



2027 Wedding Trends Toolkit: Planners Edition

Our new **The Knot x WeddingPro 2027 Wedding Trends Report** breaks down the **20 biggest trends shaping what's next in weddings** – and what they could mean for your planning business.

Now, we're taking it a step further. We've turned those insights into **an actionable toolkit built specifically with wedding planners in mind**, designed to help you put what's next to work for your business.

Inside, you'll find **a range of practical resources to help you stay ahead, sharpen your marketing and turn emerging trends into real opportunities** – from content ideas to keep you part of the conversation, language guidance to strengthen your marketing, ready-to-use outreach templates and AI prompts to help you develop new ideas.

Consider it your playbook for turning **what's next in weddings into what's next for your planning business.**



3 key things couples want from their wedding planner in 2027



01 A planner who can turn inspiration into a cohesive vision

Couples are pulling inspiration from **fashion, interiors, fine art, film, travel and culture**, often bringing several different references to the table. From *The Beach Club* and *Swan Lake Balletcore* to *The Fine Arts* and the growing influence of interior design, there's no single aesthetic defining 2027. That means couples need more than someone who can execute a moodboard. They need a planner who can **connect the dots between different ideas and turn them into a celebration that feels intentional and cohesive**. Your role is to guide couples through creative decisions, helping them understand which elements belong together, where to introduce contrast and how an idea can travel through the day – from the invitations and venue to the flowers, tablescape, entertainment and guest experience.



02 A celebration designed around the guest experience

Weddings are becoming more versatile, immersive and experience-led – often stretching across multiple days and moments, as trends like *Extending the Wedding* and *The Wedding Brand* show. Couples are thinking beyond a traditional sequence of ceremony, drinks, dinner and dancing and looking for ways to make each part of the celebration feel distinct and designed to be interactive. Use your planning expertise to map the guest journey from arrival to last dance, looking for opportunities to create **anticipation, surprise, connection and movement**. Think: a ceremony guests gather around rather than simply watch; floral installations and tablescapes that invite interaction; roaming bars that guide guests from one moment to the next; or wedding favors that become full-blown pop-up experiences.



03 A planner who can make trends feel personal

Couples want to know what's happening, but they don't necessarily want their wedding to look like everyone else's. Your role is to **translate emerging trends into personalized ideas, rather than simply reproduce them**. A couple might love the idea of Regency-inspired lace details, for example, without wanting a full period-inspired wedding. Another might be drawn to *The Beach Club* references but want them to feel sophisticated and elegant. Help couples identify **what they actually like about a trend**, then find the right way to bring that quality into their celebration.

Your content bank

Use these ideas across your **social channels, website and WeddingPro Storefront** to showcase the full range of your venue's possibilities and help couples picture what they could create there.



“The thinking behind the wedding”

Take couples behind one of your most distinctive celebrations and explain a few of the key decisions that shaped it. Why did you choose that layout? Why did the ceremony happen there? Why did the color palette appear in certain places but not others? Show the **planning thinking behind the finished result**, giving couples a

“If I were planning this...”

Take a venue, trend, moodboard or visual reference and explain how you'd turn it into a wedding. Show your thinking around **space, flow, suppliers, atmosphere, timing and guest experience**, rather than simply creating a moodboard. It could be as simple as: *“If I were planning a wedding at this historical venue, here's how I'd use the different spaces throughout the day...”*

“The [Planner] edit”

Create a visual edit around an aesthetic, color, material, venue style or cultural reference. Pull together inspiration from **interiors, fashion, art, travel, food, music or architecture**, then explain how those references could translate into a wedding. This is an opportunity to show couples **where your ideas come from and how you turn inspiration into a cohesive celebration**.

“The detail that changed everything”

Highlight one small planning decision that had a disproportionate impact on the celebration – perhaps changing the ceremony layout, moving dinner outdoors, introducing a new entertainment moment or carrying one color through multiple touchpoints. Show couples that great planning decisions often live in the details they might not think about themselves.



“[Trend], three ways”

Take a single emerging trend and show couples how you could interpret it in three different ways. For example, take *Swan Lake Balletcore*:

For example:

- **Minimalist, subtle:** Use delicate ribbon, soft tonal florals or ballet-inspired details as small accents within an otherwise pared-back celebration.
- **Romantic:** Build on the softer side of the trend through flowing fabrics, delicate florals, graceful silhouettes and a dreamy, tonal palette.
- **Full drama:** Go all in with sculptural florals, dramatic lighting, theatrical styling and a more immersive interpretation of the ballet-inspired aesthetic.

It's a simple way to demonstrate that **trends are starting points, not templates.**



Language to borrow

The way you describe your planning approach can shape how couples understand its value. Rather than simply listing what you organize, use your copy to communicate **how you think, what you solve and the experience you create.**

Instead of:

“I plan beautiful and memorable weddings.”

“I specialize in luxury weddings.”

“I offer full-service wedding planning.”

“I help couples choose their wedding suppliers.”

“I create bespoke wedding experiences.”

Try:

“I bring all the moving pieces of your wedding together – from the big creative decisions to the details you shouldn’t have to think about, so the whole celebration feels intentional from start to finish.”

“Thoughtfully planned, luxury celebrations where the details feel considered, the spaces feel intentional and every element has a reason to be there.”

“From your first ideas to the final dance, I’ll help shape the vision, bring the right creative team together and make sure every part of the day works as one experience.”

“I build a creative team around your vision, connecting you with suppliers who can bring their own expertise to the celebration while keeping the bigger picture in sight.”

“Your wedding should feel like a personal, immersive world, not a template. We’ll take all the things you love – from the places you’ve travelled and aesthetics that feel you to the food that feels like home – and translate them into the way your celebration looks, feels and unfolds.”

**A useful rule:
Explain your planning POV, not just your services**

A little outreach goes a long way

You know how to bring trends that couples are searching for to life in your space, but making them feel one-of-one may take a team. **Your vendor network can help you make new ideas feel personalized, create relevant content, and introduce your planning business to even more couples.**

Reach out to a new creative partner

Subject: An idea for [Venue] + [Business] ✨

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Hi [Name]!

I'm [Name] from [Business], a [location]-based wedding planner specializing in [detail]. I've recently come across your work in [field] and really love how you [specific detail/project].

I've had an idea for a collaboration that I think could be really interesting for both of us!

I'd love to explore how [specific trend/idea] could come to life through [specific concept], and I think your work would be a great fit. I'm imagining [specific idea – e.g. an immersive tablescape that moves guests through different visual details and brings together interactive florals, stationery, food and lighting] and would love to create something we could both share with our audiences.

Would you be up for chatting about it? I'd love to hear what you think!

[Name]





Reach out to a past couple

Subject: We'd love to feature your wedding 💕

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Hi [Name]!

We've been looking back at some of our favorite weddings, and yours immediately came to mind – especially [specific detail/design choice/experience]. We absolutely loved [specific feature of their day].

We're putting together some inspiration for future couples planning their weddings with us, and we'd love to feature a few photos and details from your day across our [specify channels] channels.

Would you be happy for us to share them? We'd also love to tell a little of the story behind [specific planning decision or personal detail], if you're up for sharing!

Thanks so much – we'd love to celebrate your day again and inspire other couples like you! 💕

[Name]



Turn trends into conversation starters

Trends can give you a useful starting point for guiding couples towards creative ideas they may not have considered and showing **what's possible when you think about the whole celebration as one experience.**

Bring relevant trends into consultations, proposals and planning conversations as an expert perspective, then connect them back to the couple's venue, aesthetic, priorities, personalities and the way they want their celebration to feel.

Try asking or suggesting:

- **When discussing different aesthetic references:** *"You've brought together a few different references here, and there are some really interesting connections between them. Rather than choosing one aesthetic, we could take the soft, painterly feel of Monet's Lilies, the relaxed coastal feel of The Beach Club aesthetic and the romantic lace details of Regency-inspired design, then find a way to bring those elements together across the flowers, stationery, tablescape and overall atmosphere."*
- **When discussing the ceremony:** *"Rather than having everyone facing the same direction, we could put you in the centre and arrange the chairs in a circle or semi-circle. It would completely change the dynamic of the ceremony and make it feel more intimate – particularly if having your guests feel involved is important to you."*
- **When a couple wants their wedding to feel more personal:** *"You've told me that travel is a big part of your relationship. Rather than adding obvious travel-themed details, we could use that as inspiration for the way the day unfolds – perhaps the food, music, stationery or different spaces could each reference somewhere meaningful to you. It would tell that story without turning the wedding into a theme."*
- **When discussing interactive details:** *"Instead of putting a favor at every place setting, we could turn it into something guests actually experience. For example, we could have a fragrance bar where guests create their own scent, a late-night food station where they build their own snack, or a small pop-up portrait studio that becomes part of the evening entertainment."*
- **When discussing a multi-day celebration:** *"If you're already bringing everyone together for the weekend, we don't need the wedding itself to carry all the weight. We could give each event its own personality – something relaxed and social on Friday, a more immersive main celebration on Saturday, then a really informal send-off on Sunday. That way, the whole weekend feels like one story rather than three separate events."*



Make sure trend-setting couples can find you

Knowing what couples are looking for is one thing. Making sure they can find you when they're searching for it is another.

As discovery moves across search engines, marketplaces and AI tools, use what you know about emerging trends to keep your digital presence relevant, easy to understand and ready to be discovered.

Refresh your WeddingPro Storefront and Website:

*Your website and WeddingPro Storefront are often where couples go from “I love the end result of this wedding” to “I can see this planner bringing ours to life.” Use the trends as a lens for your next refresh, making sure your digital presence shows **not just what your planned weddings look like, but what makes your expertise and creative vision distinctive.***

Check your:

- **Photos:** Are you showing the full range of celebrations you can create – from intimate details and tablescapes to ceremony setups, entertainment, guest experiences and full-room transformations? Choose imagery that shows your eye for both the bigger picture and the details that bring it together.
- **Real weddings:** Are you showcasing recent celebrations that demonstrate your planning approach across the whole experience – from the original concept to the final details? Where possible, tell the story behind the decisions that shaped the day.
- **Descriptions:** Does your copy capture your POV and help couples understand how you plan, what you specialize in and the kinds of celebrations you can bring to life? Go beyond generic terms like “luxury” or “bespoke” and explain what those words actually mean in your work.
- **Packages and offerings:** Are you highlighting the types of planning support couples are increasingly looking for – from full-service planning and design direction to destination weddings, multi-day celebrations and guest-experience planning?
- **Details:** Are your location, availability, services, pricing and other practical information accurate and up to date?

You don't need to overhaul everything at once. **Set a regular reminder** to refresh your website and Storefront, adding new imagery, recent weddings and updated offerings as your business evolves.

*Not advertising with WeddingPro yet? Get **30% off a placement on The Knot and WeddingWire** and get your venue seen (and booked!) by thousands of couples on our platforms. **Get started.***

Make your business easier to find with SEO + AI

Couples aren't only searching for “*wedding planners near me.*” They’re searching for specific styles, locations, types of celebrations and planning support – and increasingly using AI tools to discover and compare their options.

While you can't control exactly when your business appears in search results or AI recommendations, you **can make it easier for search engines and AI tools to understand what you offer, who it's for and when you might be relevant.**

Start with the language you use across your website and Storefront:

- **Be specific:** Clearly describe your location, planning services, wedding types and distinctive approaches or specialities. If you’re known for design-led celebrations, multi-day events or immersive guest experiences, say so.
- **Use natural search language:** Think about the words a couple might actually type or ask – such as “*destination wedding planner in [location]*” or “*wedding planner for a weekend wedding.*” The subtrends within each trend in the full report can also help you spot the specific styles, aesthetics and experiences couples may be searching for.
- **Answer real questions:** Build useful content around what couples want to know, from “*How much does a wedding planner cost?*” to “*Do I need a wedding planner for a destination wedding?*” or “*How can I make my wedding feel more personal?*”
- **Keep it consistent:** Make sure key information and the language you use to describe your floristry are accurate and aligned across your website, Storefront and other important online profiles.

Think of it this way: the clearer you are about what makes your photography distinctive and what you can offer, the easier it is for both couples and the technology helping them search to understand why you might be a great fit.



Use AI to inspire more ideas

Not sure how to bring a trend into your own business? Use AI as a brainstorming partner to explore how it could influence your content, guest experience, partnerships, packages or services.



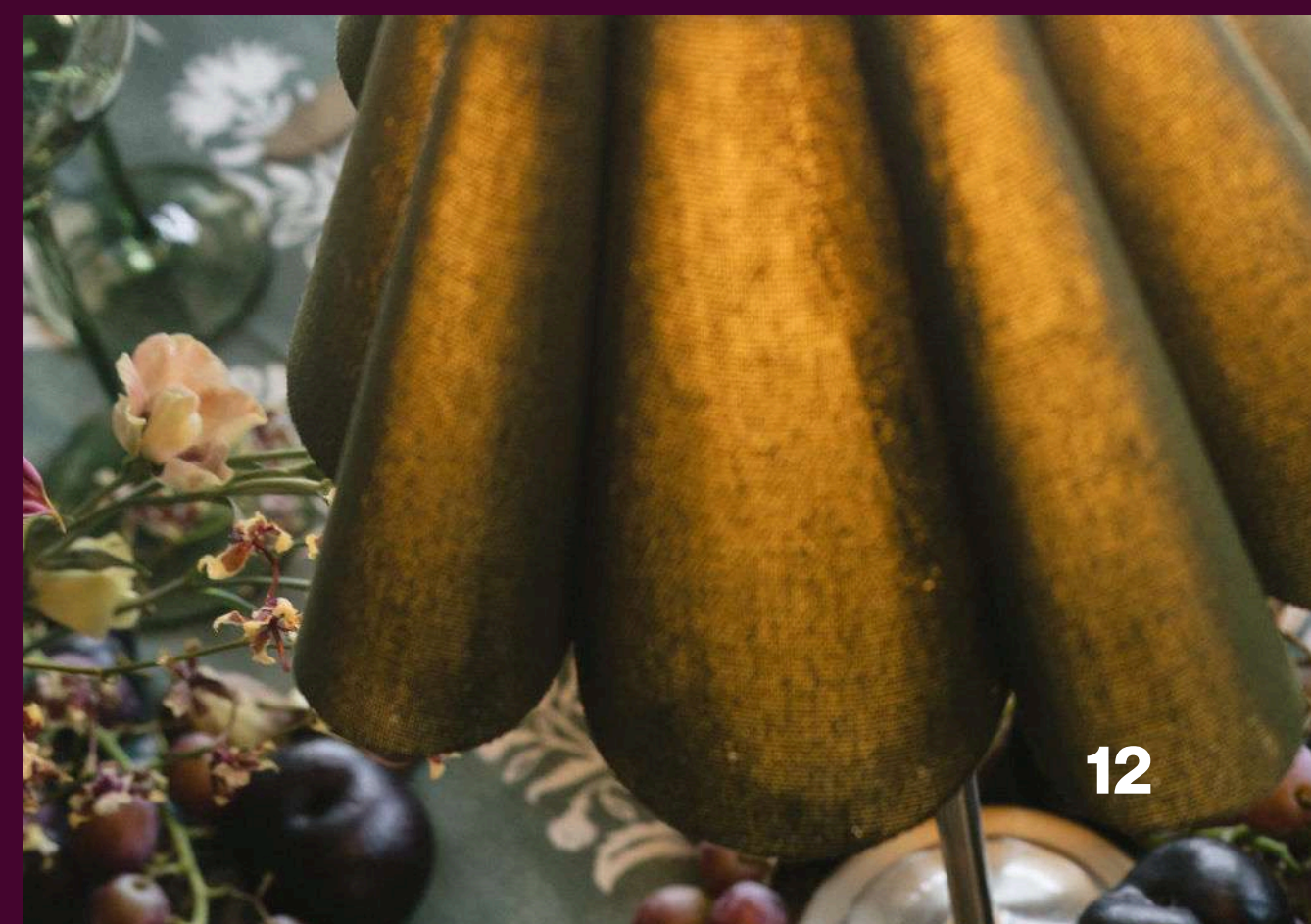
Try these prompts:

Want to push your planning approach further?

"I'm a wedding planner in [location], and I want to explore how the 2027 trend [trend] could influence the way I approach wedding planning. Based on my planning style [describe style], suggest 10 distinctive ways I could interpret this trend across the overall concept, venue, design, guest experience, entertainment, food, flow and other planning decisions. I don't want literal recreations of the trend. Prioritize ideas that would feel fresh, achievable for a real wedding and recognizably mine."

Want to create a more immersive guest experience?

"I'm planning a wedding for [describe type of couple] at [describe type of venue]. I want the guest experience to feel more immersive and less like a traditional sequence of ceremony, drinks, dinner and dancing. Suggest 10 practical ways I could rethink the guest journey from arrival to the end of the celebration, considering movement, music, food, lighting, entertainment, design and different spaces within the venue. Include a mix of subtle and more unexpected ideas."

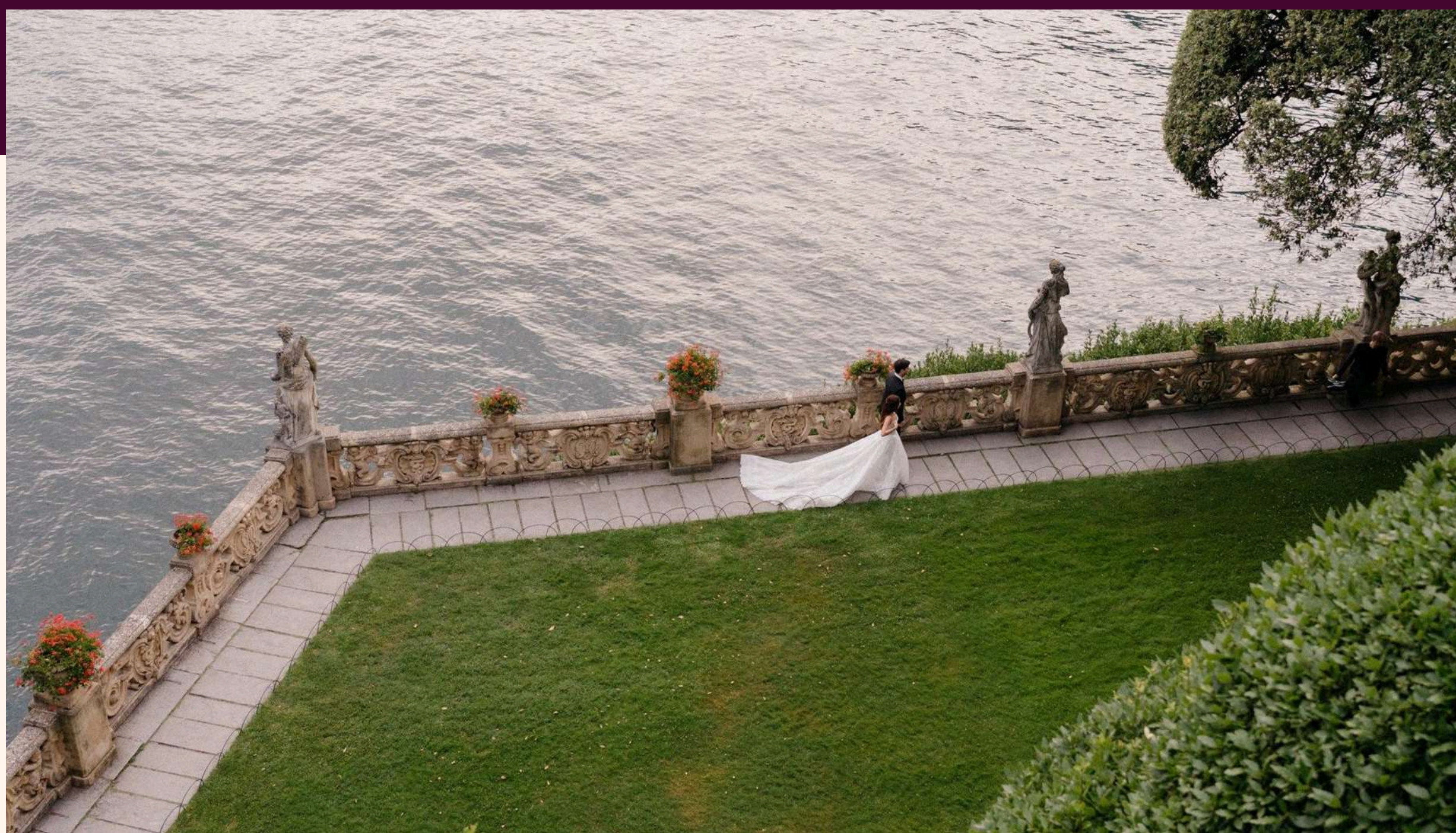


Want to turn different references into one cohesive concept?

"I'm planning a wedding inspired by [reference 1], [reference 2] and [reference 3]. Identify some common visual and atmospheric threads between these references, then develop 3 cohesive wedding concepts that bring them together without feeling overly themed. For each concept, suggest a color palette, materials, florals, stationery ideas, food and drink, entertainment and guest-experience ideas. Prioritize cohesion and restraint over simply including every reference."

Looking for the right creative partners?

"I'm a wedding planner in [location] and want to bring the 2027 trend [trend] to life in a way that feels distinctive. Suggest 8 types of creative or wedding professionals I could collaborate with, beyond the obvious choices. For each, explain what they could bring to the idea and suggest one specific collaboration we could explore together. Prioritize unexpected but relevant partnerships that could create something genuinely interesting for couples and give both businesses strong content to share."



Want the full story?

Dive into the **The Knot x WeddingPro 2027 Wedding Trends Report** for the trends and insights shaping 2027 weddings—plus practical tools to turn them into action.



Photos: Nikki Daskalakis Photography; Nicole Aston Photography; Kir2Ben; Renee Hollingshead Photography; Amy Lombard; Danielle Veitch Photography; Lightfeels Wedding