

THE WESTIN

JEKYLL ISLAND

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Wedding Forecast 2017

FanFare and Formalities Give Way to Private and Personal

Brides looking to combine a little something new with their borrowed and blue might want to incorporate one of these event trends into their wedding planning, says Shawn Kinnear, director of catering and event management for the Westin Jekyll Island.

“Every couple wants their day to be memorable. It’s a major factor in their choice of venue,” said Kinnear. “That’s why we’re designing weddings to give the couple more time to be with each other and with their guests, and less time on formalities that detract from the experience.”

1. **First Look** - Not seeing one another before the ceremony in anticipation of a big reveal on the aisle has become a little impractical, and feels a little too old school for many couples. A private “first look” gives the couple a few minutes alone to just be in the moment together. “We’ll arrange adjoining rooms or a quiet, private place for the couple to take a few pictures, share a laugh, a tear or just a deep breath before leaping into the swirl,” said Kinnear. “The couples say they’re more relaxed and require fewer handkerchiefs during their ceremony.”
2. **Say “I Don’t” to the Receiving Line** – Why keep everyone waiting to get the party started?
“Let’s face it, people tend to be far less formal today and receiving lines eat up a lot of precious

party time,” Kinnear said. “Most couples and their families want to spend the day with their guests making new memories, not shaking hands and exchanging perfunctory pleasantries.”

3. **After Party Planning** - “Lots of brides and grooms want to savor the fun all night long, so they plan an after party, to avoid losing the positive energy from the reception.” Kinnear added.

“Hotel weddings are particularly conducive to this sort of venue change-up. Guests can change clothes and reconvene 15 minutes later in the bar, or on the rooftop deck for a night cap, light snacks, even a late-night breakfast.” Planning an after party doesn’t necessarily mean hosting the party, Kinnear continued. “It’s very common to arrange the space, add some simple snacks and have a cash bar,” he said. “It doesn’t have to be a huge extra expense for the couple, but it will go a long way to keeping the party alive.”

Westin Jekyll Island offers couples a one-stop wedding shop for their Golden Isles destination wedding. By combining the island’s only beachfront resort venue and trusted partners for décor, music, flowers, photography, transportation and more, Westin Jekyll Island weddings are seamless and stress-free. For additional information please contact Shawn.Kinnear@WestinJekyllIsland.com