

AS SEEN ON Mashdille BRIDE GUIDE

























kind

Flanner any day, every day, forever!

They not only have an incredible amount of knowledge, but they pay attention to every single detail along the way. They kept me sane and took the pressure off my shoulders. They were simply perfection.



66 I could not have asked for a better experience!

They were incredibly organized (I love their master wedding planning spreadsheet, it was a life saver) and supportive. The Event Planner made sure we had the best day of our lives and I'm without the proper words to express how grateful I am to have found them



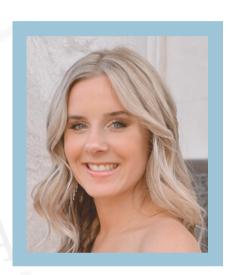
meet us



Carlee
Lead Planner & Consultant



Tracy Lead Planner & Designer



Ema Planner & Coordinator

Plus, our team of extraordinary assistants

find out more about us



Full Planning + Coordination

With this service, you can truly enjoy your wedding journey while we handle all of the larger elements of the planning process. We work with you on every aspect from securing top area vendors and analyzing your existing design plan to helping you monitor your budget and planning the countless logistical details. We will help manage and coordinate every aspect for the flawless day of your dreams.

Ideal for busy clients that have limited availability to dedicate to the time required for the planning process but need a experienced wedding team on their side & the advantages of having access to top industry resources

Package Details

Meetings

- On boarding and introduction meeting to outline the planning process and planning resources provided
- Scheduled phone/virtual meetings to ensure major vendors have been secured and client is following the planning schedule
- Facilitate pre-wedding meetings with vendors
- Final details meeting and walk-through at venue prior to event
- Education and advice on wedding etiquette/traditions
- · Unlimited professional recommendations and guidance

Planning

- Customized spreadsheet for planning, tracking and organization
- Access to our entire vendor list
- Guidance on gathering addresses using guest list manager tools
- Guidance with theme, color & décor concepts
- Recommendations & guidance with selection of wedding party attire
- Placing & managing general rental orders
- Refer, contact and assist with securing quality vendors
- Review and modification of vendor quotes on the clients behalf
- · Assist with placing and managing vendor orders
- Assistance establishing alcohol quantities and orders
- Vendor payment tracking guidance
- Budget management assistance and budget recommendations
- · Assist with initial development of wedding website, if needed
- · Assist with creating electronic save the dates and invitations, if needed
- Guidance on RSVP management
- Stationery etiquette and design assistance
- · Rehearsal dinner planning tips
- · Ceremony rehearsal preparation & planning
- Wedding day itinerary development
- Development of ceremony and reception layouts
- Assistance with ceremony processional / recessional order
- Assistance with seating arrangements
- Collection of necessary insurance certificates
- Secure hotel courtesy group reservation options for out of town guests
- Review and organization of detail items list
- Assist in securing wedding transportation for the couple and guests as needed



Full Planning + Coordination

(con't)

- Assist with the selection of party favors and attendant gifts
- Coordination of vendor arrival times and communication of venue procedures
- Provide wedding day timeline to all vendors 1 week prior to wedding
- Provide timeline to appropriate family members and wedding party

Execution

- Full wedding day with lead coordinator
- Coordination of ceremony rehearsal with couple, family & wedding party
- Ensure adherence to established itinerary and venue policies
- Confirm all vendors deliverables upon arrival
- Verify received rental items ordered
- Direct florist with centerpiece / arrangement placement, as needed
- Placement of client details (guest book, favors, signage, send off items & personal photos)
- Direct and assist ushers with seating and program distribution
- Oversight and management of all vendors throughout the event
- Direct ceremony processional and recessional
- Lead and execute reception events (grand entrance, special dances, cake cutting, send off etc.)
- · Assist guests with directions and questions as needed
- Rental return inventory confirmation
- Ensure on time departures and all venue exit standards are met
- Assist clients family with cleaning up & gathering clients take home items at the end of the event. *This is assistance only and does not include full clean up, trash removal or vehicle loading.

Variables

- Weddings over 150 guests require an additional coordinator. Additional fee applies
- Travel fees may apply to locations outside Madison County, Alabama

Optional Package Add-On's (additional fees apply for these services)

- Design Let us bring your vision to life with florals, décor, seating, draping, china and much more!
- Rehearsal Dinner Planning & Coordination Assistance with the planning of your rehearsal dinner and coordination of the dinner events
- Set Up Our team can handle your wedding day set up & décor placements! Restrictions and minimum fees apply.
- Tear Down/Clean Up Don't have enough helpers? Our staff can handle the venue clean up after your event while you just handle your take home items. Restrictions and minimum fees apply.





Visit our website to schedule your complimentary consultation

WWW.EPWEDDINGSANDEVENTS.COM

Partial Planning + Coordination

You have time to commit to the planning process and you can handle securing your wedding professionals but need assistance knowing which ones meet your criteria and maneuvering some of the more complicated logistics. We will help you retain the flexibility of being 100% hands on with the planning process while providing you with the experienced assistance you need for a flawless wedding day.

Ideal for clients that have frequent availability to dedicate to the time required for the planning process but need the assistance of experienced wedding professionals & the advantages of having access to top industry resources.

Package Details

Meetings

- On boarding and introduction meeting to outline the planning process and planning resources provided
- Scheduled monthly planning calls to ensure major vendors have been secured and client is on track with the planning process
- Unlimited access to your planner via email throughout the planning process
- Facilitation of pre-wedding day final meetings with vendors
- Final details meeting and walk-through at venue prior to event
- Education and advice on wedding etiquette/traditions
- Unlimited professional recommendations and guidance

Planning

- Customized spreadsheet for planning, tracking and organization
- Access to The Event Planner's entire vendor list
- Guidance on gathering addresses using guest list management tools
- Guidance with theme, color & décor concepts
- Recommendations & guidance with selection of wedding party attire
- Vendor recommendations based on needs & budget
- Review vendor contracts
- Placing & management of general rental orders
- Guidance on placing and managing vendor orders
- Guidance establishing alcohol quantities and orders
- Budget management tips
- Guidance with stationery etiquette, design and ordering
- Rehearsal dinner planning tips
- · Ceremony rehearsal preparation & planning
- Wedding day itinerary development
- Development of ceremony and reception layouts
- Assistance with ceremony processional & recessional order
- Guidance on seating arrangements
- · Collection of necessary insurance certificates
- Review and organization of detail items list
- Coordination of vendor arrival times and communication of venue procedures prior to wedding day
- Provide wedding day timeline to all vendors prior to wedding day
- Provide timeline to appropriate family and wedding party, as needed



Partial Planning + Coordination

(con't)

Execution

- Wedding day with lead coordinator
- Coordination of ceremony rehearsal with couple, family & wedding party
- Ensure adherence to established itinerary and venue policies
- Confirm all vendors deliverables upon arrival
- Verify received rental items ordered
- Direct florist and decorator with centerpiece/décor placement as needed
- Set up of client details (guest book, favors, signage, send off items & personal photos) as needed
- Direct and assist ushers with seating and program distribution
- Oversight and management of all vendors throughout the event
- Direct ceremony processional and recessional
- Lead and execute reception events (grand entrance, special dances, cake cutting, send off etc.)
- Assist guests with directions and questions as needed
- Rental return inventory confirmation
- Ensure on time departures and all venue exit standards are met
- Assist clients family/volunteers with cleaning up & gathering clients take home items at the end of the event. *This is assistance
 only and does not include full clean up, trash removal or vehicle loading.

Variables

- Weddings over 150 guests require an additional coordinator. Additional fee applies
- Travel fees may apply to locations outside of Madison County, Alabama

Optional Package Add-On's (additional fees apply for these services)

- Design Let us bring your vision to life with florals, décor, seating, draping, china and much more!
- Rehearsal Dinner Planning & Coordination Assistance with the planning of your rehearsal dinner and coordination of the dinner events
- Set Up Our team can handle your wedding day set up & décor placements! Restrictions and minimum fees apply.
- Tear Down/Clean Up Don't have enough helpers? Our staff can handle the venue clean up after your event while you just handle your take home items. Restrictions and minimum fees apply.



Visit our website to schedule your complimentary consultation

WWW.EPWEDDINGSANDEVENTS.COM

Month Of Coordination

If you are looking for a "Day Of" Coordinator, it does not exist. Why? Because it is impossible for someone to step in on your wedding day or even days before and know what you have spent a year or more putting together! And you should strongly question anyone who says they can. Do you want to find out about the many things you forgot or didn't think about, mere days before your wedding...or worse, find out *on* your wedding day?

This is where Month Of Coordination comes in but our Month Of is so much more!

We will work with you to ensure you have every detail mapped out and your wedding professionals are fully prepared for your wedding! Relax and be in the moment as we work behind the scenes to pull it all together on your momentous day!

Ideal for clients that are very organized, have ample free time, can handle all of the pre-planning but need guidance and complete wedding day management

Package Details

Meetings

- On boarding and introduction meeting to outline the planning process and planning resources provided
- Unlimited to access to your planner via email
- Education and advice on wedding etiquette/traditions as needed
- Unlimited professional recommendations and guidance as needed
- Planning calls beginning 90 days prior to wedding day
- Final details meeting and walk-through at venue
- Final planning and preparation meetings with vendors

Planning Assistance

- · Customized spreadsheet for planning, tracking and organization
- Resources for gathering addresses using guest list management tools
- · Resources for theme, color & décor concepts
- Access to The Event Planner's entire vendor list
- Placing & management of general rental orders
- Guidance establishing alcohol quantities and orders
- Budget management recommendations
- · Rehearsal dinner planning tips
- · Ceremony rehearsal preparation & planning
- Wedding day itinerary development
- Assistance with ceremony and reception layouts
- Assistance with ceremony processional / recessional order
- · Assistance with seating arrangements
- Guidance on collection of necessary insurance certificates
- Review and organization of detail items list
- Coordination of vendor arrival times and communication of venue procedures
- Provide wedding day timeline to all vendors 1 week prior to wedding
- Provide timeline to appropriate family members and wedding party as needed

Execution

- Wedding day coordinator
- Coordination of ceremony rehearsal with couple, family & wedding party
- Ensure adherence to established itinerary and venue policies
- Confirm all vendors deliverables upon arrival
- Verify received rental items ordered



Month Of Coordination (con't)

- Direct florist and decorator with centerpiece/décor placement as needed
- Set up of client details (guest book, favors, signage, send off items & personal photos) as needed
- Direct and assist ushers with seating and program distribution
- · Oversight and management of all vendors throughout the event
- Direct ceremony processional and recessional
- Lead and execute reception events (grand entrance, special dances, cake cutting, send off etc.)
- Assist guests with directions and questions as needed
- Rental return inventory confirmation
- Ensure on time departures and all venue exit standards are met
- Assist clients family/volunteers with cleaning up & gathering clients take home items at the end of the event. *This is assistance only and does not include full clean up, trash removal or vehicle loading.

Variables

- Weddings over 150 guests require an additional coordinator. Additional fee applies
- Travel fees may apply to locations outside Madison County, Alabama

Optional Package Add On's (additional fees apply for these services)

- Design Let us bring your vision to life with florals, décor, seating, draping, china and much more!
- Rehearsal Dinner Planning & Coordination Assistance with the planning of your rehearsal dinner and coordination of the dinner events
- Set Up Our team can handle your wedding day set up & décor placements! Restrictions and minimum fees apply.
- Tear Down/Clean Up Don't have enough helpers? Our staff can handle the venue clean up after your event while you just handle your take home items. Restrictions and minimum fees apply.



Visit our website to schedule your complimentary consultation

Fast Track Weddings

Wedding day sneaking up on you? It's not too late to get some help!

Our *Fast Track Weddings* were designed specifically for weddings that are coming up within the next 90 days and are a perfect fit for couples that have already done all of their wedding planning and are on an extra tight budget.

The MINIMALIST - Ceremony Only - \$595*

*weddings within Madison County AL only

Just need some help getting everyone down the aisle and to make sure Aunt Judy isn't all up in the middle of your ceremony taking videos to post on "the Facebook"? We've got you covered!

With our Ceremony Only Coordination, we will conduct your ceremony rehearsal the day before so everyone knows what to do and we will be there on the big day to make sure it goes off without a hitch!

What's Included?

- Pre-wedding day ceremony prep meeting
- Assistance on officiant pre & post ceremony announcements
- Ceremony planning spreadsheet
- Assistance with processional & recessional line-up plan
- Ceremony rehearsal the day before wedding day up to 1 hr. on-site
- Coordinator on-site for up to 1 hr. on wedding day

The ESSENTIALIST - Ceremony & Reception - \$1250*

*weddings within Madison County AL only

When you need to hand off managing not just the ceremony but also the reception events, we've got you covered there too! With our Ceremony & Reception Coordination, we will not only make sure your ceremony is flawless but direct those initial events that happen during the reception

What's Included?

Everything in the Ceremony Coordination package plus...

- Access to our exclusive Fast Track planning spreadsheet
- Coordinating cocktail hour
- · Coordinating couples private dinner
- Coordinating your Reception Entrance
- Managing your key vendors on entrances, bar & food service times
- Coordinating special dances
- Coordinating your cake cutting
- Assisting guests with questions as needed
- Handling vendor and venue issues, as needed
- · Coordinating couples Send Off, depending on scheduled send off time
- Coordinator on-site for a total of up to 4 hours on wedding day

Fast Track does not include any wedding planning assistance

Visit our website to schedule your complimentary consultation

WWW.EPWEDDINGSANDEVENTS.COM



Other Wedding Related Services from The Event Planner

- Design & Styling
- Florals
- Wedding Stationery
- Specialty Linen Rentals
- Proposal Planning
- Bridal/Couples Showers
- Bachelor & Bachelorette Parties
- Bridal Teas & Luncheons
- Day-After Brunch



Visit our website to schedule your complimentary consultation

Experienced vs. Inexperienced simple guidelines for booking the <u>right</u> kind of planner

An experienced wedding planner would never leave after the cake cutting. (Yes, many do!)

An *inexperienced* planner overpromises, like saying they will do all of your set up and decorating or do all of the clean up after your wedding,

An experienced wedding planner knows is not practical to give clients an "allowance" of planning calls

An *inexperienced* planner will rely heavily on getting your attention visually with stock photos or photos of weddings they *want* to do but haven't actually done...unfortunately pretty pictures don't equate to experience.

An experienced wedding planner is there for your entire day...not a limited block of hours

Inexperienced planners spend a lot of time trying to appeal to clients with "trendy" dancing or voice-over reels on social media because they don't have clients to focus on

An experienced wedding planner will have tons of legitimate reviews, on reliable platforms like Google.



Do we need to have a certain wedding budget to hire a wedding planner?

Our small to mid-sized wedding of 75-100 guests have an average cost range \$30,000-\$50,000, before planning fees and most of our clients with larger weddings typically invest a minimum of \$75,000 or more on their wedding. But we are always happy to assist clients with budget minimum of \$25k and up

If you are on a budget of less than \$25k, we may not be a good fit for your budget

Why do you need to know how much we plan to invest in our wedding?

Weddings are more of an investment than most couples realize and one of the biggest mistakes brides make is camping out on Pinterest and getting her hopes up before even realizing what things actually cost. While the fees for our services are not based on your wedding budget, managing things on a smaller budget can be much more challenging to spread without tremendous compromises to your vision. We work with top-tier vendors so knowing how much you are prepared to invest in your wedding helps us understand if your guest count & your vision are realistic and achievable with your budget. It's important that you are honest and up front with this number so that we are not placed at a budget disadvantage before even starting the relationship as your planners!

Will our wedding planner do all of the set up & clean up for our wedding day?

Some couples hire a wedding planner thinking that the wedding planner will be the one doing all of the set up and decorating on their wedding day, then clean up after the party is over...but this is also the BIGGEST misconception.

A wedding planners job is to help you <u>plan</u> your wedding and be there to <u>coordinate</u> your wedding day. While we are happy to assist your family and friends with some of the set up and clean up, those tasks are simply not what a wedding planner does. Rest assured, we will help you develop an efficient way to assign other set up & clean up tasks to your family & friends in a way that gets things done without having them feeling like they are just at your wedding to work! Your wedding planner is key to booking the right vendors to reduce (or even eliminate) the need for any extensive set up or clean up!

Why should we invest in a Wedding Planner & how much should we expect to invest in a wedding

planner?

Think of wedding planners as wedding day insurance. It is one of the most valuable investments you can make for your wedding day. Hiring a planner will give you peace of mind that the substantial amount of time and money that you will spend on your wedding will all be worth it and handled by a seasoned professional who knows the in's and out's of the wedding industry.

Wedding planners not only take a burden off the bride and groom on wedding day, but they also free up the parents. You and your parents are going to be pulled in a million directions seeing loved ones that you may have not seen in a long time...everyone just wants a piece of you on your wedding day. We want you all to be able to visit and enjoy yourselves instead of solving problems like finding a missing cake knife.

On average, you should expect to allocate \$3500-\$5500 into your budget for an experienced wedding planner. However, if you are on an exceptionally tight budget, you may be able to save by hiring a less experience planner or someone that does wedding planning as a side hobby and does not operate a full time wedding business like we do. But be aware of the pitfalls of doing that, before prioritizing *saving* over investing in an *quality* planner.

_

Why do we need a planner!

Ask anyone who didn't have a planner for their wedding and they will tell you, they wish they did!

So how can a planner help you?

- Planning Checklist & Schedule

Ah, what every bride has to have! Let's be real, you can't plan a wedding without knowing what has to be done right? Having a planner create a custom checklist and schedule for you- and remind you when it's time to get crackin' on the next task- is pretty awesome. Plus, all the other checklists and schedules out there aren't unique to YOU and YOUR wedding.

- Budget

This is where couples struggle the most, simply because they are not educated on what things actually cost when it comes to weddings. While determining your actual budget will be up to you and your family, a planner can most certainly help you prioritize your vendors and determine where your funds are best allocated. And when you want something that just might be completely unfeasible, you can trust that your planner will give you the truth...even if it's not what you want to hear!

- Vendors

A planner is going to assist you with assembling a solid vendor team for your special day. In fact, if you want to, ask about their experiences working with certain vendors. Sometimes they may even NOT recommend a particular vendor because of a bad experience working with them. It sounds awful, but it happens.

- Vendor communication & liaison

Depending on your level of planning service, your planner will be the one doing some of more tedious tasks of reaching out to vendors for availability, reviewing vendor quotes and making sure that vendors are on point for your wedding day!

- Your wedding design

Now, not all planners are experts in wedding design. In fact, more experienced planners have design service options to help you figure things out when it comes to your wedding's style and pulling it all together. Whether it's a specific idea or helping you pick out colors, they'll be by your side to help guide you along.

- Etiquette

You know you're going to have a question about whether or not to invite so-and-so's new girlfriend, dress code, or maybe even how much alcohol to serve. A planner knows wedding etiquette...it's kind of our thing! Sometimes "etiquette" things aren't even etiquette anymore, and it's just really what works best for you and your wedding, but sometimes there are still things that are "tacky" or not.;)

- Guest Lists & RSVPs

A planner will guide you on the best ways to gather addresses and how you can keep track of your RSVPs more efficiently. This is SUCH a tedious task- meals, seating, guest counts, etc. Just another thing that you will need guidance on!

Why do we need a planner!

- Reminders

Yes, reminders. Plain and simple. Because chances are that you might possibly forget about something—whether it's big (like a DJ) or small (like menus), a wedding planner will most definitely be able to give you little reminders about things that could have potentially forgotten!

- Vendor Confirmations

The final weeks before your wedding are going to be total craziness. You do not want to have to deal with emails and phone calls back and forth with vendors to confirm times and places. Your planner will handle that. ;)

- Wedding Day Schedule

You absolutely always need to have a timeline for your wedding day. How else would you know what time to start getting ready, when to tell people to deliver things, etc? Of course your wedding planner will handle this for you, making tweaks and updating vendors as needed.

- Wedding Ceremony Coordination & Rehearsal

Sometimes a wedding ceremony can be like a huge cluster of chaos. People *think* they know what to do, but when it comes down to it, they really don't. Having a planner to run your rehearsal will ensure that your ceremony runs smoothly and everyone involved knows what to do and where to go!

- Wedding Day Coordination

You definitely don't want to be the one dealing with lining things up on your wedding day. Making sure the cake is delivered on time, the rentals have been delivered or that the decorator is finished well before guests arrive. Not only that, but what about when it comes time for your wedding to *actually* happen? Who's going to tell you when it's time to leave for your ceremony, when to cut your cake or do your bouquet toss? Your wedding planner, that's who!

- Wedding Details

Your planner will be there to ensure that every detail is handled on wedding day so you don't have to make sure that the catering staff is ready for dinner service. that the DJ is queued up with your special dance songs or that your guests are lined up for your send off. You and your family are enjoying the celebration and don't need to be burdened with worrying about schedules and timing.

- Wedding Gifts

Although not many guests actually bring gifts to the wedding anymore, what do you do with the gifts that *do* get brought?! It's something that is commonly forgotten, but your planner will be sure your family or designated person secures all of your wedding cards and gifts at the end of the night.

– Clean Up

Uck! How many brides want to pick up their guests trash in their wedding dress? Not many! While clean up is not in the scope of a wedding planners responsibilities, your planner will gladly *assist* your family with some of the clean up tasks or coordinate tasks for your clean up volunteers.

What your wedding planner is NOT

As you have seen in our planning package details, the level of support we provide our clients is quite extensive! But if you are like some couples, there might be *one thing* you are looking for in the long list of package details, but that one thing may very well be what a wedding planner is *not*!

What do we mean?

Some couples hire a wedding planner thinking that the wedding planner will be the one doing all of the set up and decorating on their wedding day, then clean up after the party is over...but this is also the BIGGEST misconception.

A wedding planners job is to help you *plan* your wedding and *coordinate* your wedding day. While we are happy to assist your family and friends with some of the set up and clean up, those tasks are simply not what a wedding planner does. We are happy to help you find an efficient way to assign these tasks to your family & friends in a way that gets things done without having them feeling like they are just at your wedding to work!



Visit our website to schedule your complimentary consultation

The Next Steps

Consultation Form

Visit our website and complete our short consultation form

Consultation Call

Once the consultation form is completed, you will immediately be given dates & times available for your consultation call to tell us all about your needs and ask all the questions

Booking & Retainer

We will send you our planning contract to sign along with instructions on how to pay our retainer fee. Both are required in order to secure your date.

New Client Onboarding

After you have completed the booking process, we will set you up for your New Client Onboarding call to familiarize you with your customized planning spreadsheet

Start the journey

Now the fun begins as we begin the planning journey with you!