



Software tackles wedding planning



Could technology help tame Bridezilla? The founders of [Marziplanner](http://www.marziplanner.com) think so! For a fraction of the cost of hiring a wedding planner, Australian brides and grooms can download this wedding planning software to help them organize everything from their guest lists to their thank-you cards.

While wedding planning software isn't new, Marziplanner founder Ilka Brookes learned in planning her own wedding that much of what was available was slanted toward Americans. And most of the existing software was rather lacking in style. So, she created her own, capitalizing on regional appeal. Marziplanner, a clever play on "marzipan" icing traditionally used for wedding cakes and the word "planner," is available for download for AUD 99.95. It also can be purchased as a CD-ROM at an additional charge. Customers who would prefer to test-drive first can take advantage of a 7-day free trial period.

Once installed, the software not only allows customers to manage budgets, guest lists, seating charts and more, but they can print reports to share with fiancés, attendants or event professionals. The software includes an event log, calendar, task list and a database to record wedding gifts as they're received. Customers also can get tips and hints that are updated through downloads from the website, and there's a free e-magazine, full of fresh ideas for anyone planning their big day.

Entrepreneurial opportunities? Create a definitive, online version—think the Gmail or Flickr of wedding planning software. Something as well-designed as Marziplanner, but accessible online by mothers, maids of honour and event professionals, that also streamlines and brings together the social aspects of a wedding: from linking to registries, to sharing photos and stories after the event. Or keep it simpler and partner with Marziplanner to develop and launch regional versions, translated and adapted to local customs.

Website: www.marziplanner.com

Contact: info@marziplanner.com.au