

*Liz  
tailors*

*your  
wedding*



Planning the most wonderful day of your life is not something you entrust to just anyone. But those who meet Liz van de Lande of Weddingbliz know that their special day is in good hands. She's planned countless weddings with great success thanks to her talent for organisation, her refreshing ideas and her sunny disposition.

Liz is also one of the Amstel Hotel's preferred wedding planners.

Before Liz turned wedding planning into a career, she spent fourteen years working in the hotel industry, which took her from the United States to China and everywhere in between. One day she decided to switch things around and studied to become a certified wedding planner. Business has been booming since she started eight years ago. What can her clients expect? 'Clients contact me to do the things they don't want to do or don't have time to do,' Liz explains. 'This can range from requesting and checking price quotes to styling the entire wedding. Half of the couples I see want me to arrange everything from start to finish. But some couples are even more extreme. I remember one couple who said: "Just tell us where to be on the big day and make sure the dress and the suit are waiting for us when we get there." However, most couples want to be involved in the process

and make the final decisions. I always give couples two options per component. Some couples initially tell me they want to do a lot of the work themselves, only to realise how nice it is to have me to fall back on.'

### *Dream location*

Most of Liz's clients live abroad and choose to get married in the Netherlands. 'Some have family here and some are expats who chose the Netherlands because it's an accessible location for both sides of the family. Others have no connection to Amsterdam at all and decide to fly everyone here simply because they love the canals. While these are ceremonial weddings and not official ones, to them it feels right. An important consideration for most bridal couples, especially Americans, is budget. An extravagant one-day



wedding at a vineyard in the United States with a hundred guests will cost about 50,000 dollars. That same wedding in the Netherlands costs about 38,000 dollars for an entire weekend. So it's cheaper and you get an elegant and memorable wedding in "old Europe" to impress your guests. I really enjoy working with international clients, because it gives me a chance to put my language skills to good use. The international aspect also makes my job more interesting. The best part of the job, however, is that the bridal couple trusts you to arrange everything down to the last detail.'

### *Demanding bride*

Liz also works with the Amstel Hotel several times per year. 'The level of service here is impeccable thanks to the hotel itself and the people who work here. Arno is my contact

person and he's worked here for twenty years. What's funny is that he's always adamant about sticking to the script in the beginning, but after about eighty changes on the day itself, he's running around trying to get everything arranged. It's cute and very helpful. I can trust him to get the job done.' Liz has seen a lot in her eight years in the industry. When it comes to weddings, expectations, emotions and budgets run high. That's what makes a wedding planner a key player on the big day. Building a strong relationship with clients is important in this industry, as is the ability to reassure people and respond to unexpected situations when tensions run high, like the wedding at the Amstel Hotel where the bride demanded that everything be white. Everything. 'I've seen a lot as a wedding planner, but she even wanted the stamens removed from the flowers because they were yellow. The styling team stayed up all night covering the stairs and the reception rooms with flowers. Then the bride called me in a panic at seven the next morning because the flowers weren't white like we'd agreed, there was a hint of green in them. There were more absurdities like this all day, but as far as I know, the bride was happy with me in the end. Fortunately, a bizarre wedding like that one is the exception, not the rule. What I find particularly moving is when the couple tells me I exceeded their expectations on their big day. That's always wonderful to hear.'

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