower stress planning.

## Return to Nature

There is definitely a sense in the air of returning to our natural state in many aspects of our lives, and weddings are no exception. After a turbulent couple of years we're craving the magic and comfort of being at one with our environment and out in the open.



I see this translated into weddings with an increased interest in rural wedding weekends, outdoor ceremonies & receptions, and more requests for organic decor and natural floral styling.

Sustainability and mindful planning are increasingly very important to many couples who are choosing to make more environmentally conscious decisions, reducing waste and going for a more minimalist and natural approach to their wedding styling.

## Digital Stationery

With this in mind I predict a further increase in the use of digital stationery. Many of my 2022 couples are choosing to do away with paper Save the Dates and some are opting for digital Invites too. The wedding website has become the essential tool to communicate wedding plans to their guests without the need for bulky invitation suites and unnecessary RSVP cards.

✱ *"After Covid related restrictions, they are ready to PARTY in style! The priority is to have as much fun as possible and create a multi sensory celebration."*



On the flip side, for those couples who love stationery as a keep sake, more thought, care and personalisation is going into these items than ever before.

### **Fun, Experiential and Multi Sensory Events**

In contrast to those couples opting for a 'back to nature' paired back feel, many soon-to-be-weds are putting emphasis (and their budgets) into creating an unforgettable wedding experience. After all the Covid related restrictions, they are ready to PARTY in style! The priority is to have as much fun as possible and create a multi sensory celebration with everything from excellent food and drink to unique entertainment. Think carefully curated bespoke menus and unique acts such as interactive musicians and drag queen performers.

Don't forget the other senses. Personalising your wedding with a signature scent has never been more popular. Scent can be an amazing memory trigger so choosing a particular smell for your celebration can help conjure those amazing joyous feelings for years to come.



# The Wedding Academy's Top Trends



## Big Impact Florals & Styling

And of course nothing tickles our senses like quite like a multi layered textural and visual feast. Which is why big impact florals and styling are also set to be top requests for 2022.

With some couples postponing their plans for 2 years or more many have been able to save and put more towards their dream wedding budget. As a Stylist I'm of the opinion that one of the areas you can create the most impact with this additional cash is in the aesthetics.

There is nothing more magical than seeing a couple and their guests walk into a venue and see it take their breath away. It's like going to the theatre and experiencing the most amazing set displays that transport you to a place or tell a story. That's what great wedding styling can be, except the couple and their guests have the added pleasure of being part of it and interacting with it, not just watching from a velvet seat.





Whether a couple has a big budget or a more modest one this impact can be best created with carefully considered colour palettes, and investing in florals and decor details. Consider large scale floral/foilage installations, colours that complement and contrast to add softness or drama, and furniture, linens and decor that add shapes and textures to a wedding design.

When I talk about colour I don't necessarily mean always using bright and bold colours. Impact can be achieved by the perfect balance of pastels or carefully curated neutrals. See more of my thought on colour trends in the final chapter of this report.

### **Creative Storytelling & Art Inspired Weddings**

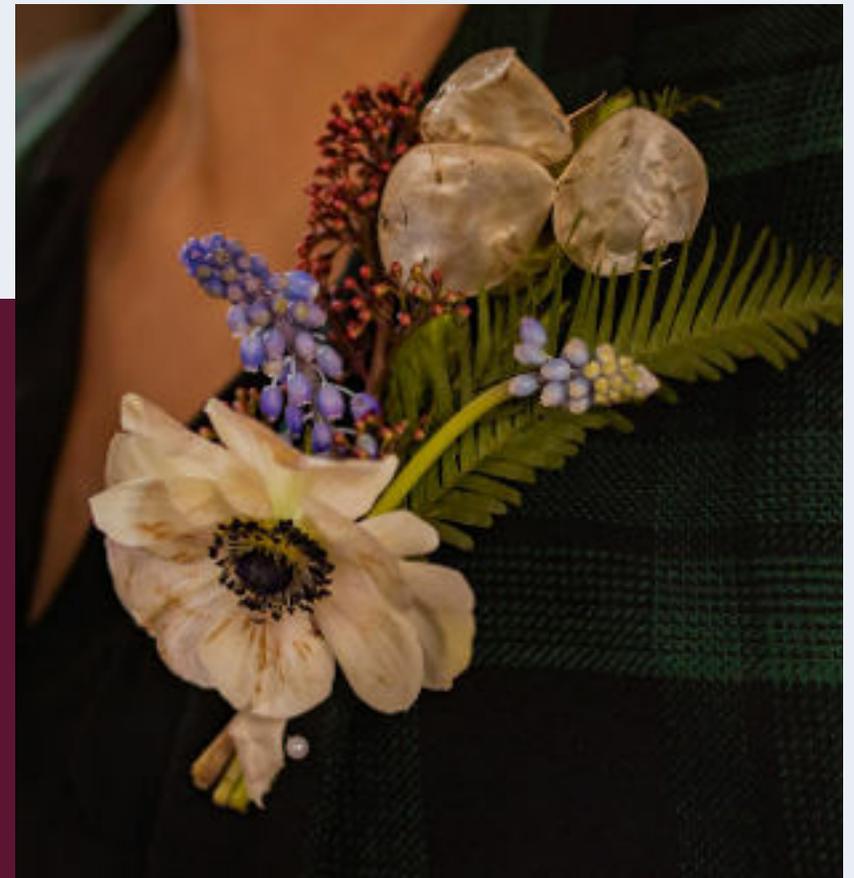
With an increased focus on the visual and immersive wedding experience I definitely think we'll see more couples prioritising a creative wedding design. Gone are the days when everyone has the same cookie cutter weddings and looks for a package which includes a few standard decor items (venues still doing this please take note!). This has been on the decline for a while but with

couples having more time to plan their weddings (thanks Covid!) and more motivation to spoil their loved ones to an extra special day, there is an increased focus on creative details and designs that tell their unique love story.

With so many talented wedding stylists offering to support couples who are less confident with the aesthetics, everyone can achieve an amazing wedding design whether they are naturally creative or not. I've personally never had more interest in my creative design & styling services than this year!

Along with this interest in the design details comes a focus on art inspired decor and styling. Designers are looking to source or make more hand painted and crafted styling & decor elements to add unique touches to the clients weddings.

*Words by Martha Tobyn*



# LGBTQ+ Workshop - The Dark Side

The first part of this workshop included a seminar hosted by Stephanie Dreams Photography along side another photographer Ruby Walker.

Stephanie talked about how to be more inclusive in the wedding industry, not just photographers but all vendors. We had a look at our wording on our websites, contracts and questionnaires to make sure that we are including everybody. Not everyone is a bride and not everyone is a groom, not everyone has bridesmaids and not everyone has groomsmen. Lets ask people how they want us to address them, he/him/they she/her/they.

Before photographing in the afternoon we got a chance to meet with the real model couples and straight away you could see how in love they were and open to our questions and our concerns of not wanting to say something that may offend anyone. All the vendors on the day were lovely and welcoming and Stephanie and Ruby did an amazing job by keeping the groups small and friendly, making sure everyone got the shots they needed and wanted.

With thanks to the wonderful shoot team:

Photographer - Chantelle Shepherd Photography

Workshop - Love For All LGBTQ+ Wedding Workshops

Lead Photographers - Stephanie Dreams Photography & RubyWalkerPhoto

Venue - The Mount Without

Wedding Stylist - The Little Wedding Helper

Models - Rachael and Sarah @the.blonde.explorer

Florist - Wild Thoughts Floristry

Flower Ribbon - The Botanical Dyer

Dress - Crazy In Love Bridal

Make up artist - Stephanie Graham

Hair stylist - Hair by Kansas

Cake - Cemlyn Cakes

Head Crown - Clare Lloyd Accessories

Grazing Platters - The Pickle And Pear

Celebrant - Jennifer Patrice

Stationery - Hunter Gatherings

# The Wedding Pro's Predict





# Modern Wedding Trends with Valentina Ring

## WEDDING PLANNER, THE STARS INSIDE

With a rise in elopements, micro weddings and casual-chic mini ceremonies, I'm seeing more couples make wedding choices that suit their modern way of living.

More two-piece wedding dresses, designer homeware to use as keepsake wedding decor, multi-sensory fusion-cuisine bespoke menus and cakes, and stylish earthy colour palettes with bold pops.

I'm also seeing a continued rise in pearl and celestial motifs, vintage furniture, and secret-garden-style atmospheres with intentional, magical lighting in cosy outdoor spaces.

Couples want their wedding experience, and the details of the day, to be truly meaningful - and never more so than now, after everything that's happened. I'm seeing a joyful combination of escapism and homeliness in their styling choices, and I love it!



# The Return of Epic Celebrations

"Fun! This is the first word that comes to mind! We're really seeing a shift in our couples' mindsets around planning, with an emphasis on all things fun! Whether it's having a live band, an after party, a pool party the day after, a full wedding weekend experience, they just want to have a good time! We see this translating into all design elements as well, with things feeling more playful and experiential for the guests! "

**Heather Balliet, Amorology Weddings**

"The biggest trend i see now upcoming is the creating of a full ambiance and atmosphere for the disco party after. 80ies inspired clubbing decor and people want to party again, because after being now in lockdown with comfy outfits for so long, a need for celebrating life, lot of glitter and dressing up is there like never before."

**Anna-Jill Gierhards, Kiss from Fleur**



"An amalgamation of anniversary and reception, an anni-ception is a bigger celebration after an intimate ceremony. Last year, many couples had to have smaller weddings, which gave them the chance to save up for a large reception to mark the first anniversary of their marriage. It gives brides and grooms who eloped the opportunity to enjoy a grander event down the line – to celebrate with all their loved ones a year after they tied the knot.

I expect to see an increasing amount of non-alcoholic drinks on wedding menus, and in line with this trend, there are now more and more catering companies launching sets of delicious and delightful drinks sans alcohol. Mocktail recipes are going to play a significant role in reception refreshments; other yummy soft drink treats popping up behind the bar at weddings include pomegranate seltzer, lemon-sage seltzer, lavender-lime seltzer, and cherry limeade.

Couples are getting more adventurous and want to express their personality in their wedding concept. I expect to see more exciting colour palettes in their unique wedding design.

Couples will be using more digital save the dates and RVSP. Couples love to share wedding details virtually and getting responses right away. Its more sustainable and allows for last minute changes."

**Sandra Scharlach, Infusion - Bespoke Wedding Concepts**

# Luxury Wedding Trends

"We will see a return to celebrating boldly - big numbers, multi day celebrations. With less travel hesitancy, destination celebrations will be top of couple's considerations. Sustainability will be an increasingly important factor our industry."

**Chenai Bukutu, ByChenai Events**

"We will be seeing more weekday weddings due to postponements and rescheduling from 2020 and 2021."

**Bruce Russell, Bruce Russell Events**

"Next year there is a big trend in what is being called "Anni-ceptions". So many of our gorgeous couples who were not able to celebrate their wedding ceremony with their family and friends were legally married and "post "Covid in 2022 they are all planning their amazing dream wedding receptions for their 1st Wedding anniversary to celebrate their love with their family and friends.

**Incredible Cakes.** Cakes have always been a focal point at Weddings and are taking centerstage in 2022 with incredible detail and mouthwatering flavours to excite everyone's palette including Champagne, Strawberry & Rose, lemon and Elderflower and Chocolate Baileys with chocolate truffle buttercream.

In 2022 Destination hinterland, country and beach weddings within Australia will be filled with Wedding magic and memories to cherish forever. Australia is full of so many incredible and breathtaking wedding destinations and with travel still a little unknown in 2022 so many of our couples have booked to get married in Australia and why wouldn't you as we are so fortunate to live in one of the most beautiful countries in the world.

**Alysia Bridger, Alysia Bridger Events**



# 2022 Top Trends with Holly Poulter

CREATIVE DIRECTOR, REVELRY EVENTS

2022 is set to be an explosion of personality and colour in weddings - we're going to see couples embracing maximalism and mismatching. After the last few years we've all had, it's going to be an 'anything goes' sort of year. The colours and vibe on the runway and interior design trends we're seeing predicted for 2022 are brave, bold and a full dose of 'inner child'.

Nostalgia will continue to be big theme in 2022. We saw how the 90s aesthetic has been popularised through film, TV, fashion, interiors and weddings, and we don't see that fading. But we do see other eras being explored for big day inspiration. We're talking about anything from 60s chic, 70s disco, or 80s OTT designs.

But we're also seeing the time machine dial back even further with couples seeking big day inspiration from the return of Bridgerton - the Regency era will be coming through in blousy bridal dresses, overly embellished cakes and pastel florals.

We're also going to be seeing a return to plated meals, a swing back from a few years of family style dining and grazing tables. This might be a hangover from the health concerns COVID gave us, but we're still also seeing casual dining high on the agenda, which means fun individual food ideas like tapas trays, personalised pizza boxes or single-guest picnic baskets - fun features without the compromising on hygiene factor.



Vegan and vegetarian meals will also continue to be popular, as couples are more and more aware of where their food comes from. Couples will be working closely with their caterers to consider sustainability, waste and carbon footprint in their menu choices.

We're also, surprisingly, seeing wedding booze decrease in the next few years, as people drink less or opt out completely. New and interesting non-alcoholic options will be more considered alongside the usual fare.

We saw this trend emerge last year when smaller weddings meant that some traditional forms of entertainment just weren't making sense. A lower headcount often means a 5-hour dance party just feels weird, so couples have been exploring different avenues for entertainment, both passive and interactive. We're being asked for casino tables, stand-up comics during dinner, live-artists, cabaret performers and magicians - anything non-musical that can surprise guests and keep them occupied. Heck, even a piñata can add a little something extra to the party.





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# Destination Weddings



"It's no secret that this Pandemic changed the world of weddings and we are not talking only about elopements or micro weddings! The rise of outdoor weddings came with the use of tents! However, in Greece we are seeing open air tent like structures, purely decorative nature, covering the whole reception area. Heavily decorated sparkling fairy light ceilings and sides, bring the unforgettable mood to an open-air event. Tents have become part of décor.

Florals are becoming more art-like, intentional, and artistically arranged. For instance, a field of purposely arranged white roses or floral clouds floating in the air.

Luxury events are pushing creative boundaries with interactive décor to impress, all the while keeping sustainability in mind as well! Clients are trusting their suppliers and giving creative freedom to event designers for unforgettable experiences.

Coming over from Russia, we are seeing the modern use of flash photography and luxury events captured with style and grace. Fashionable Vogue-like, glossy magazine-worthy images. Night-time flash photography is on the rise again, but with a modern, artsy new-age look!

After all the lockdowns, people felt the urge to celebrate and travel! Thus many couples have decided on a destination wedding week with family-style meals, celebrations and multiple activities. A new trend on the rise, especially in Greece, is the extended wedding week or weekend. Spending quality time with your family and loved ones is what really matters after all!

In the latest bridal fashion, among others, we see trends like sculpted 3D lace, full gown oversized floral lace, beaded floral appliques, oversized puffed off-shoulder sleeves, detachable elements like capes or draped sleeves, fitted corsets with architectural shapes, big volumes fabrics and lots of pleated ruffles, personalized veils with embroidery and beads and transparent full-body lace!"

**Sanya Percic, Ellwed Magazine**

"I think sustainability will be the biggest trend and change going forward - our clients are now more keen to reuse elements across the day. Elements such as flowers - for example if you have an amazing floor based meadow down the aisle you can reuse this in different areas of a venue to ensure the beautiful decoration is carried throughout. We've also noticed that when it comes to catering our clients are becoming interested in the ingredients being ethically sourced or Fairtrade. Supporting local businesses - I think this will be a big part of couples research going forward to support small businesses where possible.

Table plans - I think we will see more escort card table plans rather than one large board due to there being so many guest changes on the lead up to weddings. Escort cards are individualised name cards with a table number on that guests pick up on their way in to the dining area. These are easier to add and take away last minute which is much more adaptable in the current climate."

**Holly Episkopou, Wonderlust Events**





# A New Era for Weddings

"Whether couples are focusing on what truly is important to them, or a push towards individuality, we are seeing more couples marching to their own drums in 2022, picking colors they love, flowers they are drawn to, and celebrating with their favorite people.

The color palette emerging (and not totally new) is earth tones - nude, beige, soft white, dusty rose, and rust. Pretty in its own right, it has been rumored to be making an appearance due to an increased focus on the environment post-pandemic.

This sentiment is being echoed in couples' desire to have a smaller footprint, through sustainable catering, digital invitations, or a desire to utilize local vendors.

A trend of smaller guest counts that was mandated in 2020/2021 is now a choice in 2022. Couples are opting for intimate celebrations where they can spoil their guests in person or virtually. Big or small, our couples are on a mission to give their guests an event, or full weekend to remember. They are splurging on personalized details, "wow factors," and different ways for guests to feel special.



Tablescapes will be full, lush, and very detailed. Escort walls will continue to be a big trend, also ceiling installations, although looser than in years past.

2022 is the year of technology. We are seeing more and more wedding pros adopting software into their company to streamline their processes and give their clients a better experience working together. Time is money and nothing saves time like a good software fit!"

**Nora Sheils, Rock Paper Coin**

"I think celebrations will have a big comeback in 2022 but may have a slow start depending on each country's restrictions. Couples will have smaller weddings but adding a lot more quality to really spoil their guests. This generation seems to be bolder and more daring, which translates to more unique wedding styles."

**Cathrin D'Entremont, Cathrin D'Entremont Weddings**

# Clémentine Ward's thoughts on 2021 and predictions for 2022...

FOUNDER & WEDDING PLANNER  
OF AWARDWEDDINGS

As we hoped that 2021 would be much better, unfortunately it was another complicated year with so much uncertainty and new waves of postponements. It did get better for the second half of the summer though and we were able to start the season! At last, and it felt sooooo good!

There were two things that we remember from this year and that are likely to stay for 2022 or at least the first few months:

✦ The continuing uncertainty: the pandemic is not finished, with new waves and measures so couples still need to plan around the travel measures for their destination weddings. That's not easy and has big implications on the planning. Some couples are still wondering whether they'll be able to have their big day. The stress is just too long for some who end up cancelling or postponing to 2023.

Last minute planning: with this uncertainty, the final arrangements are getting really last minute. As guests often drop down due to last minute travel issues, couples can't confirm details until very late. This translates into a need for much more planning and flexibility from suppliers. It can be quite challenging, especially with the increase in weddings so suppliers better get ready on everything they can as early as possible to leave time for these last minute adjustments and changes.

✦ Bright styling! After two stressful years, couples want bright wedding designs with lots of colours! We're seeing blues, purples, bright red, mixed with softer shades to make the bright colours stand out. It's a trend that is going to carry on in 2022 and beyond! Cream and nude colours are a bit less prominent in styling.

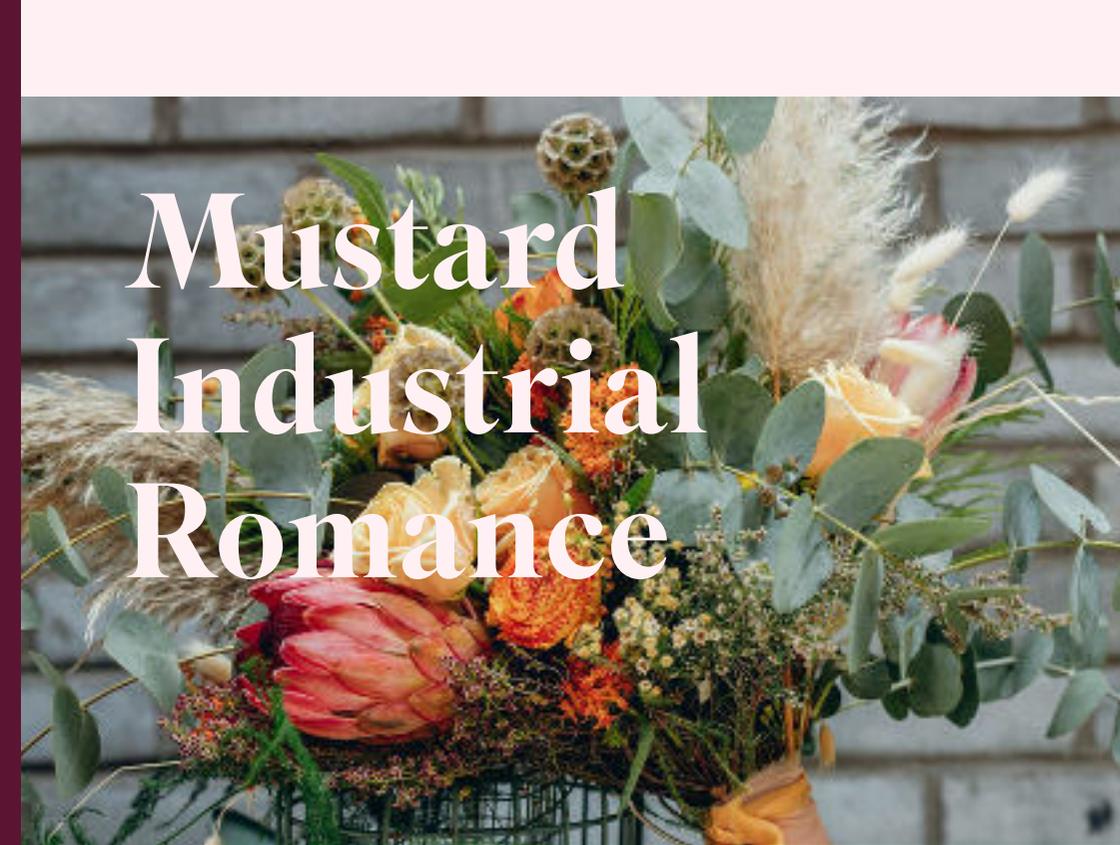
In addition, there are a couple of important trends to bear in mind for next year:

✦ Rethink the day: the wait for some couples has been so long that quite a few have already had their civil ceremony. The ceremony therefore becomes a bit redundant for some couples and we need to think about a way to replace it. A big welcome speech from the couple can be a great way to start the wedding!

✦ With so many restrictions on social activities, couples have been able to save and are injecting more funds into their wedding to make the party even better. More decorations, special cocktails, bigger live bands, etc...

✦ Increased budget in styling: this has been the case for a few years and it continues to grow. Couples are dedicating quite important parts of their overall budgets to styling. They want the full experience with flowers, decorations, at every point of the day. There is also a need for more details within the styling.

✦ Longer wedding season: with the need to postpone weddings, couples have had to avoid already fully booked summer dates; and are delaying their weddings into late early spring, late autumn and winter. This is a pretty good thing actually to spread the work across the year. These other seasons also have so much to offer, it's a great trend that will hopefully continue! Especially in Autumn as it offers such gorgeous colours...



# Mustard Industrial Romance

In a world that keeps struggling with Inclusivity I wanted to represent the world in a shoot : 5 individuals with individual backgrounds and cultures having fun in the most multi-ethnic rich borough of London.

The thread in my vision was having a colour that fully focused on the happiness of the moment and felt like the sunrise on a new era where there is no marginalisation because of the colour of the skin, religion, cultural traditions, or individual style and body image. IT's where INCLUSIVITY of DIVERSITY is celebrated because it CAN'T be a blind spot anymore.

Mustard is the colour that has been able to totally embrace this concept. Mustard is warm and deep, it is unusual for a wedding because it is bold and illuminating, and that is why it is perfect to highlight these beautiful smiles you can see in every shot, and feel the incredible joyous inclusive celebratory energy.

With thanks to the wonderful shoot team:

Concept, planning and styling - The Italian Dream

Venue - Hoxton Arches

Photographer - Maria Madison Photography

Videographer - Leesha Williams Photo

Cake - Amalina Bakes

HMUA - SJB Hair and Makeup

HMUA assistants - La Beautee

EJ Events Hair and Makeup

Dresses - Dandelions and Pearls

Hats - Rebecca Anne Designs

Celebrant's outfit - Charlotte Boutique

Stationery - Chloe Ainsley Creative

Flowers - Flowers By Daiva

Props - Bay Wedding Props

Cake stands - Bramble Sky Event Decor

Jewellery - The Vamoose

Headpieces - Ophelia Ren Bridal

Campervan - Buttercup Bus

Linens - Casa Da Gaia

Rings - Isabella Day

Confetti - Shropshire Petals

Celebrant - Helen Noble

Cocktail bar - The Thirsty Farrier

Rugs - Little Oasis Showroom

Models - @meera.and.ben @lauraxharwood

@astrid\_flint @byakunala

# Regional Trends



# UK Wedding Trends



**BY ZOE MCKEOWN, MENTOR FOR UK & EUROPE, & WEDDING PLANNING EXPERT**

My Wedding Academy, Whirlwind Wedding Whiz round up of trends to look for in 2022.

Trends for the coming year is always an interesting topic, and as one of The wedding Academy mentors for the UK/Europe this is something we always get particularly excited about and each year we produce a very comprehensive trend report for wedding industry professionals and our students.

For 2022 I think we will see a range of Covid influenced features, but being used in a positive more decisive way when selecting their venue, location, guest list and timings of the happy day. We have certainly been adding in more sections on elopements and intimate weddings to our online courses which has proved popular.

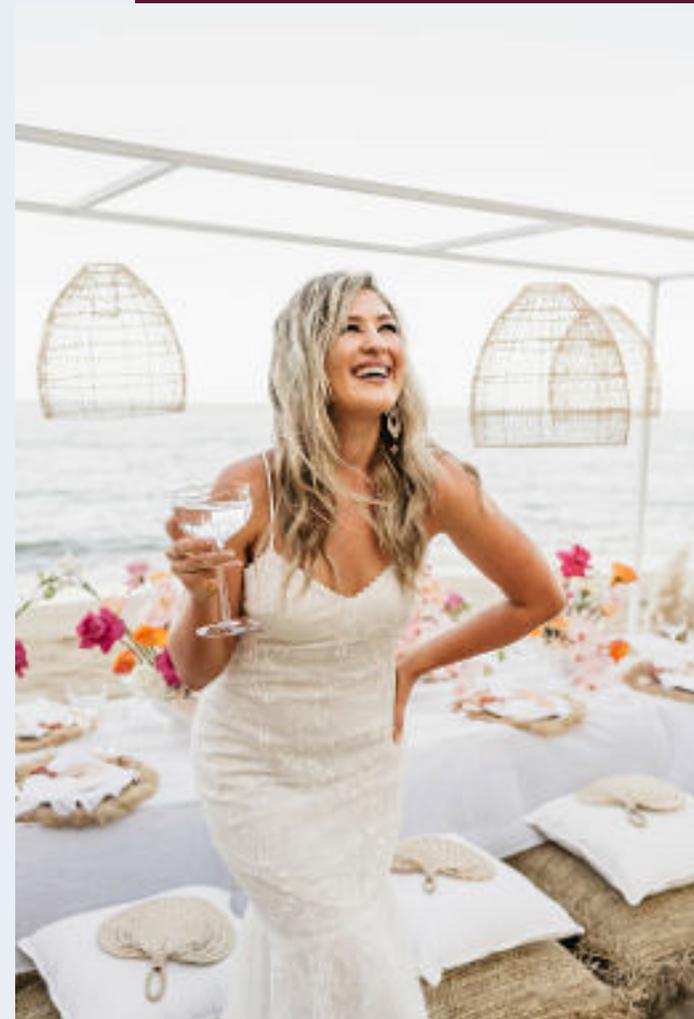
An apprehension about lockdowns and restrictions has pushed couples to plan weddings quicker and be clearer about what they want. It has allowed more weekday weddings and intimate ceremonies to be planned which is a great thing as a wedding planner to spread the load away from just weekend work. But the personal touches are something they are not going to skip out on for 2022, with couples booking wedding day portraits, hand painted features and live entertainment.

Some of the past few years' trends are still around but I have not seen a vintage tea party in a while now.

How long have you been wanting to be a wedding planner?

What trends have you seen come and go?

As a marquee wedding specialist I am pleased back garden weddings are going strong, choosing a location that is special to the couple and they have more control than they would at a larger venue.





*"Personal touches are something they are not going to skip out on for 2022, with couples booking wedding day portraits, hand painted features and live entertainment."*



A continuation for romantic secret settings and personally written vows is also going to keep the focus on the couple rather than the bling. With less travel options we may see some Mediterranean styling coming for UK brides at home and weather permitting I am suggesting outdoor first dances for couples as this can be magical under the stars.

Floral cake arches and vibrant floral sculptures being used for photo backdrops with a 'Bridgerton' regency touch to add theatre.

This is an exciting time of year and if you have been thinking about being a wedding planner or stylist for a while, I would love to know what sparked this interest for you, and to offer you an opportunity to chat with me about how I started my business over 10 years ago and what you could expect as a working wedding planner in 2022.

*Words by Zoe McKeown*





# Using Instagram to drive your wedding business sales

**BY BONITA CARR, MENTOR FOR GCC & AFRICA, & MARKETING PRO**

Instagram next to Pinterest remains a key ingredient to the social media mix for any wedding professional.

As wedding pro's we sell dreams; visuals have, and will always be key to showing our ideal clients the work we do. Instagram is and will remain a key platform to showing off just that, however, the key to success is to use Instagram cleverly and make it work for you.

Gone are the days where Instagram was solely for sharing aesthetically-pleasing pictures. Now, the app is home to something much more impactful: community and conversation.

So while you should pay attention to the aesthetics of your feed, the focus should be on engagement. Instagram is putting the "Social" back in Social Media in 2022

This is an opportunity for you to shine!

## **DM's are your friend**

A recent survey said 75% of people want to message a company when needed, and 64% said they prefer it over phone and email communication.

Enter the useful tool we all use - the mighty Direct Message function or DM for short.

DMs allow you to have a more personal conversation with your leads, which can be an opportunity for you to book a consultation with a prospective client and start off the conversation on a casual foot. A timely response on social media goes a long way to securing that all important first client meeting where you will have your chance to shine.

A recent study showed that 40% of people expected a response from a company within 1 hour. Digital and e-commerce teams accelerated this shift more so during the pandemic.

Before the pandemic, sending a text to our friends and family was already the go-to action we took to communicate; it's no wonder that most businesses turned to message apps to stay connected with customers, the wedding industry is no different.

## **24/7 Availability**

Being available to your potential customers 24/7 can be overwhelming and exhausting, so using automated chatbots across your social media should be your best friend.

Automated DMs are programmed responses that can be as simple as answering the most common questions you get about your products and services, to more personalized, interactive conversations where you can guide customers to different answer results depending on how they respond.

There are quite a few on the market, so do your homework on which works best for you. Even using the very basic ones with a message to promise a callback within 24 hours is a good start.

Providing timely, helpful 24-7 customer service will help to build brand loyalty and encourage people to buy from you or in the case of wedding planners - to book a call or an appointment with you.

Getting more specific with your questions and info using a chatbot tool will go a long way to filling up your diary with prospective clients. Popular chatbot tools are ones like MobileMonkey, ManyChat and ChatFuel which are all IG approved.

#### **Promote New vendors or Services**

If you've got an exciting announcement or new collaboration to make, automated Instagram DMs make it easy to tell all of your followers about your brand or business' latest developments.

Here's the perfect opportunity to highlight your new vendors or venues, or even announce a new service that you offer.

#### **Gain Leads**

Stories have always been a powerful tool for showing off your wedding business in a fun and interesting way; be it a story on set-up day for a behind the scenes quick look at your work, or what you are busy with in your business.

It is also an excellent way to capture some leads for your wedding business. It makes sense, since over 500 million people interact with IG stories on a daily basis, so there are plenty of opportunities to funnel users into your DM's through creative and engaging stories.



# Our Mentor's Pro Trends

The trick is to use engaging stories where you show up and ask people to DM you for more info. Once you've got a user's engagement in your DMs, you can automate a welcome reply, refer them to your website or to request a call back.

## **Build Your Email List**

It's always important to build an email list whilst building a social following. DM's a great way to ask your audience to DM you for more info or even to schedule a free 15 min call. Specific automated trigger words will do the job nicely.

So for example you could use the following kind of promo for your wedding business:

"If you would like a free call with us to discuss your wedding DM us with the code FREE15CALL"

When someone sends you that message, your chatbot could ask for their email address and contact info which is a great way to build your email list.

## **Drive Traffic To Your Website**

Last but not least is the power of using automated DM's to direct people to your website. You could send your leads to a specific page of your website such as the FAQ page of your business or even a specific blog post, otherwise and the most ideal route to your calendar where they can book a call with you.

In short, DMs allow you to have a more personal conversation with your leads, which can be an opportunity for you to get selling and to close the deal. By personalising that conversation from the start, you build trust and you create engaging conversation while being helpful and efficient. This is after all why people book wedding professionals - to be helpful and efficient in arranging their big day.

*Words by Bonita Carr*





# Ask the Mentors: Kristin Sullivan's Top Trends for 2022 Weddings in the US

MENTOR FOR NORTH AMERICA & CANADA, & WEDDING PLANNING EXPERT

## Highlight | Vow & Speech Writing DFY

Some couples that write their own vows do them beautifully... and some wedding speeches knock it out of the park and make the whole event. Unfortunately, this is rare.

Poorly written vows or speeches can ruin weddings that have been planned for years. Even when they're not disastrous, they can be awkward, boring, throw off the timeline, or simply create unnecessary anxiety. The next big trend I'm predicting is that couples are going to increasingly deploy professional help. Consider it insurance against anxiety and embarrassment. Not everyone is a great writer or public speaker, and even the good ones may struggle with something so close to their heart. That's where Vows & Speeches come in.

Brian Franklin is working to create an entirely new niche in the wedding industry, which has largely left these moments without professional guidance. His new company, Vows & Speeches, is pairing couples and wedding party speakers with professional speech and script writers—making sure what's said is eloquent, entertaining, and fun, but also the right length and without disastrous jokes or embarrassing comments. This way, when your father, Best Man, or Maid-of-Honor has too many tequila shots, they're going to have a tight, potent, 3-minute script to keep them on the rails. When you nervously walk to the altar, you'll know you had something written with professional help that you've practiced.



**Vows & Speeches** is bundling their services in package deals with wedding planners and venues—so I expect it will increasingly come with the wedding. As more and more couples hear about it, I predict it will be something they'll look for and could be a deciding factor between two planners or venues. Most importantly, it will serve to make weddings even more memorable—for the right reasons.

#### **A new meaning to tearing up the dance floor....**

The days of standard initials on the dance floor are gone, custom floor wraps offer endless possibilities. Envision dancing your first dance on a floor covered in roses, beach sand, diamonds or even water. The floors become lifelike, transporting spaces and bringing your magical vision to reality.

#### **Metaverse / Meta Marriage Ceremonies**

A virtual wedding chapel in the sky with avatars....WHAT? Yes, I am predicting that we are going full on Jetsons with these experiences breaking the bounds of reality. Important to state that these weddings as of today are not legal, however much like zoom weddings were not once legal I believe changes are soon to come. If you are a gamer or passionate about technology and being different this might just be for you.



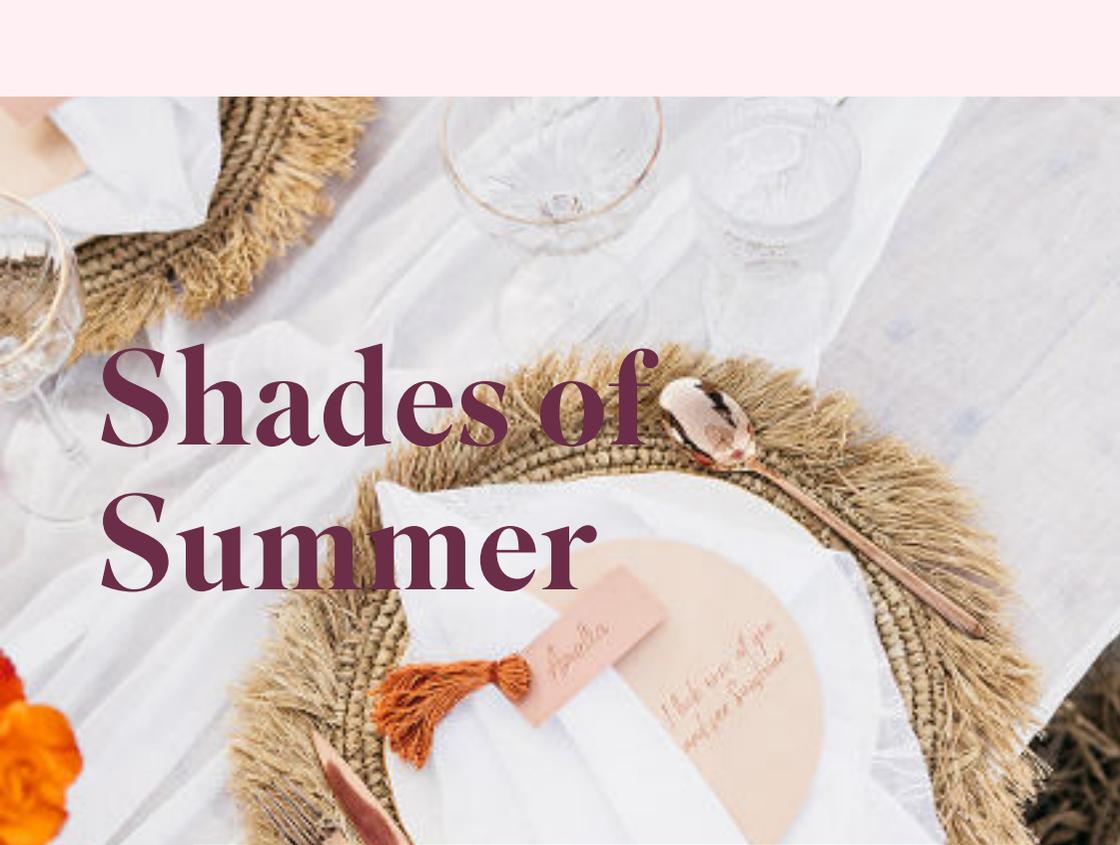
#### **Not so traditional wedding dresses.....**

I am not sure wedding gowns have ever been this fabulous! From dramatic transitional pieces to floral silhouettes you are sure to create that show stopping, head turning WOW as you walk down the aisle. An abundance of capes, puffy removable sleeves, overskirts and flowing matching veils will make 2022 a year to remember. Paired perfectly with floral pattern shoes and jewelry accents, Brides in 2022 will be actually wearing their flowers vs carrying them.

#### **Retreat to Plan & Say Yes to No Stress**

You are Engaged, now what? If anything the past year plus has taught us is that we need to take care of ourselves first and foremost. We have realized how important it is to achieve that work-life balance, especially during such an important time in our lives. **The Bridal Retreat** experience is where “wedding planning marries wellness” offering Brides to Be a holistic escape to begin their wedding planning journey on a healthy path. While the drunken Vegas bachelorette party may still play a role further into the process, these one of a kind destination retreats offer meditation, yoga, chef prepared healthy eating, wedding planning and so much more. Brides will benefit from the tools and guidance provided far surpassing wedding day.

*Words by Kristin Sullivan*



# Shades of Summer

This styled shoot is a fresh, modern take on the micro wedding which we believe is here to stay.

The inspiration came from the feeling we get watching a summer sunset over the ocean. The colour palette features sunset oranges, fuchsia, pale pinks intertwined with neutral tones and whites to promote a relaxed yet refined feel.

We wanted couples to see that micro weddings may mean fewer guests but it certainly does not mean you have to forego any of the luxe details! In fact we believe micro weddings are the perfect opportunity to go all out with the florals and the intricate details.

Colour is something we feel we will see a lot more of in 2022 weddings as couples are ready to celebrate their love in a fun and bold fashion.

With credit to the amazing team:

Photography - The Raw Photographer

Styling and design - Desert Rose Styling

Floral Styling - Desert Rose Styling

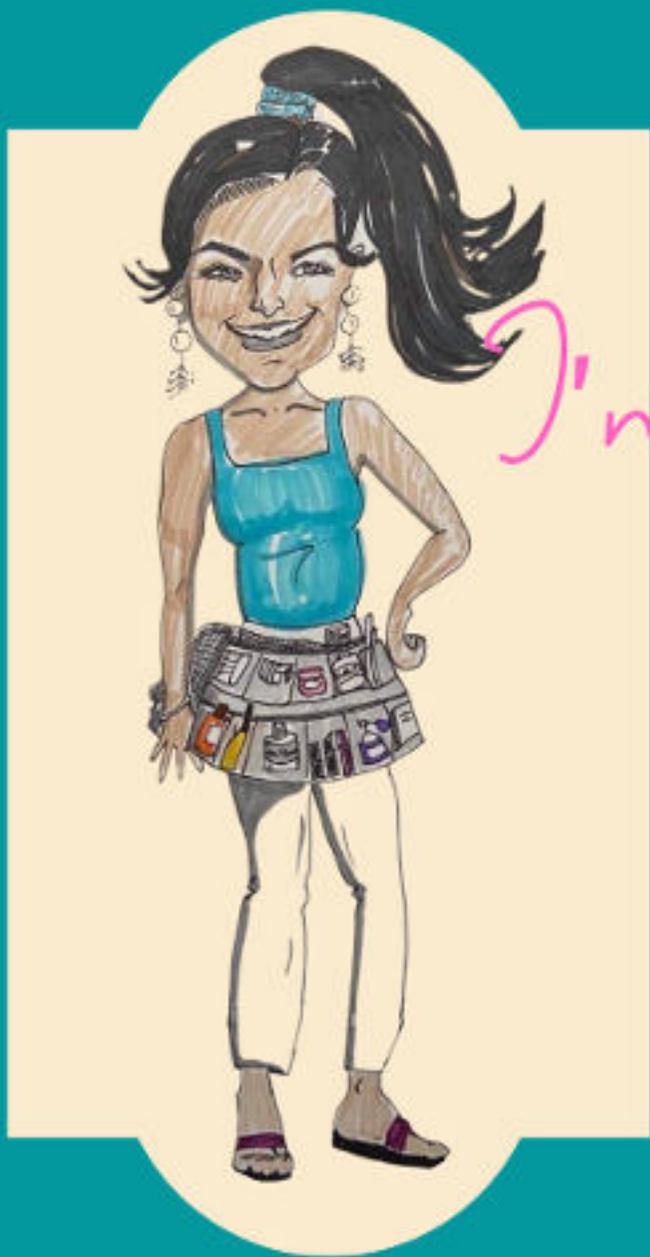
Hair and make up - Tropical Beauty Hair and Make up

Gown - Jonovia Bridal

Models earrings - Wattle & Co

Stationary - Cairns Instant Printing

Model - Jemmiah Denman



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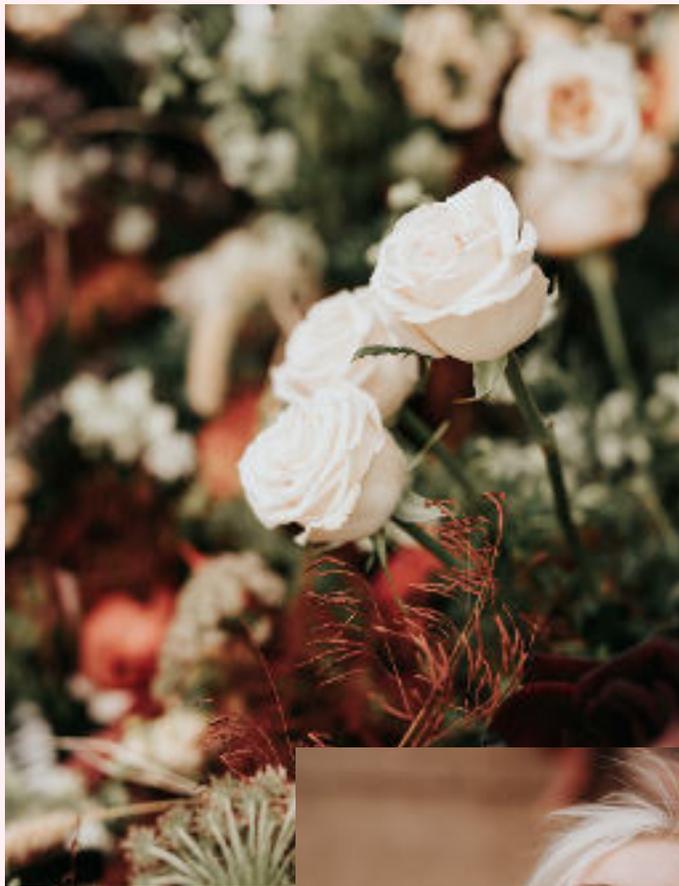
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# The Business of Weddings



**BUSINESS & MARKETING  
TRENDS FOR WEDDING PROS**



# Digital Marketing Trends in 2022 with Kylie Lang

Digital marketing has been evolving and evolving over the last decade but 2022 is set to be the biggest year for change. Thanks to the Pandemic and the effects of Covid deciding whether to go digital with your marketing is no longer a choice. To be successful in business in today's world being good at what you do simply isn't enough. Understanding how to leverage and take advantage of digital marketing is crucial no matter what industry you're in. As a micropreneur you're responsible for everything in your business from the sales and marketing to the business planning and accounting and everything in between.

The last two years has seen more new entrepreneurs launch their business globally than ever before. Almost eighty new businesses were created every hour across the UK in the first half of 2021, according to research conducted by Iwoca for their **Small Business HotSpots UK 2021 report**.

So how then do you ensure you stand out from the crowd and really own your piece of online real estate?

By being smart with your marketing. Doing your research, taking your time to understand what's working, what people are responding too and not trying to overwhelm yourself by doing everything that's out there. Just because something is a marketing trend doesn't mean it's right for your business.

Every business has an audience that's unique to them. That audience are drawn to them for a reason, and understanding and knowing that audience inside out is the first step to successfully marketing your business in 2022.



\* *"Your personal fab factor is the thing that makes you, you."*

How many times have you heard people say you need to find your niche in business?

And you do, I completely agree.

But I want you to take it a step further and find your micro niche. Be a specialist not a generalist. Drill down as far as you can till you get to a point where you almost know what your audience thinks and feels because you understand them so well.

By determining your micro niche you're allowing yourself to be part of a group of likeminded people who have something in common. Then by embracing your micro niche and having a clear voice on the subject, being the go-to guide, you effectively become the expert for that audience and by default the person or brand they want to buy from.

And trust me, the word 'micro' is one you want to embrace this year as it's hit the number one spot in my top 7 digital marketing trends for 2022. Time to dive into the trends and how you can use them to your advantage as a micropreneur.

### **No 1 - The Rise of the Micro Influencer**

I don't know about you, but I grew up in a world where kids dreamed about becoming astronauts and ballet dancers, now however, kids grow up dreaming about becoming social media stars, aka influencers.

Now of course, the influencer trend isn't a new trend, far from it. Influencer marketing has been alive and well for a long time but there's a subtle shift happening that definitely benefits micropreneurs and small businesses. It's the rise of the micro influencer whose follower count is substantially lower than the mega and celebrity influencers such as Selena Gomez, Kylie Jenner, Justin Bieber etc. A micro influencer has about 1,000 to 100,00 followers.

So other than follower count what's the difference between a micro and macro influencer?

Well for a start it's about the engagement. Haven't you heard, it's not how many followers you have but how engaged those followers are?

According to **Social Bakers**, micro-influencers "boast up to a 60% increased engagement rate compared to macro-influencers."

And those numbers count. An engaged audience is a trusting audience, one who is willing to listen to the person they're following and be influenced by them in what to buy, what to wear and what to say. A micro influencer is more real to the follower, more approachable and someone who could potentially be a friend. And that's where the trust factor comes in which is harder for a big macro or celebrity influencer.



# Finding Your Fab Factor



Then of course there's the expert status. A micro influencer tends to have a micro niche which means their following have an interest in a very specific topic making marketing to them so much easier. It's targeted marketing as it's best.

But more than anything else it's personal. A micro influencer knows their audience on a very personal level. For the person following them it feels like you're speaking directly to them, that you're having an intimate conversation with them and them alone, not speaking generically to anyone who happens to be listening. And that's powerful.

How can you use influencer marketing within your business? Look for collaborations with larger brands in your industry who might be interested in leveraging your smaller but engaged audience. Embrace your micro influencer status and really focus on giving value, building a community and being consistent on your platform of choice.

"The total size of the influencer market in 2022 is projected at \$15 billion. This would be an increase of as much as 8 billion since 2019."  
(Source: Business Insider, Influencer Marketing Hub)

## No 2 - Finding your Fab Factor

This is about being able to differentiate yourself from the competition, from all those other people out there selling the same thing you are. In a world where information is thrown around freely and our clients feel like they've seen and heard it all what's your secret sauce that puts you head and shoulders above the rest? What are you known for? What do people associate you with? How do you stand out in people's minds?

This is a two-part trend because you need to come at this from two different angles, personally and from a business perspective.

Your personal fab factor is the thing that makes you, you. To use a French phrase, because I do live in France, it's your 'je ne sais quoi'. The one thing nobody else can have, borrow, or use. It's unique to you and that's the beauty of it because nobody else can be you so nobody else can copy this.



In today's digitally driven world you have to embrace who you are warts and all, to really connect with your audience and make them want to choose you over everyone else out there. That's why injecting more of you into your brand is so important. Allowing your audience to get to know the real you and not the curated version will help you attract the right clients for your business.

For example, part of my Fab Factor is my insane love of ABBA. I inject it into everything I do and if you don't love ABBA, you probably won't want to follow me and that's fine. But this trend for authenticity, transparency and personalised marketing isn't going anywhere you just have to find a way to embrace it within your digital space.

And what about your business Fab Factor.

In what way are you unique? What stops you from being just another person who plans weddings for couples and makes you the person who plans weddings using their own XYZ solution.

Ask yourself what is your business known for? Do you have a special formula you use with your clients? Do you have a process that helps your clients have the wedding day they've been dreaming about? Have you created a specific strategy?

In his book, **Breakthrough Advertising**, Eugene Schwartz calls it the "Unique Mechanism."

Think about KFC. In reality they're really just a fast-food chicken joint, nothing special in that. But the reason we all know their name is because they're known for something. It's the Colonel's special recipe that gives us that finger lickin' good Kentucky Fried Chicken.

So what's your business recipe, formula, strategy, blueprint or unique mechanism that gives your business it's Fab Factor?

### No 3 – The Client Experience

Another oldie but goodie. People are placing more and more importance on the experience they have and the journey they go on with you so give them a reason to shout about you from the digital treetops. People will pay more for good service. They want a VIP treatment, zero hassle and a completely stress free service.

"Customer experience is the new marketing battlefield." - Chris Pemberton

It's cliché but so true, you need to under promise and over deliver. I like to think of it as an experience where I surprise and delight my clients. From the moment they step into my world it's one delightful surprise after another from the little touches such as giving them a sneak peek of what I'm working on for them to an unexpected gift when they weren't expecting it.

Go above and beyond wherever you can. Your clients value good service, efficiency, and competency. In return you'll find this is a form of marketing that happens on its own through word of mouth. Happy and delighted clients love to share their experience with friends and family and that's advertising money can't buy.





But podcasts aren't the only way to use audio. Clubhouse burst onto the scene in 2020 and although they've lost some of their initial momentum, they still have nearly one million people per day on the platform. Then of course you have Twitter Spaces, Facebook Live Audio and even **Kajabi**, my course platform of choice, now has a private podcast feed.



#### No 4 – Audio is Rising Through the Ranks

Personally, I love using audio within my marketing mix and in 2021 I made it my mission to be a podcast guest on 12 shows, which was one a month, and I did that.

Using other people's audiences, which is what you're doing as a guest on someone else's show, is a marketing trend all of its own, but it definitely comes into play here. The exposure you get by being an expert as a podcast guest can be absolutely huge. Many of my clients have come to me after having discovered me on one of their favourite podcasts.

Starting your own podcast has never been easier either as there are so many great, reasonably priced platforms out there for you to use. Plus, distribution platforms are more accessible too with Spotify now rivalling Apple for podcast listeners and Amazon gaining traction too.

And it gets even more exciting. Back in 2019 google announced they were working on **making audio content searchable** in the same way as images and text are.

But for me the biggest part of all this is it's a great way to really humanise your brand without the pressure of using video. Done right you can allow your personality to shine through. And as with everything else marketing orientated audiences prefer the more raw and real material to a perfectly recorded episode, which is great news if you're new to this.

It's the perfect platform to connect with your audience in a more personalised way, give value and really place yourself as a thought leader.

Oh, and I nearly forgot, the opportunities if you bring guests onto your own show are endless. Again, it exposes you to their audience, providing they share their episode, and can allow for some great relationships to be built between yourself and your guests.

#### No 5 - Email Marketing is still King

We all know email marketing isn't new, in fact it feels like it's been around forever, but it's still up there as far as marketing trends are concerned. But it's changed.

Generalised email marketing will set you up for failure. It's all about personalisation, empathy, and segmentation.

Let's break those down one at a time.

Personalising the emails you send out is crucial because nothing screams 'sales' like a generic email that could have been written for anyone. Part of the success of email marketing comes down to building the know, like, trust factor with your audience.

Write your emails so your audience feel seen, heard, understood, and acknowledged. Get a deeper understanding of their challenges and how you can be a solution to their problem, but not in a salesy way in a way that builds trust and makes them want to connect with you.

Having empathy in your emails helps your audience have those moments of 'OMG they really get me' and to feel as though you're a steadfast rock in their world that can always be relied on to give personal and actionable advice. Empathy is about finding the ability to step into someone else's shoes, understand their perspective and help them to move forward!

And finally, take a crash course in segmentation. Find ways to learn about your audience so you can put them into different buckets and segment them in your CRM. This allows you to send very targeted emails about specific challenges your audience faces so once again they feel as though they're being not only understood but nurtured as well.

One of the best ways to do this is by using a high converting quiz to segment your audience simply and easily. Quizzes are the highest converting lead magnet out there due to their ability to give you specificity in your marketing. Want to learn more? **Click here to book a discovery call on building your next quiz funnel...**

A stat from **Litmus** about email marketing says that email is highly profitable with an ROI of \$36 for every \$1 spent.

That's huge and should blow away any doubts you have about jumping on the email marketing band wagon.

## No 6 - LinkedIn

This is the number one platform on my 'must learn' list for 2022. I've seriously neglected my LinkedIn profile and have never really utilised it properly but so many people have told me how they rely on this platform as their main source of leads. And not paid leads but organic leads. It certainly made me sit up and take notice.



Think about it for a second, when people first come across you often their instinct is to Google you to find out more and LinkedIn profiles rank high in Google. So why wouldn't you want to at least make sure your profile looks good and is up to date?

Credibility is a big thing for any business and if you don't have a LinkedIn profile that's set up properly, optimised, and current you could be doing more harm than good by choosing to do nothing.

When doing some research around LinkedIn and my decision to focus heavily on the platform for this year I found some great stats from **Influencer Marketing Hub**:

LinkedIn is a Great Place to Find Decision Makers

55% of Decision-Makers Use LinkedIn Content to Vet Organisations

LinkedIn gets 71.33% direct traffic and 23.49% from search. They get 99.45% traffic from organic search

Get 2X Buying Power from the LinkedIn Audience

B2B Blogs and Websites Receive Most of Their Social Media Traffic from LinkedIn

LinkedIn in its most basic form is a networking site and when in person events and networking aren't happening the way they were pre-Covid it makes it an even more valuable option.

As a member you can join up to 100 groups and of course start your own group which is a great way to start that networking process with like-minded people. This is where the real connections happen and I can't wait to really start utilising this platform to its full.

To help me on my journey I'll be enlisting the help of LinkedIn expert **Petra Fisher**, who also happens to be one of the speakers for our **Marketing Trend Summit**.

### **No 7 - Short Form Video is Here to Stay**

Short form video has been a favourite for the last couple of years and is showing no signs of slowing down any time soon. This has definitely been influenced by the meteoric rise of TikTok, and of course Instagram Reels and YouTube Shorts.



And just in case you were wondering a short form video is generally considered to be anything of up to 2 minutes and 30 seconds in length.

**A 2020 study by Wyzowl** reported that people share videos at twice the rate than any other form of content. Second only to influencer marketing for ROI in 2021 it's safe to say that if you love creating Reels as much as I do then you can still include it in your marketing mix for 2022.

But does it all have to be dancing and finger pointing to be effective?

Absolutely not. Now it's no secret that I love lip synching to ABBA on my Reels, but you don't need to do this or be an extrovert to embrace Reels or TikTok.

We're all nosy by nature it's the human in us so things like behind the scenes videos always do well. We all want a sneak peek into the life of our favourite brands. You don't even need to be on screen if you don't want to.

Product or service teasers work well too. Think of it as your own mini TV commercial of around 30 seconds showcasing anything new or exciting you have coming up. And again, you don't personally have to be on camera instead you can let your products or services be the star of the show.

And don't forget about educational and 'how to' style videos. **A 2020 Wyzowl report** found that viewers want to see more of this video style from brands which is great news as these are often much easier for people to do and get creative with.

None of these require a big budget they just need you to get creative with what you have available to you. And always remember it's about them not about you. How will your product or service work for them? What transformation will it give them?

And remember, it only makes sense to do short form video if this is where your audience are hanging out. As I said earlier, just because it's a trend doesn't mean it's the right trend for you. Analyse your audience, know which platforms they're on and tailor your content accordingly. Don't spread yourself too thin and I don't try to be all things to all people. Embrace your own Fab Factor and let that shine through in every piece of digital marketing you do.

*Words by Kylie Carlson*

# 3 Great Tools To Have When The Unexpected Happens

BY AYLA TOYOKAWA, FOUNDER OF WEBSITE

*Ayla Toyokawa is a certified wedding planner who brings an empathetic and thoughtful approach to software design and user experience. She is the founder of **WedSites**, an all-in-one project management platform designed for collaboration and streamlining the wedding planning process.*

The past two years have given event professionals a crash course on the importance of standing ready with good systems and processes for handling the unexpected. The silver lining to being hit with this pandemic-sized monkey wrench is that event professionals who have spent their downtime improving their systems will certainly be better equipped to take on this upcoming massive year of weddings!

Business owners surely do wear a lot of hats, and to all the wedding pros who have supported their clients through the many unknowns of 2020-2021, you can now add superhero to your resumes. It's been a turbulent ride for all of us, but grateful couples will never forget who stood by and calmed their nerves while planning their weddings during the most difficult of times.

In 2022 and beyond, in addition to improving business efficiency, our goal will be about delivering an even greater customer experience to our clients. While couples remain cautiously optimistic about moving forward with their weddings, here are three useful tools you can have up your sleeve to ease their nerves in those 'what-if' situations.

Not just a 'cookie cutter' wedding website

If circumstances unexpectedly change, busy couples need an easy way to communicate with their guests. Wedding websites have really proven their value and have become the perfect place for keeping guests up-to-date with any last minute changes, setting day-of expectations, and streamlining the RSVP process.



While the concept of a wedding website has been around for more than a decade, modern couples are no longer impressed with cookie-cutter templates and want something more bespoke and functional. Thoughtful event pros have been creating new service offerings to set up websites for their clients, and graphic designers have also started to embrace this trend.

Digital save-the-dates

With so many couples having to reprint their paper invitations, opting for online invitations is a growing trend that is arguably a very practical, cost effective, and risk-free alternative.

While a majority of couples may still opt for beautiful on-the-day stationery and physical invitations, many couples will remain anxious about a possible what-if situation. Being ready with a digital solution to relieve their angst will offer comfort to your clients, which will set you apart as a true pro.

# Wedding Tech Trends with Wedsites

A crystal ball aka your online portal

Using an online portal to keep all client communication, documents, and wedding plans in one place is your secret weapon to be able to spot red flags from a mile away.

Many wedding businesses are already looking forward to having a busy year ahead. Versatility to change and the ability to quickly navigate through future postponements will become critical. A key component to maintaining an organized workflow will be the use of technology.

Long gone are the days of lengthy email threads and scrambling for documents. Being able to jump in to see what's going on with the wedding and coming up with solutions even before contacting the client are going to make a world of difference in any situation, especially in a crisis.

We're excited to see event professionals bring their in-person customer experience to the digital space where communication will be more efficient, visual, and accessible at any time of day.

*Words by Ayla Toyokawa*





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# Important Social Media Trends for the Wedding Industry

BY TAYLER CUSICK HOLLMAN, CO-FOUNDER OF SOURCED CO

*Taylor is one of the Co-Founders of Sourced Co.—a styled stock photography company based in San Diego, California. She and her partners create wedding stock photos for professionals to market their businesses and build their brands with. In addition to her work with Sourced Co., she is a wedding industry marketing consultant and copywriter.*

Chances are social media is a big part of your marketing strategy as a wedding business owner. And, between all the time you spend stressing about what to post, when to post, and whether or not it is actually going to help you book out your calendar, you might also spend a decent amount of time wondering if it's worth it at all. The short of it? Social media can be an extremely effective marketing channel for your business—if you are using it wisely. So today, I wanted to share the social media trends you need to know in order to make the most out of it in 2022.

The hooks will be quick, but the sale will be long

You've likely noticed that the length of content shared on social media has gotten shorter over the years, but there is another side to the short-form-video-content coin you need to be aware of. Because even though short form videos have seemingly taken over (with TikTok being the leader and Reels being Instagram's fastest growing feature), their purpose is to grab people's attention and draw them in—actually converting that attention into a sale still takes time.

That means you cannot just focus on the hooks you place in your social media content. You have to also create long form content that reinforces your value, positions you as an expert, and answers the questions they have. Your task? Make sure your website is ready to catch your potential client and make the sale with strategic and conversion-focused copy that complements your brand.

Strategic use of paid social will increase

There are some wedding businesses that take a boutique approach to booking out their calendars and there are others who require volume. For those venues, caterers, florists, and rental companies who are focused on quantity over quality (so to speak), paid ads on social media will increasingly become a way to ensure the sales pipeline is full. Doing so will help relieve them of the hardcore hustle that is required with relying on organic (read: free) social media impressions and give them their precious time back as the "wedding boom" stretches them thin and forces them to look at low-touch marketing channels. The key to success with this trend? Making sure you have properly set up a sales funnel to make sure you are not just paying for traffic that goes to nowhere.

It's no longer about perfection

It wasn't that long ago that every wedding business owner focused on curating the perfect grid on Instagram. And, while that was a great tactic in helping to establish a strong brand impression, it wasn't focused on what's important—communicating your basic marketing messages. Don't get me wrong, high-quality content is incredibly important, but your brand is no longer being judged on your grid aesthetics alone. The trend for content in 2022 will be to focus on creating helpful and entertaining content—which is an amazing way to build your brand online.

*Words by Tayler Cusick Hollman*

# TikTok Trends with Kate Beavis

## OF MAGPIE WEDDING & THE INDIE PRACTICE

*Kate Beavis is the founder of the alt luxe wedding blog **Magpie Wedding** and the ECO Wedding Show. She runs a marketing and PR consultancy: **The Indie Practice** as well as supporting mid life women get noticed via her TikTok account @katebeavis*

TikTok is the fastest growing social media platform in the world with over 1 million downloads a month and reaching the 1 billion user milestone in 2021. To put this into perspective - Instagram has 1.4 billion users. Yes, it is for young people predominantly (62% of users are 10-29 years old with 25% of those being teens) but the millennial audience is catching up, fast. This means that couples getting married are on TikTok. And what's more, they're there to be inspired, to learn and to shop.

From a wedding perspective, the hashtag #wedding was viewed 43 billion and #weddingdress 4 billion times. Other notable figures are: #makeup with 211 billion views, #dj 15 billion views, and small business which has 49 billion views. This means that people are watching content linked to wedding businesses whether it is as a customer or a peer.

The best bit about TikTok vs other platforms is you don't need a huge audience to be found. The "For You" feed results in your content being viewed by anyone who has shown the algorithm that they're interested in weddings - so you can stop chasing followers and concentrate on making videos.

Trends for 2022 for your wedding business:

>with the introduction of TikTok shopping, users will start to make purchases on the app. With an ever-growing audience searching for wedding videos, there is a huge opportunity to sell products.

>craft and making videos continue to be popular especially ones made using Time Lapse meaning you can show your products being made without showing your face.



>creating TikToks using their platform means you have access to all the latest sounds, transitions and effects (way more than Instagram!). You can then repurpose these videos across other networks including Instagram Reels, YouTube Shorts and Pinterest Video.

>the pressure is off as TikTok users don't expect the most polished video - in fact, low fi is better. Instead of perfection, embrace new trends and have fun!

>TikTok trends continue to lead the way. Spend time regularly reviewing your For You page and the trend page to get ideas for your videos.

Ideas for 2022:

- Showcase your skills in before and after videos with a transition between the two
- Educate your audience with tutorials.
- Turn up regularly to show more of what you do i.e. as a DJ mix your favourite tunes
- Create a slideshow of your work (which can be created in Canva)
- Reveal your company values that will resonate with the audience i.e. be vocal about eco weddings, or not losing weight for your wedding.

**Words by Kate Beavis**





# Digital Marketing Trends To Watch In 2022 with Lauren Egeland

*Lauren Egeland is the owner of Lauren Egeland Marketing and is a Facebook and Instagram ad strategist and digital marketing expert. Lauren specializes in helping small businesses make a big splash in the online space and grow their business through custom marketing plans. Learn more about Lauren at [www.laurenegeland.com](http://www.laurenegeland.com)*

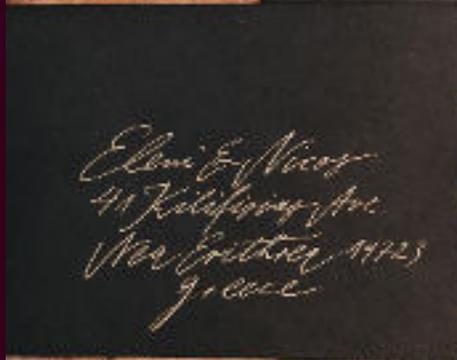
2021 has been a big year in the digital marketing space with big changes to privacy from iOS updates and shifts to the algorithm. 2022 we will see a continued shift towards the user experience. With 2022 being set to be one of the biggest years on records for weddings, the digital landscape is going to give you ample opportunity to capture that business.

## Short Style Video

Thanks to TikTok we have seen a huge shift to short, unpolished videos that are entertaining and educational. Edutaining is a word that is gaining popularity to describe this new category. We have seen other big platforms jump on the bandwagon with Instagram and Facebook adding Reels and Youtube adding Shorts. These short videos are great for growing your audience and sharing your expertise! Plus once you get the hang of them they can be a fun way to let your creative side show!

## Email and SMS Marketing

Email marketing continues to be a powerful way to connect with your audience and build know, like, and trust. It's a great way to build relationships with your customers and provide lots of value! Every business should be collecting email addresses to keep in contact with their audiences. Email marketing still offers one of the highest ROI of any marketing effort with nearly \$40 return on every \$1 invested.



*"We are seeing consumers leaning into brands that are showing up often and authentically online. "*

We are seeing SMS (text messaging) marketing take off and become more accepted. SMS marketing offers higher open rates and another avenue to stay connected with your audience.

If you are just getting started with email marketing I recommend Mailerlite since it has a free plan for up to 1,000 subscribers and allows for automation! For SMS marketing take a look at Simple Texting for an easy-to-use system.

#### Authenticity and Showing Up

We are seeing consumers leaning into brands that are showing up often and authentically online. You will want to make sure you are staying visible to your audience online through stories, feed posts, reels, and ads to stay top of mind.

Facebook ads are still a favorite tool for businesses to grow their audiences fast. With the impact of iOS we are seeing the need to build bigger on platform audiences for more effective retargeting efforts. So video views, engagement, and lead ads are all great options for this. Your business needs to be seen and with only a small fraction of your audience seeing your posts each week, ads are going to be a necessary part of your marketing plan in 2022.

Overall in 2022, we will see the continued growth of social media and the need for brands to have authentic and consistent online presence. We will also see changes to consumer privacy rules that will impact marketing strategies so make sure you are following trusted sources to help you stay up to date on best practices around these changes.

*Words by Lauren Egeland*



# Website Design Trends



**BY MELISSA LOVE, FOUNDER OF THE DESIGN SPACE**

*Melissa Love is a graphic designer and website developer who works with creative professionals to help them develop a strong brand presence and stand out in a crowded market. She is passionate about affordable design for small businesses and founded **The Design Space** to help photographers, designers and other makers grow their businesses on and offline. Based in Cornwall, she is also a keen photographer.*

When it comes to web design, 2021 has been the year that many more small business owners decided to DIY their own website, particularly in the wedding industry.

The combination of enforced downtime and less money to outsource means that many wedding professionals decided to finally get to grips with redesigning their own websites, instead of working with a professional web designer.

As the owner of a WordPress theme store, we saw a jump in sales at the beginning of the first lockdown and things haven't slowed down, which means that this is a trend that I think is here to stay. In addition, web design tools like page builders or simple publishing tools like Squarespace have made building your own website easier than ever.

Many come packed with well-designed free templates and there is huge selection of premium themes available to buy, which massively speeds up build time.

So what's hot design-wise? This year our best-selling themes have had a pared-back editorial feel, with lots of white space and a pop of colour and that's a trend that isn't going anywhere. I'm also loving working with softer, warmer shapes to create a more playful feel. This works well for businesses who want to really showcase their brand personality. Expect to see more organic shapes and earthy to

My biggest prediction for 2022 is a greater focus on website conversion, in terms of both design and copy. Our best-selling themes are the ones which include all of the marketing pages you need to create a high-converting marketing funnel. Wedding service providers are starting to really embrace digital marketing, which means email sign-up pages, lead magnet delivery pages and sales pages are all essential.

Creating conversion-focuses pages also go hand in hand with using copy prompts, whether it's the copy that's included in a template you buy, or the use of artificially intelligent writing programs, like Jarvis or Bertha.ai. Dull, businessy copy is out and personality-packed psychologically intentional copy is in.

Finally, I expect to see a lot more content personalisation on all digital channels, including websites, email marketing & social media. There are a raft of new WordPress plugins that allow you to pick and choose what every visitor sees, based on their behaviour. For example, if a visitor only checks out your wedding photography portfolio and completely ignores your family portfolio, then you can choose to only show them wedding-related content, like blog posts. Neat, right?

**Words by Melissa Love**



**Pinterest: The platform for experimentation and expressing yourself in 2022 with**

# Rachel Waring

*Rachel Waring is a creative consultant, helping small business owners find more fun and joy in their content strategy, and thrive in their creative careers. [www.rachelemmawaring.com](http://www.rachelemmawaring.com)*

At the start of last year Pinterest declared 2021 "the year of the Creator", and boy did they deliver on that promise. Throughout the year we saw features and updates released on the platform with a focus on the Creator experience, with features like Idea Pins designed specifically to help grow a presence on the platform. Pinterest solidified itself as the positive platform, and became a safe haven away from negativity on other platforms, and we'll likely see this continue throughout 2022.

In the annual Creators Festival, we heard of some new updates on their way to the platform, which included Creator Rewards: a new way to monetise your Pinterest account. This highly anticipated feature will allow creators to get paid for creating content around certain trending topic challenges. Paid Partnership Tools will also be rolled out in 2022, making working with brands on Pinterest content easier - perfect for influencers and brand partnerships.



If Pinterest strategy is already part of your marketing arsenal, you'll likely have noticed Idea Pins have been the star of the show recently. Views and engagement on Idea Pins have skyrocketed, and in 2022 they'll continue to be the best way to get new eyes and followers over to your account. Takes, a feature where other users can share their take on your Idea Pin, is another fun way to grow community around your ideas, and amazing for collaborating with fellow creatives!



But that's not the only update coming to the newest pin format, the addition of product tagging will see the marketing potential of Idea Pins grow even more in 2022. Product tags can be added from your own shop, or via partnerships with brands, making them a great tool for content creators too.

Aside from new announcements and features, the landscape of Pinterest is shifting in more subtle ways too. In their words, Pinterest has always been the place to get inspired for life's meaningful moments, but it's becoming so much more than a place to save the ideas that inspire you. In 2022, I predict that Pinterest will really come into its own as the platform of experimentation and expressing yourself. At the Creator Festival, co-founder Ben Silbermann described Pinterest as "more media than social", which is a perfect indication of how it differs from other platforms. It's not about perfection, it's about creating the content that inspires you and others.

*Words by Rachel Waring*



# Survive and Thrive in 2022

BY MERYL SNOW, SNOWSTORM SOLUTIONS

*With nearly 30 years in the special event and catering industry, Meryl Snow is the co-founder of Feastivities Events and the creator of The Triangle Method Sales Training Platform. As a Senior Consultant for Certified Catering Consultants, Meryl travels throughout North America training clients in the areas of sales, marketing, design and branding to help businesses get on their own path to success.*

I would be remiss not to mention that 2020 & 2021 were years of challenges and resilience. And while we saw plenty of people in our industry find success, personally and professionally, we know the journey wasn't always easy. This pandemic brought the industry to its knees.

Chances are you have made some hard decisions in the last two years, no doubt. You've had difficult conversations with your employees, your vendors, your bank, some conversations that you thought you would never ever have. Most of us continue to figure out what's ahead and how to best position ourselves and our businesses to handle it all.

But- we're HERE- we've made it through the most difficult time that our industry has seen since the great depression in 1929.

The industry will recover from this crisis – no question about that. We already see the light ahead of us; weddings are back, corporations are slowly returning to their events.

## Setting Goals:

The struggle to make sales goals the best they can be and continue is one that every company faces. So, developing a plan for sales growth as an ongoing activity can improve your sales and sanity.

A practical, profit-driven sales team is more important now than ever before, with most companies in dire need of recouping the losses from 2020.

You'll likely need to reevaluate the team's sales goals and introduce innovative tools, techniques, and strategies to get them on the path to victory.

## Transform to Perform

- Determine your company's goals. Start with historicals.
- Assess the market potential.
- Evaluate your sales team.
- Define your compensation structure.
- Reward (realistic) stretch goals.
- Meet bi-weekly with salesperson.

### Ask your salesperson these questions

- How confident are you in your ability to achieve this goal?
- What would it mean to you if you were able to attain these objectives? How can I best manage and support you in achieving these objectives (personally/professionally)?
- How do you prefer to be recognized for a job well done?
- What could jeopardize your attempts to achieve these objectives?
- What kind of framework do you need to put in place to make sure you're doing the right things every day to help you achieve your goals while avoiding distractions?
- How can I keep you accountable for your goals in a positive way rather than a bad way?

Salespeople thrive on structure; they want to know what is expected of them, how they can make more money, and is it a fair system.

The importance of individual sales goals gives your salespeople personalized attention, so they perform at their peak. Achieving sales volume goals for your business is one of the biggest challenges any owner faces.

### Shift accountability to your team.

A lot can be said about feeling like you "own" your work. If your employees don't feel empowered in your business, they'll become nothing more than passive order-takers who drop more failures on you than successes. A great leader is one that can delegate work, set expectations, step back, and hold their team members accountable. It's your responsibility to create a culture where your employees are equally responsible for their successes and failures! Once you do this, your team will be more engaged, and you will have more time actually to grow your business.

### Tracking

A steady stream of revenue is one of the most coveted assets in the business, and the pandemic has made us hyper-aware of this fact. Tracking & accountability is a lot more than holding salespeople responsible for their sales. A sales manager's job is to coach each sales team member to their fullest potential individually.

In-depth 1-on-1 sales tracking sessions should be done in person with each salesperson every other week. This conversation takes about 20 to 30 minutes and focuses on goals, pipeline, meetings, and proposals. It is also a way to address issues a salesperson may be facing.

A meeting that neglects to define what achievement looks like and the reasonable action steps expected to arrive is not a productive use of time. By holding routine meetings, you'll have the ability to spot issues early on.

- How much money is out on the street in proposals
- How qualified is the event on a scale of 1-5
- Where are they in the sales process
- What's their definitive next step
- What's their closing ratio

Employee resigns when income, culture, degree of difficulty, or management practices are not to the salesperson's liking. Involuntary turnover occurs less often because most sales managers are too patient, accept mediocrity, and avoid confrontation, especially a potentially uncomfortable termination.

One of the most crucial things a leader can do is motivate his or her team. Employees who lack direction are more likely to fail and suffer, unclear of what to do next or how to achieve their full potential. While no one can truly motivate others, a good leader may have a significant influence on individuals and support their drive and achievement.

Building a motivated team that actively prospects and sells the brand will be the single most crucial factor for success into 2022 and beyond. This is the perfect time for a fresh start new concepts, new procedures, and new accountability.

*Words by Meryl Snow*



# Wedding PR Trends to Know in 2022 with Meghan Ely

*Meghan Ely is the owner of wedding PR and wedding marketing firm OFD Consulting. Ely is a sought-after speaker, adjunct professor in the field of public relations, and a self-professed royal wedding enthusiast.*

Entering 2022, it's safe to assume that everything has changed in the wedding industry. From stylish color palettes to key marketing channels, the past few years have seen an evolution in the way couples plan weddings and, as a result, the way we do business.

Here are the key wedding PR trends changing the media landscape in 2022:

## REAL WEDDINGS

As a tried-and-true avenue for earning press (and attention), real wedding features remain the best way to reach new clients. However, be mindful that the current wedding boom has led to a submission boom, so expect delays and be respectful of editors' boundaries.

## PODCASTS

There was a bevy of new B2B, and B2C shows announced as 2021 wrapped up, so make time to consider new guest opportunities that seem like a fit. With hosts starting to record in batches, expect shows to release "seasons" with fresh, timely, and exclusive content.

## SUBSTACK

Substack is a free service that allows writers to host subscriptions for regular, timely newsletters with their editorial needs. Many also include pitching tips, links to recent press, and personal tidbits that let you get to know a writer better. Perfect for receiving press opportunities directly in your inbox.



## DIVERSITY & INCLUSION

Editors continue to prioritize inclusive content and showcase all sorts of couples and types of celebrations. Be mindful of this editorial shift as you plan your real wedding submissions for the year.

## PERSONALIZED PITCHES

Newswires continue to decline in popularity and use, as editors expect and appreciate personalized pitching. As the traditional press release fades out in many respects, use clear and concise bullet points to sell your ideas effectively.

## DATA & STATISTICS

There has been an increase in requests for measurable data, with writers seeking statistics to pair with advice and anecdotes, especially in relation to COVID. So be prepared to share your numbers when pitching to the media.

## SHRINKING NEWSROOMS

As the gig economy rises, an increase in freelance writers is forcing newsrooms and media companies to cut down on staff. Freelancers offer remote work and versatility, covering a number of verticals (including weddings) for minimal overhead.

## VIRTUAL PRESS EVENTS

The pandemic has had a lasting impact on press events, which continue to be virtual (or hybrid). As a result, press conferences are fewer and far between, as brands seek fresh ways to stay engaged and connected with the help of technology.

## EDITORIAL REQUESTS

Expect to see editorial requests that run the gamut, mixing urgent topics (like supply chain shortages) with SEO-friendly evergreen content (like savings tips for couples). Consider how you can add to the conversation in 2022.

If 2022 is the year you plan to break into the media and build your press portfolio, keep these trends in mind as you create your strategy and prepare your pitches.

*Words by Meghan Ely*



# How to Use Podcast Guesting to Grow Your Business in 2022

**BY VICTORIA BENNION, VICTORIA BENNION PODCAST BOOKING AGENCY**

*Victoria is the founder of the Victoria Bennion Podcast Booking Agency where she works with expert business owners, authors and coaches to build their brands and grow their businesses through leveraging podcast interviews. Victoria is also host of The Best Guest podcast.*

Podcasting has been around since 2004 and at the time of writing there are over 2 million podcasts out there and over 47 million episodes. These numbers are continuing to soar.

According to Cumulus Media and Signal Hill Insights' Podcast Download - Fall 2021 Report 28% of podcast listeners only started listening to podcasts in the last year and of these new listeners more are women.

If you don't have the time to devote to starting your own podcast or are looking to make a big impact in 2022, being a guest on podcasts offers a great way to:

Connect with your ideal audience and establish yourself as an authority.

Share your stories and message with people giving you their attention. Your voice is in their ears for 30 minutes to an hour.

Generate traffic to your website and create backlinks.

Let listeners connect with you in a way that's not possible through advertising so they begin to know, like and trust you.

Network with hosts who may be your ideal clients.

Connect with your audience months or even years after you recorded the show.

Podcast hosts have spent hours producing a high-quality podcast and delivering great content that their audience wants to hear. They have nurtured their audiences, fostered a sense of belonging and as a result podcasts often have very loyal, niche audiences. When a host invites you on their show you come to the audience with credibility.

So how do you go about getting booked as a guest on podcasts and do so in a way that helps your business to grow?

Firstly, be clear about who it is you want to talk to. Who is your target audience? One of the great things about podcasts is that they have niche audiences so you can really hone down and talk to the right people.

Take a look at iTunes, browse the shows by category. The descriptions of the shows will let you know who the audience is. Another useful website to look at is Listen Notes <https://www.listennotes.com/>

Make a list of potential shows to approach. You'll want to dig a little deeper into the shows to make sure they have guests, produce episodes regularly, have a professional online presence, and promote their podcast to their audience.

Spend some time listening to each show before you pitch. Find something that you connect with the host on and include this in your pitch. It's important to highlight what value you'll bring to the listeners of the show.

To maximise the opportunity in front of you as a guest focus on adding value, sharing your knowledge with the audience and not being salesy.

At the end of your interview the host will ask how listeners can learn more about you. This is your opportunity to let the listeners know where they can go to learn more about you.

**Words by Victoria Bennion**





# Amaltheia Bohemian Rhapsody

Globe-trotting travellers, free spirits! Sealing their fate in Greece. This is the ultimate summer to rock your Wedding and kiss the baby goat as well!

Originating from the Hellenic mythology, Amaltheia is the tender, nurturing goddess, in Ancient Greece known as the foster-mother of Zeus. Later on, was placed amongst the stars as the constellation Capra – “she-goat”. This mythical story was the inspiration behind our Bohemian Rhapsody Shoot.

Furthermore, a relaxed farm lifestyle was the essence of this wedding inspiration, not compromising on luxury and lush décor! Designed by Kiss from Fleur, this bridal summer inspiration captures the sleek and groovy era of the Sixties. A natural echo between then and today, but also full of new ideas and a desire for change!

Credit to the wonderful team behind this shoot:

Photography - FotisSid Photography

For - Alchimeia

Media & Production - Ellwed

Wedding Planning & Design - Kiss from Fleur

Flower Art - Petridis Creations LV

Venue - The Margi Farm

Rentals - StyleBox Rentals

Head Photography - George Stratigis

Backstage Photography - Billy Heis

Head Cinematography - BV Aerial

Cake - Maria Kogia

Stationery - Studio Vanhart

Hair and Makeup - Michalis Tsotras

Dresses - Annikamaria Wedding Dress

Earrings - A. B. ELLIE

Suit - Tailor Italian Wear

Napkins - Silk and Willow

Models, Nadia & Hiago



# Community Trend Ideas

# 2022 Colour Palette Trends

## + Bold & Bright

The more vibrant colour palettes we started to see in 2021 are not going anywhere so expect requests for bold, bright and joyful wedding colour themes. Colours are aligning with many couples' priority to party and really celebrate in an epic way.

And this doesn't just apply to florals and decor, some couples are choosing to be more bold and less traditional with their attire. I love that they're selecting more unique colourful outfits or incorporating print or embroidery into their looks.

This move towards brighter colours has been reinforced by the '*dopamine dressing*' trend seen in fashion and adopted by social media influencers. The premise is that you can '*dress yourself happy*' by choosing to wear colours to boost your mood.

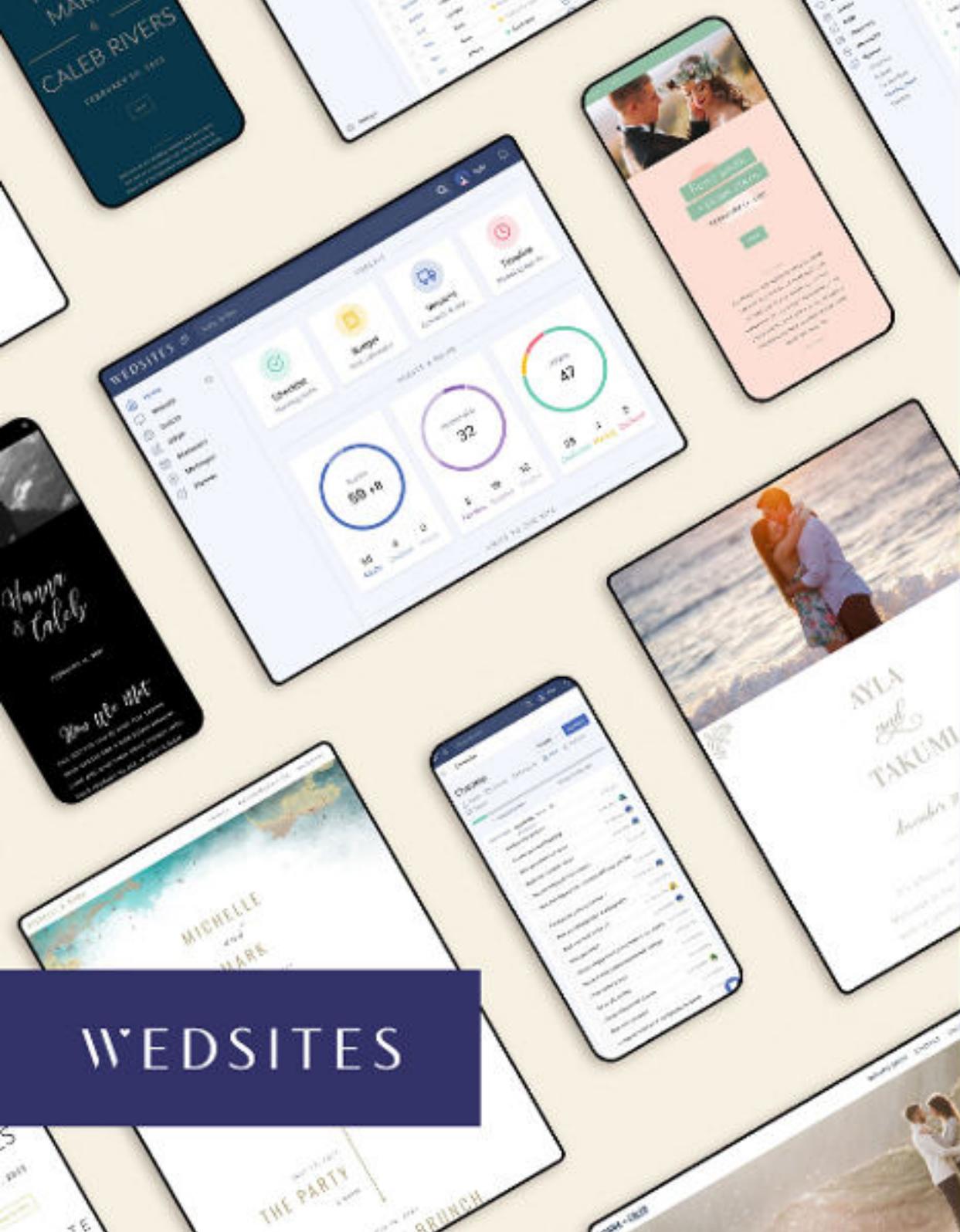
The idea that colour is closely associated with our emotions isn't a new concept. and this is definitely a principle we can apply to weddings as designers, stylists, florists, etc. So consider your 2022 palettes carefully and work with your clients to choose colours that will make them feel their very best on their big day.

## + Pretty Pastels

The popularity of pastel shades for weddings isn't new. However, expect to see an increased shift from blush, peaches and pinks towards pastel purples and pale blues this year. The love for the regency style as seen in Netflix's *Bridgerton* has made lilac, pastel blue and soft mint the pastel shades of the moment.

*Words by Martha Tobyn*





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## 2022 Pantone Color of the Year

# Very Peri

We know that wedding trends are greatly influenced by the trends we see coming out of the worlds of fashion, interiors, art & design. As well as many other creative industries and cultures.

So when it comes to predicting the must-have wedding colour palettes for the coming year we take our cue from the experts in fashion colour trend predictions, Pantone.

And we were very interested when they announced Very Peri as their colour of the year for 2022.

"A new Pantone colour whose courageous presence encourages personal inventiveness and creativity."

Love the colour it or hate it, we can definitely get behind the feelings of confidence, curiosity and creative spirit that this colour is designed to invoke.

Very Peri is a colour that could translate beautifully in wedding design (as seen in this stunning shoot by Awardweddings). It encompasses those cooler blue and purple tones we predict will be more popular in pastel palettes but also displays them in a bolder and more joyous shade. When experienced in nature it's one of those colours that impresses you with it's almost other wordly hue.

What do you think? Are you a Very Peri fan?

*"It encompasses those cooler blue and purple tones we predict will be more popular in pastel palettes but also displays them in a bolder and more joyous shade."*



# The Pantone Colour Challenge



Here at the Wedding Academy we love colour trends so much that each year we host a Pantone Colour Challenge!

As part of this competition we set our community the task of translating the colour trend (as predicted by the experts at Pantone) for the coming Spring Summer into a gorgeous wedding design.

Back in November hundreds of our followers rose to the challenge and we selected our favourite colour themed wedding moodboard designs. You can see the winning boards here. Which is your favourite?



PANTONE  
Daffodil



# The Top 2022 Wedding Trends as predicted by our community

"Colour! Bold, contrasting colours in any season Structural / statement florals - bouquets, hanging installs, flowers on walls - flowers as the feature pieces. Stylish fashion forward outfits, unique cuts, colour, wide trousers, blazers, alternative wear."

**Tahnee Anderson, Electric Lovers Weddings**

"Colorful attires, eco-conscious destination weddings, interactive wedtechs."

**Wannida Kasiwong, Wonders & Weddings**



"Couples will focus even more on having a meaningful celebration and experience. Life is short, and they want to celebrate their love."

**Jolanda Gelissen, Jojo's Weddings & Events**

"Micro weddings and intimate gathering will continue with the focus on details and styling. Couples are ready for fun and colour!"

**Natalie Selke, Desert Rose Styling**



"Sustainable and reusable table décor combined with nature inspired colour palettes which provide a focus on the environment."

**Jenny Lane, Juno Weddings (Juno The Wedding Concierge)**

"Formal and traditional, contemporary."

**Amanda Don Paul, Food, Beverage & Events**

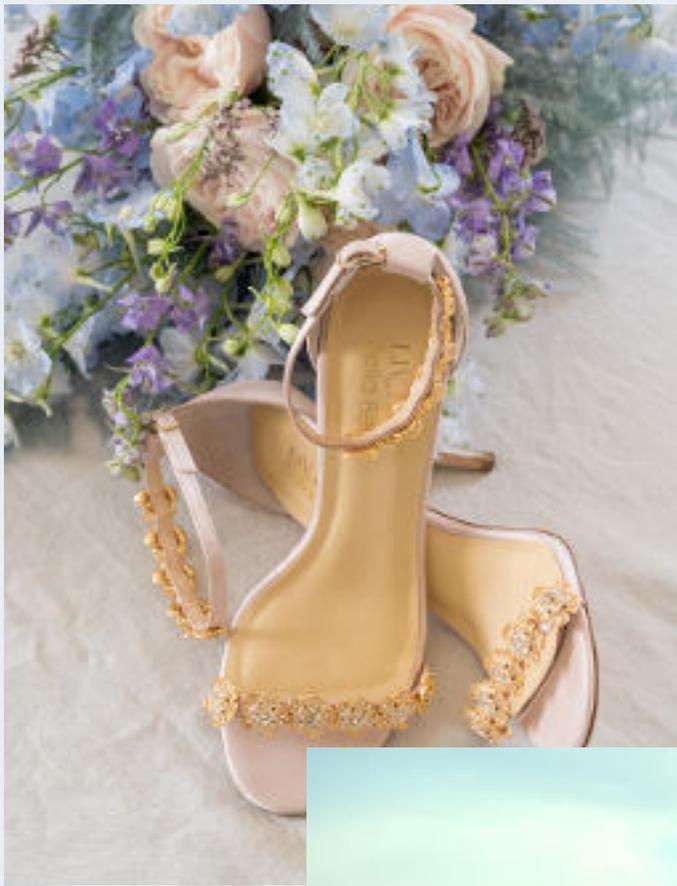
"Super bold brights.

Big floral installations.

A new 'eco'."

**Lyndal McKenzie, Little Lace Flower Company**





# Experiential Trends with Monica Russo

## OF DANDELION CELEBRATIONS

Destination Weddings - after all the travel restrictions of the past 2 years, everyone is itching to jet off for the holiday of a lifetime! With destination weddings being a great way to also combine the honeymoon, I believe 2022 will see more and more couples wanting to take their celebration abroad!

Intimate & Micro Weddings - here to stay! If there's a positive from the pandemic, it's that it gave everyone a chance to think long and hard about who we want to share meaningful moments in our lives with. I believe 2022 will see elopements, intimate and micro weddings still being very popular, as the pressure on couples to invite the whole address book has luckily eased!

Immersive wedding experiences - Elements such as bolder colours, custom scents, personalised menus and drinks will be very popular in 2022 as couples seek for truly personal and unique experiences for themselves and their guests!





KATHERINE

ARTHUR

SATURDAY, SEPTEMBER 4TH  
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— REPLY WITH PLEASE —

PLEASE REPLY BY SEPTEMBER 15TH

SAVE  
the  
DATE

KATHERINE  
& ARTHUR

9.4.20

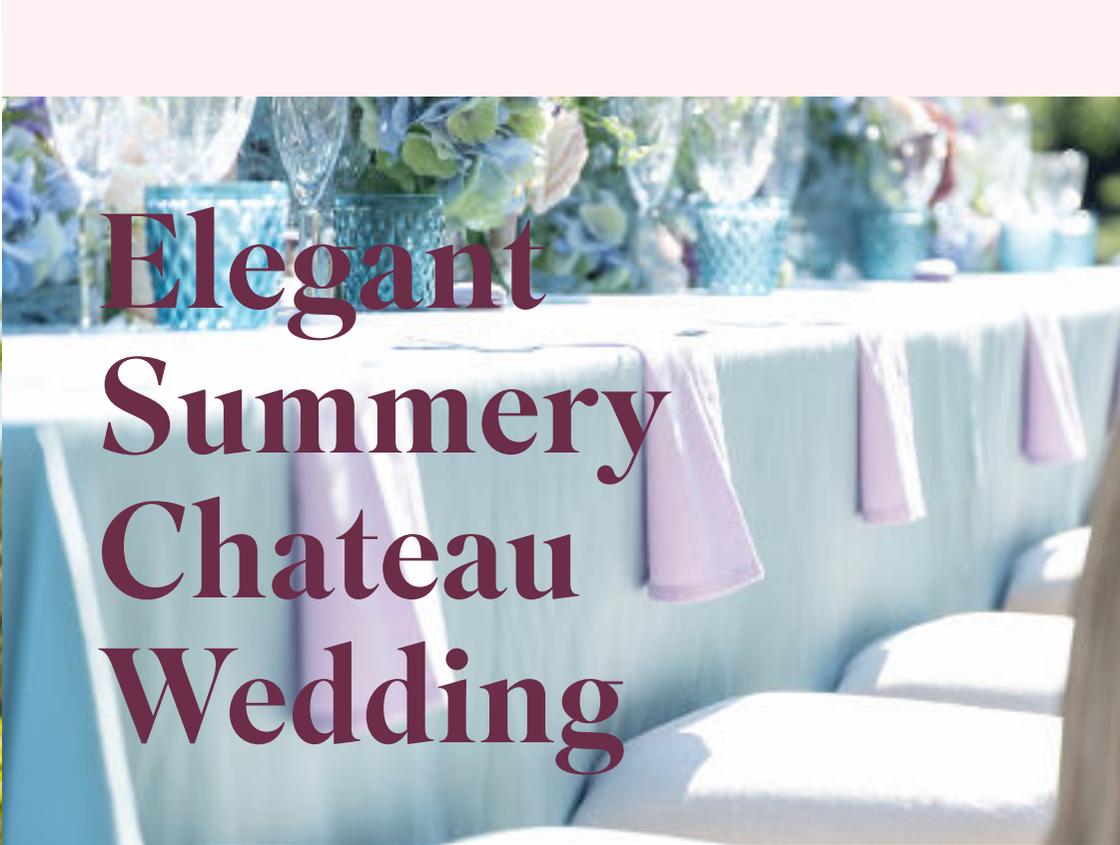
## *Digital trend predictions from Ayla Toyokawa, Founder of Wedsites*



Personalised wedding websites: If the pandemic has taught us anything, nothing is for certain. Busy couples need an easy way to communicate with their guests. Sending long text messages and making a hundred phone calls is just not practical for them. The savvy 2022 bride has a wedding website so there is a one stop shop for streamlining communication and keeping track of her guests.

Digital Save-the-Dates: With so many wedding postponements in the last two years, going digital with Save-the-Dates is an eco-friendly and cost effective alternative to having to reprint with a new wedding date.





# Elegant Summery Chateau Wedding

An elegant, romantic and flowy design complementing the chateau and its surroundings, in shades of pale blue and purples.

Gorgeous ceremony and dinner set-ups, as well as details of flat lays and tablescapes. The cherry on the top are the mountain shots.

With credit to the amazing team:

Design, planning and photography - Awardweddings

Venue - Château de Siradan

Florist - Fairy Fleur

Stationery - Promesse Graphique

Make up - Sarah Rees Mua

Hair - English Hairdresser in France

Dress - Millia London

Shoes - Bella Belle Shoes

Jewellery - So Helo Bijoux Mariage

Ring box - Je Promis

Furniture and tablewear - Our Fabulous Things

Props - Awardweddings

Cakes - Verveine et Basilic

Model @edenIng

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Hollman**

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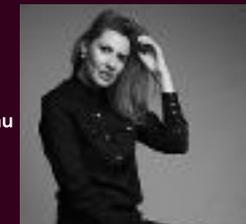
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# The Publishers

At the Wedding Academy our passion is weddings but our focus is education. We help you to have the career you've been dreaming about through our online certification courses and the support from our international mentor team.

After 13 years training wedding planners, and over 4,000+ new careers launched, we've taken wedding education to a new level and re-imagined it making it fun, informative, flexible and above all 'real'.

This is what makes us the global leaders in the field of wedding industry training.

# Wedding Academy

