

# DWHSAs Master Class: Becoming a Destination Wedding Ceremony Planner

(September 22, 2025)

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## Here's the basic question

How engaged and involved do you want to be with your DW couples?

Booking the travel only with no ceremony involvement (put the couples in touch with the on-site coordinator)

Assisting with pre-planning tasks and confirming arrangements with the on-site coordinator

Helping the couples plan many aspects of the ceremony and accompanying them on the trips

**Pick ONE level to start – don't jump into all three!**

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## Building your fees

You can establish your fees based on four types of support you can offer:

- Pre-ceremony **PLANNING**
- Pre-ceremony **MONITORING**
- Pre-ceremony **ACTIVITY**
- On-site **COORDINATION**

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## Pre-ceremony planning

- Deciding if the wedding will be symbolic, legal, and/or religious in nature
- Creating a "vision board" for the ceremony (style, colors, mood, decor, attire)
- Selecting the destination, the host resort/ship, and the ceremony venue (including "Plan B" options)
- Helping the couple set their guest list to match the ceremony arrangements

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## Pre-ceremony planning

- Developing the DW budget
- Confirming the trip arrangements and contracts
- Sharing travel details with DW guests and confirming their trips

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## “Monitoring” vs. “activity”

**“Monitoring”** means you’ll watch the progress on key DW activities being done by the couple, their family/friends, and the on-site wedding coordinator - but you won’t be directly involved in doing those tasks.

**“Activity”** means you - the romance travel specialist (plus any helpers) - will actually carry out those tasks.

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## Wedding announcements

- Ordering and sending “save the date” cards/emails
- Setting up the wedding web site/app
- Creating a Facebook group for the guests
- Ordering and sending invitations

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## Wedding style/decor

- Reviewing and selecting the DW package
- Finding, vetting, and confirming outside vendors (if needed)

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## Legal/religious rules

- Identifying and explaining to the couple the specific rules for legal marriages in their chosen destinations and helping them comply with the required steps (e.g., blood tests in Mexico)
- Understanding and making local arrangements for religious ceremonies (e.g., letters from the local parish/priest for Roman Catholic ceremonies)
- Following up after the ceremony to confirm that the marriage license will be given/sent to the couple

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## Ceremony components

- Helping the couple plan the ceremony elements with the on-site coordinator and requesting/delivering any variances (e.g., different types of flowers)
- Selecting/confirming the officiant(s)
- Helping the couple handle any aspects of the ceremony they're doing themselves (e.g., picking readings, setting up a relative who'll be singing)

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## Photography/videography

- Confirming the on-site photographer and/or videographer (or selecting off-site professionals)
- Confirming the list of required shots desired by the couple
- Arranging "livestreaming" of the ceremony if requested

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## On-site coordination

- Being available at the resort/on the ship to help the couple (and perhaps the guests) with any requests
- Monitoring check-ins on the main arrivals day (and distributing any gift bags/instructions)
- Confirming arrangements for the ceremony itself with the couple and the on-site coordinator (as well as other events such as the rehearsal dinner, spa treatments/golf rounds, etc.)
- Serving as a "day of" coordinator (alongside the resort's on-site coordinator) to handle any last-minute ceremony issues

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## Off-site ceremonies

Many couples want very unique venues and activities for their DWs nowadays - beyond what the resorts/ships typically offer. So, you may offer services to take the couples to an off-site ceremony venue.

If you want to offer this option to your clients, check out [Jenn Borgh's excellent webinar](#) on this topic in the training library inside [DWHSAMembers.com!](#)



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## DWHSAs certification

In 2022, DWHSA created a brand-new specialty certification for members who want to focus very closely on offering DW ceremony planning services!

We plan to offer this certification course (three webinars plus an online exam) once each year. It will return in the fall of 2026 (USD\$75).



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## Questions?

[support@dwhsa.com](mailto:support@dwhsa.com)

615.730.9977

DWHSAs Facebook group

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