

COLORADO WEDDING RESOURCE GUIDE

EDUCATIONAL



Photo by Andrea Flanagan

Wedding Workshops 2012

by

Wendee Vezzetti, www.CustomWeddingsofColorado.com, (303) 946-4442

Julie McKenny, [Bliss Elevated](http://BlissElevated.com), (303) 941-3665

Anthony Lambatos, [Footers Catering](http://FootersCatering.com), (303) 762-1410

Disclaimer: We make every effort to provide information in editorial content, however, we do not make any claim as to accuracy of information provided by editorial contributors. We accept no responsibility or liability. We are not responsible for errors or omissions regardless of origin in material or service, nor does the material necessarily reflect the opinion of Julie McKenny, Wendee Vezzetti, Anthony Lambatos, Grant-Humphrey Mansion, Custom Weddings of Colorado, Bliss Elevated, Footers Catering, or its owners/employees. We are not responsible for your planning decisions, contractual agreements or services provided during your planning, wedding day & event(s).

Copyright: © 2012, Wendee Walter-Vezzetti & Custom Weddings of Colorado. All rights reserved. This material is for personal use only and may not be used for commercial gain by recipients. Republication, re-dissemination and reproduction is prohibited; none of this publication may be printed or reproduced without permission and prior written consent.

Welcome!

Welcome to today's workshops. We are looking forward to an exciting day of exchanging ideas and learning about the wedding industry. This should be one of the most exciting and creative times in your life, but often many brides feel it is the most stressful. It is our goal to offer you a diverse amount of information, helping guide you to a most enjoyable wedding day.

About Your Instructors



Wendee Walter-Vezzetti, [Custom Weddings of Colorado](http://www.CustomWeddingsofColorado.com). Wendee has been coordinating weddings and meeting for over 15 years. After moving to Colorado in 1995, Wendee was an assistant to two wedding coordinators at Keystone Resort and a Director of Catering. She spent most of her mid-career as a meeting planner, traveling all over the U.S. implementing logistics for medical programs. After years of professional experience, Wendee founded a full-service wedding and event planning company in 2001. Wendee is now a teacher and offers day-of coordination, consultations, officiating services, and intimate wedding packages (20 people or less). She is based out of Golden, CO, but has traveled all over the world for work. Her distinctive skills are her ability to understand client's desires, thoroughness, and attention to detail – all with a warm and friendly approach.



Julie McKenny is the owner of **Bliss Elevated Wedding Coordination** - Denver's Channel 7 A-List Best Wedding Planner in 2010 and 2011. Julie graduated from The University of Iowa and moved to Denver in 2001. She managed a large paper crafting and scrapbooking store, helping Brides design and make invitations and other wedding stationery, and then began working at a large advertising agency managing budgets, timelines and details for many high-profile accounts. With an organized, professional and fun style, Julie has been helping couples relax and truly enjoy their weddings since 2006. Julie also earned a Wedding Wire Bride's Choice Award in 2010 and 2011. Julie is active in the Colorado wedding community, attending networking and educational events, staying up to date on cutting-edge wedding trends, ideas and tips - she loves sharing them with her couples! Bliss Elevated specializes in making weddings a truly magical experience by focusing on wedding coordination and flawless execution. With their meticulous planning and impeccable attention-to-detail, they can help create a one-of-a-kind event that's memorable for everyone - especially the bride and groom. Be a Blissful Bride. Visit BlissElevated.com and contact Julie today!



Anthony Lambatos is melding the historic **Footers** name with new and exciting trends in catering. He grew up in the business, from scraping plates for his dad, founder of Footers Catering Jimmy Lambatos, to hosting his own concession stand at Parade of Homes while in High School. After earning a business degree from the University of Oregon he returned to the family business. He has worked full time for Footers Catering since 2004 as Vice President and became co-owner and CEO at the beginning of 2010. In 2010 he was named one of the top 25 most influential young professionals in Denver by *Colorado Biz Magazine*. Anthony has also been a speaker at the Catersource Conference in Las Vegas, the nation's largest annual conference for caterers. Anthony is passionate about taking the knowledge he has learned from his Father and putting a fresh spin on it.

Table of Contents

Colorado Vendors	3
Identifying Priorities	4
Synchronizing the Bride & Groom	4
Formality & Style	5
Formality	5
Style: Setting a date, location, and guest list	6
Visualizing Your Wedding: The Overall “Feel”	8
The Budget	9
Developing Your Budget	9
Tips for Budget Management	9
Negotiating Techniques	9
Cost Saving tips	9
What to Expect to Pay in Colorado	10
Sample Budget	11
Planning with the End in Mind	14
Types of Planning, Consulting and Coordinating Services	14
What You Receive	14
Planning Backwards: Create Your Agenda First!	14

Colorado Vendors

Thank You to the professional vendors who contributed to the cost of producing this guide through exhibiting at Grant-Humphreys Mansion's Bridal Show. These vendors support the value of informing couples about the wedding industry and then providing top-quality service on their wedding days.

Attire & Accessories

Couture Plumes	(303) 725-8981
Felice Bridal	(303) 388-7637
Stella & Dot, Becky McBride	(303) 521-1577

Bakers & Desserts

Colorado Just Desserts	(303) 586-6575
Frills Cake Shop	(720) 746-9007
The Makery Cake Co.	(720) 270-4042

Caterers

A Spice of Life	(303) 443-4049
Biscuits and Berries	(303) 277-9677
Catering by Design	(303) 781-5335
Footers Catering	(303) 762-1410
Gourmet Fine Catering	(303) 893-9630
Greens Point Catering	(303) 772-2247
Lifestyles Catering	(303) 232-7932
The Food Guy	(303) 727-9200

Coffee

Espresso Affair	(303) 458-5756
-----------------	----------------

Coordinators & Planners

Authored Events	(303) 997-5509
Bella Notte Weddings & Events	(303) 601-9479
Bliss Elevated	(303) 941-3665
Colorado Aisle Weddings	(303) 263-2486
Custom Weddings of Colorado	(303) 946-4442
Events Unwrapped	(720) 320-2720

Florists and Decor

Amore Fiori	(303) 333-3848
Bella Fiori Florists	(303) 233-5566
Isabelle Kline Design	(303) 856-4140
Pink Posey Design	(303) 423-8848
Tussie Mussie Floral Design	(303) 255-7120

Hair, Makeup, and Beauty

Beauty on Location by Liz	(720) 301-3784
Mary Kay Cosmetics, Vimi	(970) 691-1275

Invitations & Calligraphy

Authored Events	(303) 997-5509
The Stationery Company	(303) 388-1133

Linens & Chair Covers

BBJ Linen, Nicole	303-520-2496
-------------------	--------------

Location / Venue

Grant-Humphreys Mansion	(303) 894-2505
-------------------------	----------------

Music: Ceremony & Reception

A Music Plus Entertainment	(303) 426-9990
Columbine Entertainment	(303) 604-2050
Jammcats DJ Entertainment	(303) 464-9132
Tanner Palmer, Pianist	(951) 760-6212

Officiants

Events Unwrapped, Mark Paquette	(720) 320-2720
---------------------------------	----------------

Photographers

Andrea Flanagan Photography	(720) 217-3251
Casie Zalud Photography	(303) 358-1224
Fototails Photography, Jeanine Thurston	(720) 566-9770
Kim Nodurft Images	(720) 339-0390
Nicole Nichols Photography	(720) 470-9849
Rachael Grace Photography	(720) 252-3205
Randall Olsson Photography	(303) 279-2774
This Modern Life Photography	(303) 242-6802
Travis J Photography	(303) 319-9721

Photo Booths

ShutterBooth Denver	(303) 590-4874
The Traveling Photo Booth	(303) 495-5853

Planning Studio

Studio Wed,	(303) 455-0969
Wedding Connectors	(720) 399-2207

Publications

Colorado.PerfectWeddingGuide.com
WeddingSitesandServices.com

Realtors & Home Improvement

Collaborative Electric	(970) 390-8772
------------------------	----------------

Rentals and Decor

Colorado Party Rentals	(303) 781-1111
------------------------	----------------

Transportation & Limousines

Excursions Limos & Rolls Royce	(303) 832-0820
--------------------------------	----------------

Travel Agents & Honeymoons

Take me to Paradise Travel	(720) 351-1533
----------------------------	----------------

Videography

5280 Wedding Videography	(303) 586-6595
Pure Cinematography	(303) 903-3417

Identifying Priorities

Synchronizing the Bride & Groom

After the engagement and saying, "Yes!", one of the first things a bride and groom must do is come together in an open exchange and identify each of your visions and priorities. In this activity we've identified a huge list of planning options. Without consulting each other, independently identify your top three priorities. Then, identify your lower three priorities - those in which you would feel okay cutting corners. When finished, share your answers. I always recommend doing this activity in a room lit with candles and a glass of wine in hand!

You may be surprised at what you find out about each other. You may find that you share common values. Though if your answers are dramatically different, it will help you identify what items you may need to compromise or think creatively. Of course, if this happens, you may find unmeasurable value in scheduling a consultation with a planner who can help establish a unique wedding design that fits both your personalities. This exercise is also a great way to identify ways you can delegate the planning!

<u>Top 3 Priorities</u>	Bride	<u>Lesser 3 Priorities</u>	<input type="checkbox"/>	Gifts and Favors	<input type="checkbox"/>
<input type="checkbox"/>	Planner/Consultant	<input type="checkbox"/>	<input type="checkbox"/>	Planner/Consultant	<input type="checkbox"/>
<input type="checkbox"/>	Location – Ceremony	<input type="checkbox"/>	<input type="checkbox"/>	Location – Ceremony	<input type="checkbox"/>
<input type="checkbox"/>	Location – Reception	<input type="checkbox"/>	<input type="checkbox"/>	Location – Reception	<input type="checkbox"/>
<input type="checkbox"/>	Guest Accommodations	<input type="checkbox"/>	<input type="checkbox"/>	Guest Accommodations	<input type="checkbox"/>
<input type="checkbox"/>	Sticking to the Budget	<input type="checkbox"/>	<input type="checkbox"/>	Sticking to the Budget	<input type="checkbox"/>
<input type="checkbox"/>	Day-of Coordinator	<input type="checkbox"/>	<input type="checkbox"/>	Day-of Coordinator	<input type="checkbox"/>
<input type="checkbox"/>	Vows & the Ceremony	<input type="checkbox"/>	<input type="checkbox"/>	Vows & the Ceremony	<input type="checkbox"/>
<input type="checkbox"/>	Officiant	<input type="checkbox"/>	<input type="checkbox"/>	Officiant	<input type="checkbox"/>
<input type="checkbox"/>	Music – Ceremony	<input type="checkbox"/>	<input type="checkbox"/>	Music – Ceremony	<input type="checkbox"/>
<input type="checkbox"/>	Music – Reception	<input type="checkbox"/>	<input type="checkbox"/>	Music – Reception	<input type="checkbox"/>
<input type="checkbox"/>	Dance Instruction	<input type="checkbox"/>	<input type="checkbox"/>	Dance Instruction	<input type="checkbox"/>
<input type="checkbox"/>	Food & Beverage	<input type="checkbox"/>	<input type="checkbox"/>	Food & Beverage	<input type="checkbox"/>
<input type="checkbox"/>	Photography	<input type="checkbox"/>	<input type="checkbox"/>	Photography	<input type="checkbox"/>
<input type="checkbox"/>	Videography	<input type="checkbox"/>	<input type="checkbox"/>	Videography	<input type="checkbox"/>
<input type="checkbox"/>	Flowers, Decor & Linens	<input type="checkbox"/>	<input type="checkbox"/>	Flowers, Decor & Linens	<input type="checkbox"/>
<input type="checkbox"/>	Cake & Dessert	<input type="checkbox"/>	<input type="checkbox"/>	Cake & Dessert	<input type="checkbox"/>
<input type="checkbox"/>	Invitations & Calligraphy	<input type="checkbox"/>	<input type="checkbox"/>	Invitations & Calligraphy	<input type="checkbox"/>
<input type="checkbox"/>	Dress & Attire	<input type="checkbox"/>	<input type="checkbox"/>	Dress & Attire	<input type="checkbox"/>
<input type="checkbox"/>	Attendants	<input type="checkbox"/>	<input type="checkbox"/>	Attendants	<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

After finding your priorities, stick with them throughout your planning. When it comes time to make tough decisions, refer back to this activity. Sticking true to your priorities helps to take away impending waves of overwhelming decisions. Put this activity in the front of your planning binder and refer to it often.

Formality & Style

Formality

Formality is the degree of decorum shown in your invitations, flowers, decorations attire, entertainment and number of guests. It is a good idea to select a location that suits the formality of your desires. If you love a particular venue, select the formality that suits the facility.

	INFORMAL	SEMI-FORMAL	FORMAL
Location	Chapel Garden Beach Outdoors Activity-oriented (i.e. a dinner chuck wagon ride)	Place of worship or chapel Hotel or Resort Garden, Vineyard Restaurant Country club	Church, Cathedral, Synagogue Extravagant event facility Large mansion Five-star facility: Ritz Carlton, Four Seasons
Attendants	One to three	Two to six	Four to ten
Attire	Bride: street-length, simple fabric Groom: sports jacket Guests: wear what is appropriate for the location	Bride: tea-length gowns, simple fabric Groom: grey or black suits Guests: dresses, suits	Bride: long gown Groom: Tuxedo Guests: evening or cocktail gowns, dark suits
Reception	Single musician or tapes Computer printed invitations Smaller restaurant, at home catering, breakfast, brunch or lunch	Small band or DJ Professional printed invitations Transportation may or may not be provided for attendance Average décor Plated or buffet dinner/lunch	Live band or orchestra Engraved invitations, professional calligraphy Transportation provided for attendants Intricate, elaborate decorations, lighting Plated dinner service

MY FORMALITY	I	SF	F
Venue Name:			
Attendants:			
Description of My Attire:			
Description of My Reception:			

Style: Setting a date, location, and guest list

Season: The three most popular months for getting married in Colorado are (1) June, (2) September, and (3) August with May, July and October close behind. In mountain areas, expect February & March to be high season.

Day of the Week: Saturdays are the most popular, with Fridays and Sundays being great alternative options. Midweek weddings are a wonderful opportunities to save money, however they *are not* advisable if you are inviting many out-of-town guests. The *are* advisable if you are trying to manage a budget.

Local Events: once you decide on a regional area and month, call the local chamber of commerce or convention and visitors bureau to avoid city-wide events that bring large crowds such as the “Boulder Boulder”, graduation weekends, football games, and Taste of Colorado.

Guest List: When deciding on your guest list, there are a number of items to consider.

- **Style:** are you envisioning an intimate whimsical gathering or a contemporary chic event? Will your guests feel comfortable with this style & environment?
- **Budget:** for food and beverage, there will be a per-person cost. Is it more important for you to have a backyard barbeque for 250 or a six-course gourmet dinner at a mountain-top restaurant in Aspen for 25 people?
- **Parent’s Desires & Guests Lists:** If your parents are contributing financially to the wedding, what are their desires for the attendance of families, friends, or business associates?
- **Inviting Children:** kids can epitomize family, spontaneity and hospitality. On the other hand, they can be unpredictable, distracting, and expensive. In addition, your guests may leave early because of their care.
- **Family and Friend Commitments:** talk with those very important to be in attendance. Are there possible conflicts such as graduations and pregnancies to consider? Does anybody have significant dates and anniversaries to avoid?
- **Logistical Considerations:** Where do your friends and family live in relation to the region where you plan to host the wedding? If you are not sure yet of the wedding location, where do they live in relation to you and your fiancé?
- **Significant Dates:** look at the calendar and consider how important dates may influence your planning or your guests travel. Remember to consider any religious (i.e. Passover or Lent), professional restrictions (i.e. Tax Day), or sentimental dates (deaths).

Time of Day: This is where you can be creative. If you want an elegant Saturday event, but do not have the budget to have an all-night dinner and dancing bash, consider having a champagne jazz brunch. Generally, receptions last 4 to 5 hours. Below are some possible time-of-day reception options:

		Ceremony Time
Breakfast	10 am – 12 pm	9:30 am
Brunch	11 am – 2 pm	10:30 am
Lunch	1 pm – 4 pm	12:30 pm
Tea	2 pm – 5 pm	1:30 pm
Cocktails	4 pm – 7 pm	3:30 pm
Dinner	6 pm – 8 pm	5:30 pm
Drinks (or cordials) & Dessert	8 pm – 10 pm	7:30 pm
Late-Night Fare	8:30 pm – 12 am	8:00 pm
Midnight Madness	9 pm – 1 am	8:30 pm

DETERMINING STYLE	FLEXIBLE	NOT FLEXIBLE
Season/month:		
Regional details (state, mountains, city?):		
Day of the week:		
Any local events to avoid?		
Guest list details:		
Time and style of the event:		
Number of wedding attendants:		
Formality of the event:		
Venue (such as church, outdoors, city, mountain):		
Overall style and vision:		
What are your non-negotiable priorities?		
Overall Conclusions: 		

Visualizing Your Wedding: The Overall “Feel”

Visualizing your wedding can be valuable in clarifying your expectations and expressing them to your families and vendors. How would you describe your wedding? Circle any that apply or provide your own descriptive words.

Black Tie	Formal	Informal	Casual	Daytime	Evening
Indoor	Outdoor	Glamorous	Creative	Romantic	Unique
Sassy	Funky	Elegant	Whimsical	Intimate	Large
Destination	Rustic	Dancing	Elaborate	Classy	Ethnic
Traditional	Modern	Themed	Religious	Cultural	Civil
Sophisticated	Vows	Ornate	Interfaith	Playful	Adventurous
Lively	Laid-back	Country	“Green”	Fantasy	Cozy
Grand	Celestial	Family	Clean-lined	Contemporary	Festive
Free-Spirited	Quaint	Relaxed	Fun	Natural	Sparkling
Eclectic	Artistic	Glitzy	Bold	Refined	Vibrant

1. **Describe your families & friends.** What are their personalities & tastes? How does your wedding description fit with your family and friends personalities and tastes?

2. **Close your eyes and visualize your wedding.** Then, create a scene describing it. Remember to visualize flowers, colors, atmosphere, lighting, sounds, tastes and smells. What are you wearing? What foods are you enjoying?

3. **Memories:** What do you want people to remember from your wedding? Circle all that may apply.

Ceremony	Backdrop	Location	Music/DJ	Location	Views
Entertainment	The party	Flowers	Food	Décor	New friendships

4. **Events:** What other events will you include in your wedding weekend?

Welcome reception	Bachelor/bachelorette party	Sporting games	Golf
Spa services	Rodeos	Morning-after brunch	Day-after picnic

The Budget

Developing Your Budget

The budget is a major aspect of wedding planning that requires cooperation and agreement between families and the couple. It is essential to have a budget - no matter if it is \$5,000 or \$500,000 - to help guide your way through a multitude of decisions. Without solid budget management skills you could blow all your money and be only 1/2 way through your planning. If you think you will have trouble, it is wise to enlist the help of a consultant who can help guide you through this maze.

Tips for Budget Management

- Set up a spreadsheet before you start spending – there are several you can download from www.Microsoft.com or simply use the one included in this chapter.
- Save your receipts, invoices and quotes – record each as you spend or sign agreements.
- Calculate hidden costs such as taxes, gratuities, overtime, shipping charges, postage, delivery and setup fees into your budget.
- Remember to include tips for your onsite vendors such as coordinators, photographers, officiants and DJs/band. It is also courteous to include them in your meal counts.
- Reserve 3% (if you are good at budgets) and up to 10% (if you are not so good) of your budget for miscellaneous or unexpected situations.

Negotiating Techniques

- Create a positive mood. It is true that, “You get more with sugar than salt.” Good negotiating takes some getting-to-know-you time.
- Make a clear distinction between your priorities and your wants - be flexible on wants, but more firm on priorities.
- Do your research and find out as much as you can about the vendor and their business. Know your (and the vendor’s) limitations and be prepared to walk away, without threatening.
- Become a great listener: listen to the offer and ask for clarification if something is confusing.
- Be realistic: if you are trying to negotiate a discount at the hottest location on a Saturday night in June, chances are not in your favor.
- Know that many vendors run small businesses and *are not* out to take advantage of couples. They incur costs that many employees don’t such as overhead, insurance, training, equipment, time, travel, rent, phone, and marketing; *this is before any taking home any pay.*
- Negotiate a complimentary add-ons such as honeymoon suite, champagne toasts, chef fees, free vendor meals, a coat check or a shortbread service with the cake.

Cost Saving tips

- Schedule your wedding during low seasons. In Colorado, low seasons are November, January, February, March and sometimes April. Though, these months may be high season in the ski resort communities.
- Ask for the best rates and do your research. Go online and find the hotel’s AAA discounts, corporate rates, military discounts, and so on.
- Always confirm and reconfirm your dates and times on all correspondence with your vendors, especially in writing. Overlooking or making a mistake can cost in overtime fees or worse: service on the wrong date or time.
- Find out if there are any other weddings at the facility on the same day. You may be able to split ceremony setup fees (usually charged because of labor and chair rental expenses) or decorations.

What to Expect to Pay in Colorado

Below are some average price ranges you can expect from Colorado vendors. We based these estimates on a wedding party with up to 10 attendants (5 on each side) and 100 guests. Engagement and wedding **rings are not** included in the follower numbers. Actual prices vary greatly dependent on (1) number of guests, (2) extensiveness of service, and (3) quality of goods.

	LOW	MIDDLE	HIGH
	<i>Starting at....</i>	<i>Starting at...</i>	<i>Starting at...</i>
Day-of coordinators	\$750	\$1,200	\$2,000
Planners	\$2,500	\$6,000	12,000
Ceremony officiant	\$300	\$600	\$900
Ceremony site only	\$750	\$1,500	\$2,500
Reception Site	\$1,200	\$3,500	\$8,000
Gown, Tux, Accessories**	\$800	\$3,000	\$10,000
Hair & Makeup**	\$300	\$900	\$2,000
Catering*	\$2,500	\$15,000	\$35,000
Beverage*	\$1,000	\$3,500	\$12,000
Bakers	\$400	\$600	\$1,000
Photographers	\$1,800	\$4,000	\$10,000
Videographers	\$1,200	\$3,500	\$8,000
Florists**	\$750	\$3,000	\$10,000
Linens & Chair Covers**	\$500	\$1,800	\$3,500
Rentals, Lighting & other Decor**	\$500	\$2,000	\$5,000
Ceremony Musicians	\$350	\$750	\$1,200
Disc Jockeys	\$650	\$1,000	\$1,800
Bands	\$1,800	\$4,500	\$10,000
Invitations & Stationary	\$400	\$750	\$1,500
Limousine	\$400	\$800	\$1,200
Miscellaneous Options ***	\$500	\$3,000	\$9,000

* **Additional catering costs** can include taxes (up to 10%), service fee or gratuity (up to 22%) and other miscellaneous fees such as labor, chef-attended stations, cake cutting, bar-tending, setup fees, corkage, resort fees and more. We suggest estimating at least 35% more for additional fee, rentals, and labor.

* * **Additional cost** can include per-person fees, delivery, setup, tear-down, pickup, alterations, and cleaning. Costs vary greatly dependent or specifications and quantity.

* * * **Miscellaneous options** can include ice sculptures, dove releases, honeymoon night reservations, attendant/guest accommodations and more.

Sample Budget

These next pages illustrate a sample budget. Each time you modified your planning (i.e. adding linens, deciding not to do favors), requested new quotes from the vendors and update your spreadsheet. Constantly review your spreadsheet each time you make a change. If there is one thing to remember about wedding budget management, it is important to stay on top of all the expenditures *before* you start signing contracts!

OVERALL WEDDING BUDGET			
Traditionally Who Pays	Total Wedding Budget	My Estimated	Actual
	\$28,000		
Planning and Consulting		Average %	My Estimated
		9%	
Bride's Family	Software, binder, classes		
Bride's Family	Day-of coordinator / Consultant / Planner		
	Total Planning and Consulting		\$2,520
Catering and Reception		Average %	My Estimated
		37%	
Bride's Family	Brunch or lunch for bridesmaids		
Bride's Family	Meal price per person - include tax & gratuity		
Bride's Family	Beverages - sodas, alcohol, bartender, corkage		
Bride's Family	Cake and any cake cutting fees		
Bride's Family	Rental - facility		
Bride's Family	Rental - linens, flatware, china, tables, chairs		
Bride's Family	Rental - tent, heater/cooler, flooring, lights		
Bride's Family	Parking - include any fees, valet, gratuity		
Bride's Family	Toasting glasses, cake cutting utensils, etc.		
Bride's Family	Party favors		
Bride's Family	Other gratuities (catering manager, captain)		
	Total Catering and Reception		\$10,360
Photography/Videography		Average %	My Estimated
		12%	
Bride's Family	Photographer		
Bride's Family	Extra prints, enlargements, album		
Bride's Family	High-resolution images		
Bride's Family	Videographer		
Bride's Family	Gratuities		
	Total Photography/Videography		\$3,360
Attire & Gifts		Average %	My Estimated
		7%	
Bride's Family	Bridal gown (national average \$900)		
Bride's Family	Veil, headpiece, hair accessories		
Bride's Family	Jewelry, gloves, undergarments, shoes		

Bride's Family	Ceremony accessories: RB pillow, FG baskets		
Bride's Family /Bride	Hair stylist, make-up artist, nails, spa		
Bride	Attendant gifts (bride's)		
Groom	Attendant gifts (groom's)		
Groom's Family	Groom's attire		
Total Attire & Gifts		\$1,960	\$0
		Average %	My Estimated
			Actual
Music & Entertainment		9%	
Groom's Family	Rehearsal dinner music		
Bride's Family	Ceremony Music		
Bride's Family	Reception Music		
Bride's Family	Gratuities		
Total Music & Entertainment		\$2,520	
		Average %	My Estimated
			Actual
Flowers and Decorations		9%	
Groom	Bride's bouquet		
Groom	Mothers and grandmothers, honored females		
Groom	Groomsmen/ushers boutonnières		
Bride	Fathers, grandfathers boutonnières		
Bride's Family	Maid of honor, bridesmaids, flower girls, etc.		
Bride's Family	Hairpiece		
Bride's Family	Ceremony decor, arbor, chuppah, petals, candelabras		
Bride's Family	Reception, centerpieces, cake flowers		
Bride's Family	Other décor, rental items		
Bride's Family	Delivery, setup and pickup		
Bride's Family	Floral preservation		
Bride's Family	Gratuity		
Total Catering and Reception		\$2,520	
		Average %	My Estimated
			Actual
Rehearsal Dinner, Other Events		4%	
Groom's Family	Dinner - include taxes and gratuity		
Groom's Family	Beverages - include corkage fees, etc.		
Groom's Family	Rental fees, transportation, parking, valet, etc		
Groom's Family	Other gratuities		
Bride's Family	Other receptions or events		
Total Rehearsal Dinner, Other Events		\$1,120	
		Average %	My Estimated
			Actual
Invitations & Stationary		4%	
Groom's Family	Rehearsal dinner invitations and postage	(include RSVP)	
Bride's Family	Save the date letter & postage		
Bride's Family	Invitations, RSVP cards, maps, directions		
Bride's Family	Postage (include the RSVP cards)		

Bride's Family	Calligraphy		
Bride's Family	Programs, pew cards		
Bride's Family	Escort cards, place cards, table numbers/names		
Bride's Family	Thank you notes & other stationary		
Total Invitations & Stationary		\$1,120	
		Average %	My Estimated
Transportation		3%	Actual
Bride's Family	Attendant transportation, limousine		
Bride's Family	Bride & groom transportation		
Bride's Family	Guest transportation		
Bride's Family	Gratuities (drivers)		
Total Transportation		\$840	
		Average %	My Estimated
Church & Ceremony Site		3%	Actual
Bride's Family	Church, ceremony site rental		
Groom's Family	Officiant fee or donation, gratuity		
Groom's Family	Marriage license		
Total Church & Ceremony Site		\$840	
		Average %	My Estimated
Miscellaneous		3%	Actual
	Parties: engagement, showers, bachelor/ette		
	Wedding insurance		
	Travel & accommodation: OOT attendants		
	Salon appointments		
	Gifts: for the bride/groom, for parents		
	Hotel rooms		
Total Miscellaneous		\$840	
TOTAL EXPENSES			

Planning with the End in Mind

Types of Planning, Consulting and Coordinating Services

Consultants: A consultant will help you get started in the right direction, stay within your budget and save you time by providing location & vendor information. You can meet with a consultant at any point during your planning to help task-specific planning. They typically charge by the hour.

Day-of Coordinators: A day-of coordinator takes is the onsite facilitator and go-to person on your wedding day. Many times they work with your prior to the wedding so that they are familiar with your plans in advance. Coordinators make sure your wedding runs smoothly by synchronizing your families, attendants, vendors, setup and the sequence of events, nevertheless while troubleshooting emergencies. They typically charge by a flat fee (package).

Planners: Wedding planners will help you prepare for your entire wedding. They do much of the behind-the-scenes work for you. Often times, you can hire a planner for only those services that you desire, including budget management, scheduling, and arranging vendor appointments. They are a great option if you are planning a destination wedding or if your and your fiancé both work full time. They typically charge by a flat fee, sometimes by percentage.

What You Receive

A consultant, coordinator's or planner's service is infinite!

- A facilitator, mediator, negotiator, money manager, artisan and organizer of all parties concerned
- A person who is "on top" of every detail
- Troubleshooting, trouble-handling and skillful negotiation of unexpected situations that *will* arise
- Industry know-how and inside information on locations and vendors
- Most importantly, a stress-free wedding in which you get to enjoy new spouse, family and friends
- Mothers also love working with coordinators because they too get to enjoy the planning process and wedding day.
- A day-of coordinator helps everyone come together and coordinates the appropriate activities at the right time. (Photo @ right by Julie Harris Photography)

Planning Backwards: Create Your Agenda First!

After you have established your priorities, established your budget, and identified your date/time/location, the next thing to do is start creating your day-of agenda. It may seem like you are jumping ahead. *You are!* In order to plan well, begin with the end in mind. How do you envision your day unfolding? Where and when are you going to be getting ready? How will your wedding day "flow"?

By planning backwards with then end in mind, you are prepared to ask those essential questions that your location and vendors will ask. When you meet with vendors, take your preliminary day-of agenda and give them a copy. Keep in mind that your agenda may change throughout your planning. If you change anything major (i.e. changing your date or timing from an evening event to a mid-day event), check with your vendors! Due to other commitments, they may or may not be able to accommodate your change.

Using a Consultant to Create the Agenda. Creating an agenda can be a complex activity. You may come across questions that seem confusing and logistics that are overwhelming. Remember: you can hire a consultant or a day-of coordinator to help you plan and sequence the events for your wedding.

To receive a complete copy of the 2012 resource guide (54 pages), please schedule a [planning consultation](#) (\$130 to \$150) with Wendee. All day-of coordinating and planning clients also receive a complimentary copy of the guide.
