



Interview with Shenanigans Weddings And Events Founder Kristen Knight

Shenanigans Weddings and Events founder and owner, Kristen Knight, wasn't always knee deep in décor, budgets, and menus but she seems to have found her calling. While she formally established the business in 2006, she's had her finger on the pulse of the industry and what makes it work for a long time.

We understand that you were a project manager and computer programmer early in your career?

Yes, well, I earned a degree in business from UNT and took what my family considered to be a "real job" in computer programming and project management. My detail-oriented nature and project management skills were put to good use but my creative side was struggling so I volunteered my time with non-profit organizations planning and implementing events. And I'd jump at every chance I got to help friends plan their wedding and parties.

What was the turning point at which you knew you were headed to a career in wedding and event planning?

It was becoming clear to everyone that I had a passion and a knack for wedding and event planning. A business associate introduced me to a local retailer who was looking to make a big impression with their "Grand Opening". We put my event coordination, production and marketing skills to the test. It was a huge success so I decided to finally make the leap.

How did you gain experience?

I continued to coordinate corporate, non-profit, and social gatherings including birthday and theme parties, baby showers and marketing events. I then joined a popular wedding venue working as an event and sales coordinator. Once I discovered the joy and fulfillment in helping brides achieve the wedding day of their dreams there was no turning back.

What separates Shenanigans Weddings and Events from other companies?

I take each and every event personally, as if it were my own. Every event, every budget is treated with the same level of importance and dedication. You spend months and sometimes years working on an event so it is important to get each and every detail right there are no *do-overs* especially for the bride who is creating the day of her dreams.

What is the most memorable event that you have planned?

One of the most memorable events I have planned was a nonprofit event where we had to turn an empty warehouse into a themed "Night in Paris" soiree, working with only donations and volunteers with which to pull it altogether. After the amazing transformation of the venue and the resourcefulness and creativity of the event team, I was inspired and cemented in my determination to turn my passion into my career.

What advice would you give someone looking for a wedding planner?

A major misconception when planning a wedding is the theory that "I can't afford a wedding planner!" In this day and age of fast paced careers, lives and responsibilities, you can't afford **NOT** to have a planner. The average wedding in the Dallas Ft Worth area takes 300 hours of planning and preparation time. As a professional wedding planner, I can drastically reduce the amount of planning time by offering suggestions on venues, reputable vendors, event design and budgetary assistance. The main reason to hire a wedding planner – so you can enjoy the day you spend all that time planning!!!

Shenanigans Weddings and Events is a full service event production company located in the Dallas-Ft Worth area. Owner and founder Kristen Knight is a Trained Wedding Planner and a member of the American Association of Certified Wedding Planners.

Contact Kristen today for your complimentary consultation.