



Wedding organised by www.dream-time.ch.
Photo: Julian Kanz - www.juliankanz.com

Above: Sandra Stauffer-Hess, owner of Dream-Time wedding planners and member of the VUSH board.

VUSH

Swiss wedding planners with distinction

Those who employ the services of a wedding planner for their big day want to feel safe in the knowledge that they can rely on the planner's compassion, professionalism and efficiency to organise an unforgettable day.

TEXT: VUSH | PHOTOS: PRESS IMAGES

To quell any fears for those tying the knot, the Verband Unabhängiger Schweizerischer Hochzeitsplaner (VUSH – The Swiss Association of Independent Wedding Planners), was founded in 2008. Along with ensuring ethical behaviour on the side of wedding service providers, VUSH's tasks include strengthening the position of the nuptial planning industry in Switzerland.

VUSH board member and manager of Dream-Time Hochzeitsplanung [Dream-Time Wedding Planning], Sandra Stauffer-Hess would be the last person to undervalue the importance of a couple's wedding. For those who hire a wedding planner to organise the most important day of their lives, it's a question of putting your faith in a stranger so it's important that the pre-organisation discussions go well. Ensuring

that you feel comfortable with the planner and that you're on the same wavelength is vital. "We're professionally trained so we're aware of the preparation and work that a wedding requires. The husband- and wife-to-be should be able to enjoy the run-up to the big day with anticipation and relax as we take over. The couple naturally have the final say in each decision – it's their day. We're just here to realise their dreams."

Despite spanning various cantons of Switzerland, the members of VUSH are united in possessing the relevant qualifications, experience and passion for weddings, diving into the intricate planning of each wedding with their whole heart.

According to Stauffer-Hess, the association has around 37 wedding planners currently

on its books. Dream-Time Hochzeitsplanung, Your Perfect Day and Luuniq are just some of its long-term members, and companies like Firstclass Wedding, cm Wedding and passiamour have recently joined their growing troupe.

VUSH is dedicated to ensuring that Swiss wedding planners adhere to high quality standards. The exclusive VUSH label of being a member of the association (Mitglied beim Verband Unabhängiger Schweizerischer Hochzeitsplaner) is only granted to those companies who are strictly vetted by VUSH.

For those interested in a career as a wedding planner, VUSH cooperates with SAWI (Schweizerischen Ausbildungszentrum für Marketing, Werbung und Verkauf), the Swiss centre for further education in marketing, advertising and sales, to offer apprenticeships in both Zurich and, as of recently, in Bern too. Since creating this scheme several years ago, it has been enormously popular with budding wedding planners.

www.vush.ch