



## Ann David & Nicky Reinhard

Coasts collided when Californian Nicky Reinhard teamed up with Connecticut-native Ann David to create their event producing firm, David Reinhard. Having had her curiosity piqued by a friend working in the industry, Nicky established her career executing events for corporate clients in Los Angeles before making her move east. Ann gained experience in the field planning various Olympic-related events but serendipitously decided to return to New York and there crossed paths with Nicky. Since founding David Reinhard 16 years ago, the duo have been in high demand due to their reputation for seamless events with thoughtful details created in partnership with their highly-cultivated list of vendors. Here, Ann and Nicky share some of their vast and valuable knowledge.

### **What do you perceive as being your most important duty for your client?**

**Nicky:** It depends on what the client considers are the most important to them. Our role is to listen and offer advice on how to make the night feel seamless and as if it just came together, leaving everyone having a good time with wonderful memories. But we do always want to make sure that first and last impression is well noted meaning valet parking, music not being deafening and a cocktail hour doesn't last too long.

**Ann:** We want our clients to feel like guests at their own wedding. The timing has been discussed and thoughtfully put together but then they get to "let go" and us take it from there on the wedding day.

### **Tips for what to avoid when planning a wedding?**

**Ann:** I love the quote "If you think it's expensive to hire a professional, wait until you hire an amateur." Be smart about who you hire.

### **What're you seeing trend-wise in the wedding world these days?**

**Nicky:** Making weddings that are personal and that truly reflect the couple is always fresh and exciting.

**Ann:** Giving back. Last summer, all the drapes and the carpet from a tent wedding we produced were donated to Habitat for Humanity. We are working with a company Repeat Roses that repurposes flowers and gives them to nonprofits.

### **Advice for a couple feeling lost in terms of a vision for their big day?**

**Nicky:** Think about places you have been and love (hotels and restaurants are great for inspiration). Or take a cue from the setting you've chosen, whether it be a barn or a loft.

**Ann:** We help by asking about things our clients love and it is also great to know what they dislike—it can be just as illuminating!



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