



## WEDDING WONDERBOY

*Jhune Salud takes time off from his busy work schedule and sits down with Weddings & Beyond for a candid interview about his colorful experience as a wedding planner.*

*After establishing a stable career for himself as a medical technologist, Jhun took a leap of faith and shifted industries in an attempt to rediscover his artistic talents. Seven years after, he is now one of the most sought-after and well-respected wedding coordinators in the industry; and he hasn't looked back since.*

### How did you become a wedding planner?

I've been in the industry for seven years. I was enjoying a successful career as a Medical Technologist, until I felt an insatiable desire to tap my artistic and creative inclinations.

I started coordinating weddings for family and friends in 2001. Then, I attended seminars on events planning before going full time as a wedding coordinator.

### What do you think are three qualities of a successful wedding planner?

Communication is key. You have to be able to deal with your clients and their family and communicate your ideas through.

Next would be your uniqueness over other wedding planners. Just as in any other businesses, you have to have something unique to offer your clients that others in the industry can't.

Lastly, instill professionalism. Be prompt. Reply to text inquiries at all times. Be present during meetings and perform on the day of the event.

### What are the major challenges of planning a wedding?

Believe it or not, the biggest challenge of planning and coordinating a wedding is the processing of the required documents. There's a timetable to follow and deadlines to consider.

Coordinating with suppliers may not be simple, but it is relatively easy compared to the processing of legal documents. The latter is time-consuming; without it, the wedding becomes invalid.

This is the reason why we're seeing a lot of Christian weddings. Some couples can't comply with the requirements of the Catholic Church.

### What do you love most about your job?

Having the chance to tap your creativity. Each wedding has its own personality. Couples come to me with ideas. It is my job to enhance those ideas and turn them into reality. And since ideas are abundant, it is my job as well to harmonize these into one solid, unified design direction.

### Tell us about your favorite wedding memory.

My sister's wedding took me about a year to plan the whole event—from choosing the wedding theme to coordinating every minute detail of the event. I treated it like I was coordinating a celebrity wedding. My sister learned about most of the details only weeks prior her big day. She trusted me from the very start, and it made me really happy and confident.

### Have you ever turned down any prospective client?

I have turned down prospective clients not because of any misunderstanding between the couples and me but because of their over-enthusiastic family members. Ideas collide; it is inevitable. But the stress is just not worth it. You want to maintain a happy working relationship.

I always tell my clients that there is no such thing as a perfect wedding. We can only have successful weddings.

### What was the most difficult situation you faced and how did you get out of it?

The weather could be pretty unpredictable. It's always a threat to any event, especially for garden weddings. As the coordinator, I got to have a contingency plan—look for an indoor option; otherwise, we will have to wait it out.

### What should be inside wedding survival kits?

Just last year in December, I coordinated several weddings wherein some guests suffered different medical conditions. Worst case was when one member of the entourage had a sudden heart attack. My experience as a medical practitioner came in handy. I had to pamper the client, care for the sick person, look for an ambulance and coordinate the wedding, all at the same time.

Since then, I've added blood pressure cuffs to my survival kit.

### What are the common misconceptions of people about wedding planners?

That we are expensive. This is probably why some couples would ask for my services only weeks before their wedding. They have too many concerns already; so as the wedding day nears, the pressure builds up. For some couples, coordinating their own weddings could become really stressful so they panic.

### What would you like to see more in weddings?

I want to see more vintage-themed weddings. Rustic and country details create that classic and romantic vibe. It's just so tasteful.

### What is your advice to the bride and groom so they can enjoy their wedding day the most?

Pray. Pray the moment you start planning your wedding; pray the moment you wake up on your big day. Leave everything to Him and trust your suppliers.