



PRODUCTIONS

An extensive guide on how to

# HOW TO PLAN YOUR WEDDING

from your photo- and videographers

*In Italy*



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# Hello!

If you're reading this guide, it means you're planning a wedding in 2025 - how exciting! First of all, congratulations! You have a thrilling yet stressful process ahead of you, but don't worry, we're here to help.

We are Alber and Anastasia - a real-life couple with a shared passion for documenting moments that has been driving our work since 2020. We've had the privilege of documenting weddings across Northern Italy and Europe in both photo and video formats, examples of which you can see all throughout this guide.

Through our time behind the camera, we've learned a lot about what goes into making a wedding day unforgettable. In this guide, we'll share practical advice to help you plan a day that flows beautifully, from our perspective as photographers and videographers. Can't wait to share what we've learned with you!

If our style and vision resonate with you, don't hesitate to reach out - we'd be thrilled to tell your story next!







# Where to begin

## *Choose your vibe*

The first step in making your dream wedding a reality is deciding on a style that reflects your personalities and vision for the day. Whether you imagine a grand traditional ceremony or a relaxed celebration in nature, your wedding style will help create the mood and atmosphere for you and your guests.

Think about what feels most like you. No matter which style you choose, the focus is always on the emotions, the connections, and the special moments you'll share. Your photos and videos will naturally reflect the vibe of the day.



Here are a few popular styles for Italian weddings:

- **Classic Italian elegance.** Emphasizing timeless beauty, this style features traditional ceremonies often held in historic churches or elegant villas. Expect formal attire, luxurious decor, and exquisite dining experiences
- **Modern Mediterranean.** A blend of sleek contemporary design and vibrant Mediterranean influences, this style often features open-air venues with stunning sea views. Expect a minimalist decor approach with bold colors and modern accents, ideal for couples looking for a chic yet relaxed vibe
- **Rustic charm.** Embracing the picturesque landscapes of Tuscany or Umbria, this style includes natural elements like wooden tables, wildflowers, and vineyard backdrops. Such weddings often take place in agriturismos (farm stays) or rustic villas, creating a cozy, romantic atmosphere.
- **Urban chic.** Perfect for couples who love the buzz of city life, this style features modern venues like rooftop terraces, art galleries, or historic buildings in cities like Milan, Florence, or Rome.







# Set a date

The date you choose is more than just a formality - it's a major factor in the availability of venues, vendors, and even the overall cost of your wedding.

Italy's peak wedding season typically runs from early May to late September, but we would not recommend booking a wedding in August. It's generally the hottest month of the year, which can be uncomfortable for outdoor events, and it coincides with Ferragosto, a national holiday when many businesses close for almost the entire month, making logistics more complicated.

Opting for an off-season date can help you avoid high-season crowds, possibly secure better rates, and still enjoy good weather. Keep in mind regional weather differences: while the northern regions get rainy and cold by October, Puglia or Amalfi coast will remain "welcoming" for a lot longer.





# Set your budget

Your budget is the foundation of your wedding planning, and setting it early will help guide every decision you make. Italy offers a variety of wedding options to fit different price ranges, from luxurious villas and grand estates to smaller, intimate venues.

- Decide on a total figure that you're comfortable spending.
- Consider the big-ticket items first: venue, catering, photography, videography - these will likely take up the largest portion.
- If you're planning a destination wedding in Italy, remember to include travel expenses, accommodations, transportation, and any legal fees.
- Reserve 10-15% of your budget as a buffer to cover any last-minute changes or unplanned costs.





# *Estimate your guest list*

Keep in mind that in some regions of Italy, like Lake Como or Tuscany, the size of your wedding can also affect venue availability, as some locations may be better suited for smaller groups. The earlier you have a guest count in mind, the easier it will be to choose a venue that fits your vision.

Knowing how many people you plan to invite will influence the size of your venue, your catering, transportation and accommodation needs. Start by making a rough estimate of your guest list, considering whether you want an intimate gathering with just family and close friends or a larger celebration.





# Choose the venue

Your wedding venue sets the stage for your entire day and influences everything from the style of the ceremony to the mood of your photos and videos. In Italy, couples are spoiled for choice when it comes to stunning locations, each offering its own unique charm.







## *Villa wedding*

Italy is famous for its breathtaking villas, especially in regions like Lake Como, Tuscany, and the Amalfi Coast. Villas often come with expansive gardens, terraces with views, and centuries-old architecture, creating a cinematic backdrop for your wedding.

Make use of the large outdoor spaces. Consider utilising different areas for various parts of your day, like the ceremony in the garden and the reception on a terrace. Villas tend to have darker interiors, so plan for additional lighting for indoor receptions or evening events.

- secure your venue at least a year in advance to avoid disappointment, particularly during peak wedding season
- consider hiring a local wedding planner who is familiar with villa-specific requirements and local rules
- most villas are not licensed for legal ceremonies. You can arrange for a celebrant for a symbolic ceremony



# Church wedding

Italy is home to some of the most magnificent churches in the world, from historic basilicas to quaint chapels in rural villages.

Be mindful that many churches may have restrictions on photography and videography during the ceremony. Flash photography is generally not allowed, and churches can have limited natural light, which might impact the final images - check with the church in advance and communicate with your photographer.





- a church wedding in Italy has a civil value, but you can perform a civil ceremony in your home country to shorten the bureaucracy process
- Catholic weddings require baptism certificates and a “Pre-Cana” - pre-wedding course of around 3 months
- if you’re not Catholic, you’ll need special permission from your church
- you must provide a certificate of no marriage impediment (“Nulla Osta”)
- the Church will not marry you if you are divorced, and the wedding was not officially annulled
- church weddings usually cannot be scheduled on Sundays or during religious holidays
- the standard language for church ceremonies is Italian. This includes the reading of prayers, hymns, and the officiant’s dialogue





# Townhall wedding

For couples seeking a more intimate, civil ceremony, Italy's town halls (or comune) offer a beautiful and often more affordable alternative.

Town hall ceremonies tend to be more straightforward and brief, with less focus on the aesthetics. However, many town halls are located in picturesque town squares or historic buildings, giving you the opportunity to capture unique shots around the venue.

- make sure you bring two witnesses for a town hall wedding - they are required by law
- the legal wording of the ceremony will be done in Italian
- don't forget to obtain "Nulla Osta" from your embassy, translated and legalized
- if you or your partner are Italian residents, the wedding must be preceded by the publication of the marriage banns
- some comuni may require you to use their "official" photographer during the ceremony. If you have a preferred photographer, check in advance whether they can be accommodated





# Find your photo- & videographer

Choosing the right photographer and videographer can enhance your wedding experience and ensure you have stunning memories to cherish for years to come. Take your time, do your research, and trust your instincts to find the perfect fit for your special day.





- **find the style you like**

A professional photographer/videographer typically has a distinct style. Explore and figure out what resonates with you. Do you prefer a creative, editorial approach or a more documentary, candid style? Are you drawn to bright, airy images, or do more dramatic tones speak to you? Create a mood board of your favorite images to clarify your vision.

- **review the portfolio**

Carefully examine the photographer's or videographer's previous work to ensure their style is consistent. Ask to see examples from various weddings - full galleries if possible, not just one photoshoot. This will give you a better idea of how they handle different lighting, settings, and moments throughout a wedding day.

- **find your person**

Good chemistry can make all the difference in capturing authentic moments. It's much easier to relax and be yourself in front of the camera when you feel like you're working with a friend rather than a stranger. Consider meeting in person or scheduling a video call to gauge your comfort level.

- **check their legitimacy**

Verify that your chosen photographer/videographer has a registered business, such as a Partita IVA if they're based in Italy. A legitimate business often reflects professionalism and accountability.

- **consider a second shooter**

It's optimal to have two photographers/videographers capture your wedding day. You will have broader coverage with different angles of the event and less risk of missing key moments. Most professionals already have a trusted second shooter on their team, so don't hesitate to ask them about this option.





- **consider pricing**

Photography and videography are areas where investing a bit more can be incredibly worthwhile - you only get married once, and the magical moments of your day cannot be repeated. The ability to anticipate and capture key moments comes with experience, so prioritize the skills over the price tag.

- **read the contract thoroughly**

to ensure it covers both your rights and the photographer's responsibilities. Pay attention to details such as payment terms, cancellation policies, and what happens in case of unforeseen circumstances.



## *When to book?*

The simple answer is: as early as possible! Especially if you're planning a wedding on a special date or in peak season, booking early can help you secure your desired date. With one of the most important tasks checked off your list, you can focus on the details, knowing your memories will be captured beautifully.



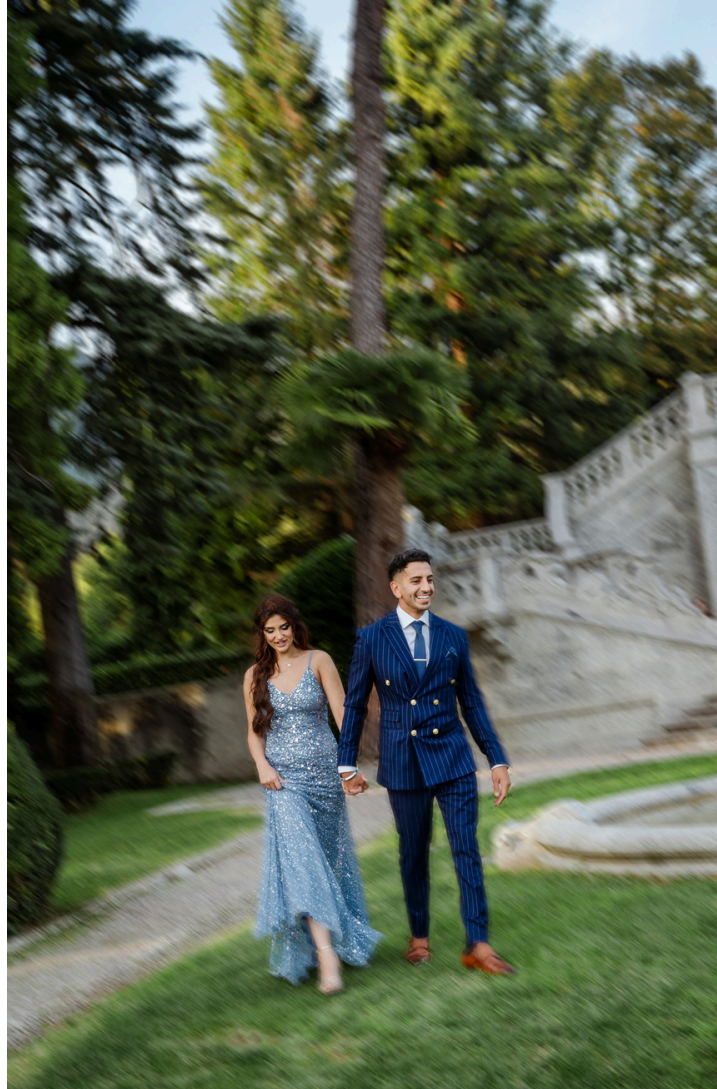
# Consider booking a photo & video team

When you hire a team, your photographer and videographer will know how to work together and communicate effectively, which will make that side of your wedding day run smoother.

You can be sure that your materials will look cohesive all throughout! Colour correction, style, editing - your photos and videos will have the same vibes.

You will most likely get a better package rate, than booking two vendors separately. We, for example, share travel and accommodation fees, editing software subscriptions, and charge twice less sales tax!

You will not have booking and scheduling difficulties, since a photo & video team will most likely have the same schedule. Plus, you can book two vendors in one go!







# Create the wedding timeline

A wedding day timeline is essentially a schedule that details all the events, tasks, and timings throughout the wedding day. Whether you're working with a wedding planner or handling the details yourself, creating an hour-by-hour schedule ensures that everyone, from your wedding party to vendors, knows what to expect.

While every wedding is unique, most will follow a general structure. The exact timing of events will vary depending on your preferences, ceremony type, venue and season. The timelines listed below reflect how much time your photo and video team will need to capture each part of your wedding from our experience



## With First Look

## No First Look

Groom morning prep

30 min

Bridal details & prep

1 hour

First look

10 min

Couple portraits

20-30 min

Wedding party portraits

20 min

Ceremony location & decor

15 min

Ceremony

30-45 min

Family portraits

30 min

Cocktail hour + dinner location & decor

20 min

Cocktail hour

1 hour

Couple sunset portraits

15-20 min

Dinner and party coverage

2-4 hour

Groom prep & groomsmen portraits

45 min

Bridal prep & bridesmaids portraits

1.5 hour

Ceremony location & decor

15 min

Ceremony

30-45 min

Family portraits

30 min

Cocktail hour + dinner location & decor

20 min

Cocktail hour

1 hour

Couple portraits

30-45 min

Dinner and party coverage

2-4 hours

- always add buffer times to make up for any delays
- communicate with your vendors to understand exactly how much time is needed for each event
- have a backup plan in case of bad weather



# Preparations

## Self-care

Don't forget about the most important person at your wedding - you! In the days leading up to the wedding, get plenty of sleep, stay hydrated, and avoid last-minute skincare experiments that could cause irritation. On the morning of your wedding, give yourself some time to breathe and relax. A calm, rested face will shine through in every photo.



## Location

The space where you get ready sets the tone for your photos. We recommend choosing a big room that has plenty of natural light - a well-lit environment enhances every detail, from the makeup to the dress. Evaluate the overall aesthetics and decor to ensure harmony with your desired vibe. When possible, make the bride and groom get ready at the same place, or within close walking distance of each other. This allows the team to easily travel between rooms for the getting ready shots.





# Getting ready

Depending on the team size and the location, the bride and groom getting ready can be shot simultaneously or one after the other.

For the groom, the getting ready process is typically quicker, making it ideal to get those shots done first. Once the groom and his party are ready, we can capture the fun, relaxed moments between them, allowing them to enjoy the rest of the morning stress-free.



For the bride, timing is key. While it's important that she's not the first to have the hair and makeup done, make sure she's also not the last. Ideally, her hair and makeup should be 90-100% finished before the photo & video team arrives - to save time. The mother of the bride, a maid of honour, or another significant person should be the first ones to get ready so we can capture the shots of them helping the bride with the dress. If you're doing a first look, the rest of the wedding party can finish getting ready during that time.



# Detail shots

Detail shots are a great way to tell the story of your wedding day through the small elements you've chosen with care. Make sure to set them aside in advance for the photo & video team to capture.

## Bride

- shoes
- rings
- headpiece
- family heirlooms
- wedding invitations, vows - any stationary
- perfume
- bouquet
- customised clotheshanger (optional)

## Groom

- shoes
- watch
- cologne
- cufflinks
- boutonniere
- handkerchief
- family heirlooms



# First look

A First Look is a special moment where the couple sees each other before the ceremony, instead of going the more traditional route of seeing each other at the aisle for the first time. It usually ranges from 15 to 25 minutes, fitting into the timeline one to two hours before the arrival of the guests. Many couples love this approach because it allows them to share an intimate moment alone, soak up the love and excitement.

Of course, seeing each other at the aisle for the first time holds its own magic. For couples who value the emotional drama of this moment, the traditional approach without the first look can be the perfect fit. After the ceremony, they'll still have time to capture beautiful portraits, but might lose some time to mingle with the guests.

Tips for the groom: make sure your pockets are empty - put the phone and the wallet aside to avoid pocket bulge





We usually advise our couples to include the first look in their timelines. It gives us the chance to have most of the couple portraits done before the ceremony, which reduces the pressure and allows the couple to enjoy their cocktail hour together with the guests.

The couple's first look isn't the only option. There are other meaningful first looks that can be incorporated into your day:

- the bride and her father: capturing the father's reaction to seeing his daughter in her wedding dress for the first time is something to treasure
- bride/groom with their wedding party: whether it's a bride revealing her gown to her bridesmaids or the groom seeing his groomsmen suited up, this moment can be fun and full of excitement

Choosing to include these additional first looks can bring extra layers of emotion to your day, creating even more memorable moments to look back on.







# Ceremony

The emotions during the ceremony are some of the most powerful and meaningful moments you'll experience. While its main events (processional, vows, ring exchange, first kiss) are essential to capture, some of the most touching moments are often the unscripted ones: the look on your partner's face as you walk down the aisle, a parent wiping away tears... These candid shots often carry the most emotion and tell the full story of your day, and that is why it's so important to choose the right photographer/videographer to not miss those moments.



The setting and lighting of your ceremony play a crucial role in how the footage will turn out. If you're having an outdoor ceremony, consider the time of day - a ceremony in harsh midday sun can create unflattering shadows, while a sunset ceremony can cast a golden glow. For indoor venues, make sure your team is aware of any restrictions, such as flash limitations in churches, so they can plan accordingly.



## Unplugged ceremony

As you're standing at the aisle, about to marry the love of your life, you probably don't want to glance around and see phones instead of your friends' and family's faces. We recommend having an unplugged ceremony to avoid phones popping up in the background of shots and to allow guests to be more present. We will make sure to capture all the important moments of your ceremony, so assure your guests nothing will be lost.

You can ask your officiant to give the guests a minute to take photos just before the ceremony officially begins, to make sure that everyone will still get their own picture of you two to cherish.



# Couple photos

Your couple portraits are an opportunity to capture the genuine love and connection between you and your partner. These photos will become some of the most cherished from your wedding day, as they reflect your bond in a more intimate way.





There are two main styles of couple portraits, and both bring their own unique vibe and energy to the images:

**Candid photos** capture raw, unposed moments. Your photographer will guide you into settings where you can interact organically, capturing genuine smiles, touches, and laughter. These shots are perfect for couples who want their love story told in an authentic, documentary style.

**Posed photos**, on the other hand, focus on creating timeless, structured images that emphasize composition and detail. These photos are ideal for couples who want a more polished and editorial look, with dramatic lighting and artistic framing. Posed portraits can still look natural with small adjustments, and they often result in iconic images.

Discuss with your photographer which style resonates most with you, and feel free to mix both to reflect different sides of your relationship.





# Feeling awkward?

It's perfectly natural to feel a bit nervous when the spotlight is on you, but the key is to relax and trust your photographer.

- instead of worrying about the camera, focus on your partner and immerse yourself in the scenery
- when unsure what to do with your hands, hold your partner
- natural movements can bring out authentic expressions and help you feel more at ease, so keep those smiles, kisses, and laughter flowing





# Group photos

With so many people involved, organizing group shots can feel a bit overwhelming. Here's how to make the process smooth and enjoyable.

- create and share a list of who you want photos with. This ensures that no key people are missed and that everyone knows their place in the schedule. Include specific combinations like immediate family, extended family, and any special requests.
- try to keep the number of combinations to a manageable amount. Focus on the most important groupings, and trust that the candid moments throughout the day will capture everyone else
- request that your guests refrain from wearing sunglasses if possible
- ensure all the pockets are empty and put the purses, bags or jackets aside to avoid visual distractions





# Reception

You're married - it's time to celebrate! Cake cutting, dancing - the reception is a whirlwind of joy. Enjoy yourself - the more natural you are, the better those candid shots will turn out.

If you're planning a party with laser lights, make sure to avoid aiming them directly at your photographer's equipment. Direct exposure can damage camera sensors.

If you've prepared a dramatic exit with sparklers or confetti, let your photographer know in advance so they can be prepared. This ensures the perfect final shot that captures the festive end to your day.

Consider scheduling the cake cutting and fireworks earlier in the evening, rather than at the very end.

This allows the photo and video team to capture these moments and some lively dancing without exceeding their working hours.

After about 30 minutes of shooting the dance floor, the footage often becomes repetitive, so there's no need to cover the entire party. A well-timed schedule ensures all the key highlights are beautifully documented.





# Feed your vendors

Tipping is not traditionally expected in Italian culture, but feeding your vendors - those who are working full-day with you - is a common and thoughtful gesture.

- make sure to provide a filling meal to keep your team going, ask in advance if they have any dietary restrictions
- ideally, serve your vendors at the same time you and your guests are eating or slightly earlier, in time to capture the family members' speeches and toasts
- if possible, set aside a quiet space near the reception where your vendors can eat and recharge without being too far from the action





# Rain on the wedding

While it's every couple's dream to have perfect weather on their wedding day, sometimes nature has other plans. But don't worry - rain doesn't have to spoil your big day!





- Having a solid backup plan will help keep you calm. If your ceremony or reception is outdoors, make sure there's a sheltered alternative, whether it's a tent, gazebo, or an indoor space.
- Prepare a change of shoes for the bride to avoid slipping/getting muddy and some clear or white umbrellas for the photos.
- A little rain might slow things down, and that's where all the buffer in your wedding timelines comes to use. Here including a first look in your schedule might be useful - having slots for couple portraits in different times of day increases your chances for rain-free shots.
- Photographers and videographers are experienced in dealing with different weather conditions and will adapt accordingly. Don't worry about the grey skies - rain can provide excellent soft, diffused light, making the pictures more artistic and atmospheric. And umbrellas and rain boots can become fun props for the photos!

At the end of the day, your wedding is about celebrating your love, and a little rain won't change that. The best thing you can do is go with the flow and have fun with it!





# After the wedding

Once that last dance is over and the guests have left, your wedding journey isn't completely over yet - soon you will get to relive the day through your photos and videos, which will become treasured memories for years to come. Here's what you can expect:





After the wedding, your photographer and videographer will begin the process of sorting and editing your images and videos. Each professional will give you their timeline for delivery, but typically, you should expect to receive the materials within 6 to 12 weeks.

Many offer “sneak peaks” of a few images or a highlights video shortly after the wedding to enjoy while you’re waiting for the rest.

If your wedding package includes an album, you'll have the chance to select your favorite images together with the photographer.

Once you receive the videos and the photo gallery, make sure to backup all the files and store them properly.





# Conclusion

We hope this guide has provided you with valuable insights to help you navigate the wedding planning process with confidence. As you embark on this adventure, remember that your memories are meant to be cherished. A skilled photographer and videographer can turn those fleeting moments into lasting treasures, allowing you to relive the joy of your wedding day for years to come.







Every image in this guide is a reflection of the love stories we've been honored to capture. If you feel a connection to our style and vision, don't hesitate to reach out! Let's start planning how we can make your wedding day unforgettable!

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