

# DAY OF CREATIVE ▼ E

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# THE LINGO: WEDDING PLANNING DICTIONARY

(common wedding planning words and definitions)

## Minimums

Usually set by the venue and indicates the minimum you must spend in order to host your event. This is not a per head cost and usually will not include things like service or admin fees and taxes. Remember, minimums do not tell you how much you will be paying in total, they tell you the minimum you will be spending.

## Consumption Bar

Basically, you pay what you drink. The venue will charge you after the event for what is consumed on the day of the wedding. You pay per drink rather than a set package that is paid in advance.

## Bar Package

A set per person price for alcoholic and non-alcoholic beverages over a certain number of hours. Ensure you know exactly what your bar package includes: number of bartenders, types and brands of alcohol, champagne toasts and signature cocktails and for how many hours (does it include cocktail hour?).

## Wine Service

A bottle of white and a bottle of red are placed at each table for guests to serve themselves or servers will go to each table periodically throughout dinner and offer wine to guests.

## Charger Plate

A large plate that is pre-set and sits under each course plate. Used as décor and to keep a place setting before and between meals.

## Table Runner

Fabric that is placed in the middle of the table, running completely across the entire table.

## Harvest Table

A style of dining table that is at least 42" wide and can be anywhere from 8-10 ft long.

## Up-Lighting

A lighting technique that illuminates upward using wireless LED's that can wash a venue in a number of different colors. Up-lighting works best against white or light walls in darker spaces.

## Pin Spot Lighting

A lighting technique designed to illuminate a specific area, drawing the eye to it. This is a great way to highlight centerpieces!

## Gobo

Lighting technique that uses a colored gel dark screen to shield a lens from light. Gobos allow you to project a pattern onto a surface. This can be used on the floor, walls or ceiling. We love to use it to mask elements in a space we're not in love with.

## Raw Venues

An unconventional space that can be used to host a wedding or event like a museum, public building, farm, home or even backyard.

## Chiavari Chair

A standard event chair with a spoked back, available in several colors including clear.

## White Resin Folding Chair

A picnic style folding chair made of white resin.

## Bar Back

Storage behind your bar. This helps to keep your bar organized and eliminates using the actual bar as a display for product.

## CREATING YOUR GUESTLIST

One of the very first items you will start to do as soon as you get engaged is create your guest list. This can often times be a struggle for a lot of couples, especially now since guest lists have been cut down due to social distancing efforts. Part of the struggle is figuring out where everyone lives and since we do so many things electronically and online, this particular task can take some time. You also can't really start looking at venues until you know how large your wedding guest list is going to be.

As you start to create your guest list and collect addresses you can drop that information directly into our [Wedding Guest List Tracker](#). Our tracker will help you organize everything related to your guests from RSVPs to meal selection.

Use the columns we've provided or add or modify them as you see fit!



## CREATE YOUR BUDGET

Successful events are built on realistic budgets. The first step in your wedding planning journey is to create a wedding budget you can follow. We've made it super easy for you to not only create your budget but also stick to it.

### CREATING YOUR WEDDING BUDGET: THE HOW-TO

Wedding budgets are tricky. They get made and usually get followed at the beginning but as the wedding planning goes on, things can quickly spiral out of control and that budget you worked so hard to create suddenly looks unrecognizable. This usually happens because couples don't really know how to plan a true wedding budget. It's their first time planning a wedding and navigating the wedding industry waters can be challenging and overwhelming. We're going to show you how to create a realistic wedding budget and how to stick to it! The best way to tackle a wedding budget is to ensure you have a plan and know what the top priority items to budget are first.

### GETTING STARTED: MAKE THE LIST

The first thing you are going to want to do is create a list of your primary and secondary priorities. The primary list consists of the items you will want to start to source first. The secondary list includes items you will source after. For example:

#### Primary

Venue  
Food/beverage  
Ceremony  
Florals  
Photography/videography  
Design/décor  
Stationary

#### Secondary

Entertainment  
Transportation  
Cake/dessert  
Guest favours



## ESTABLISHING YOUR NUMBERS

Do you know how much you are willing to spend or are you clueless when it comes to setting a realistic budget? If you're like most couples starting their wedding planning, then you probably have no idea how to do this. And that's totally okay! We got your back and we're here to help!

The first thing you will have to do is get an estimate or quote for your food, beverage and venue cost. This is going to comprise roughly half of your wedding budget. Every venue is different and they charge differently so you will want to ensure you are getting an actual quote based on your guest count and not a minimum spend amount. Here's the difference; a per guest cost is going to reflect your true cost where a minimum spend is the amount a venue makes you spend (the starting point) to host an event.

You also want to ensure that when you are requesting a quote, you are quoted on all costs including gratuities, admin fees and taxes. Ask the venue coordinator to create an itemized quote based on your guest count and to send it to you along with the contract, so you can fully review before you sign. Don't forget to include things like specialty cocktails, higher end bar rails and late-night stations if those are extras you want.

### Our budget template has 4 columns:

- the first column lists the item (i.e. venue, ceremony, etc.)
- the second column lists the percentages each item is worth
- the third column is for you to input your ideal budget or what you want to spend (or know you want to spend)
- the fourth column is for the actual costs you are quoted on

Using the *Wedding Budget Template* we have created for you, start by adding in your venue/food/beverage cost (blue highlighted cell). This is going to be the largest of your costs and will comprise anywhere from 30-50% of your budget. Once you add in this cost the spreadsheet will do the rest! You will notice that the spreadsheet fills in the rest of your estimated budget based on the percentages they're worth.

## CUSTOMIZING YOUR SPREADSHEET

Look at the *EXPENSE* column and feel free to rename any of the rows after items you are budgeting for (if they aren't listed). Next, in the *BUDGET AVERAGE %* column, go through each row and adjust the percentages as you see fit. Don't worry, this shouldn't change the formulas in the spreadsheet. After you've made your modifications, input your venue/food/beverage cost (in the blue highlighted cell) and the spreadsheet does the rest! The last column is for your actual budget, which included the actual costs you are quoted on and will pay. This is a great way to see how your estimated budget differs from the actual budget.

Now here's the tricky part...how to stick to your wedding budget. It's not as hard as you may think it is! The number one thing you need to do is ensure that the quotes and estimates you are receiving fall in line with your *ESTIMATED BUDGET* before signing off on them.

Once you have your quotes, you can start signing off starting with your top priorities. Remember that if there are certain areas in your budget where you need to overspend, only do it against your top priority (venue/food/beverage). For example, don't hire the florist before your venue is signed off on.

Budgets help us stay on track and achieve our goal, which is to have as little stress as possible on our wedding day. Let's face it, it's hard to have a good time on your big day if all you're thinking about is how much you've overspent.

Every successful wedding starts with a planned budget and now you have yours. Congratulations!



## TRACK YOUR BUDGET

Now that you've got your budget done, it's time to fill out your budget *tracker* so you can stick to your wedding plan. The budget tracker is designed to dive deeper into your budget, expanding on your top priorities. To get started, download the budget tracker template below and scroll down for instructions on how to use it.

## TRACKING YOUR BUDGET

Once you have downloaded the budget tracker, open it and start by looking at each of the headings and subheadings.

There are 6 columns in our Budget Tracker:

Column 1: Description of Item

Column 2: Budget

Column 3: Estimate Received

Column 4: Deposits Given

Column 5: Amount Due

Column 6: Notes

Under the first column, *Description of Item*, list the items you are budgeting for. We've already filled out some common items for you but you can change them as needed.

The second column is *Budget* and this is where you will plug in the amount you have budgeted for the item.

## TRACKING YOUR BUDGET

The third column is labelled *Estimate Received* and this is where you will plug in the quotes or estimates you have been given by vendors (only insert the estimate/quote from the vendor you are choosing to work with).

The fourth column, *Deposits Given*, is where you will input the amount of deposit you have to give in order to book the vendor or service (if applicable).

The *Amount Due* column will fill itself in (sweet, less work for you!). It subtracts the total estimate from the deposit, leaving you with the remaining amount due.

And lastly, *Notes* is where you will add any important notes related to the item.

As you input your information you will notice the last line of each section, *The Difference*, change as you input your info. *The Difference* represents what is left over after you subtract your *Estimates* from your *Budget*. In most cases *The Difference* should either be zero or (if you're a smart shopper!) there will be money left over. If you go over your *Budget* this number will appear in brackets (and you don't want that!).

At the bottom of the sheet will be your grand total. A few things to take note of:

\*Don't delete any of the lines or this will lead to errors on your sheet and totals will not calculate properly.

\*If you need to add additional lines to your categories, have any questions or would like some help filling it your sheet, be sure to book time with your planner and they can show you how to use it. You can also ask questions via our live chat (bottom right).



## PICK YOUR VENUE

Choosing a venue is the most important step in planning your own wedding and the first thing you book. As we explained in the BUDGET, your venue is going to comprise of roughly 50% of your total budget which will also include food and beverage. When deciding on your venue you have two options; traditional vs. non-traditional venues. A non-traditional venue is one that is not a banquet facility or hotel and could be anything from a park, to museum, to theatre - there are so many cool possibilities!

Usually you can rent a non-traditional venue at a cheaper rate than most traditional venues as they are rented as is and do not come with any items like chairs or tables. This means you will be looking at renting and bringing everything you need in. For someone like me, I love this option as it gives me an opportunity to really create a wedding that is injected with my style and allows me the freedom to truly do what I want without a bunch of restrictions. For some, this option may sound awesome but you need help from a seasoned planner who has done these types of events before to help you navigate through the process.

Before deciding on whether or not a non-traditional venue is for you, there are a few things to take into consideration as costs can get a little crazy if you aren't careful...

### 1. BUDGET

This is a big one and the most important part of any wedding but especially for non-traditional venues. You will need to watch that you aren't overspending and track all of your expenses. You will want to get detailed quotes from vendors and read through contracts carefully to ensure you aren't missing any hidden fees.

### 2. HANDS ON

If you love to scour online resources and draw inspiration from everyday life and the beautiful things around you, then this is a great option! A raw space enables you to get as creative as you want and hands on with the design, creating something that is truly indicative of your personal style. Another great thing about non-traditional venues is that you will have lots of time to set up and tear down.

## PICK YOUR VENUE

### 3. HIGH AND LOW

If you aren't the type of person to blow your budget on one really expensive thing and know how to spread your money around, this could work perfectly for you. Navigating the design for a raw space is really about being able to mix elements to bring your vision to life that won't cost you a fortune. For example, filling the space with flowers isn't a cost savvy way of spending but thrifting and collecting an eclectic mix of bud vases and vessels to place at tables is a great way to add décor that won't break the bank.

### 4. GET BY WITH A LITTLE HELP FROM YOUR FRIENDS...AND FAMILY

We have to get real here for a minute here! There is no way you can set up your entire wedding on your own. The good news is that most non-traditional venues will give you lots of time to set up on the day of or even the night or weekend before. You are going to want to assemble a team of your closest and best friends and family members to help you set everything up (if that option is available to you). Be sure to touch base with your bar and catering staff as well to ensure you are aware of exactly what their roles are in setting up and tearing down; you don't want to pay them overtime so be sure to know exactly when they are being scheduled to start and stop working.

### 5. OVERWHELMED?

If a raw venue option seems overwhelming, but you still love the idea, say no more...we got your back! Hire a planner to help you with as much or as little as you need. Forward Events + Design has two different service options to help you execute the perfect non-traditional venue.

To help get you organized as you start your venue search we have created a *Venue Tracker*. Our Venue Tracker has a list of criteria and questions you should be asking each venue you tour to ensure you are choosing the right venue for your wedding.

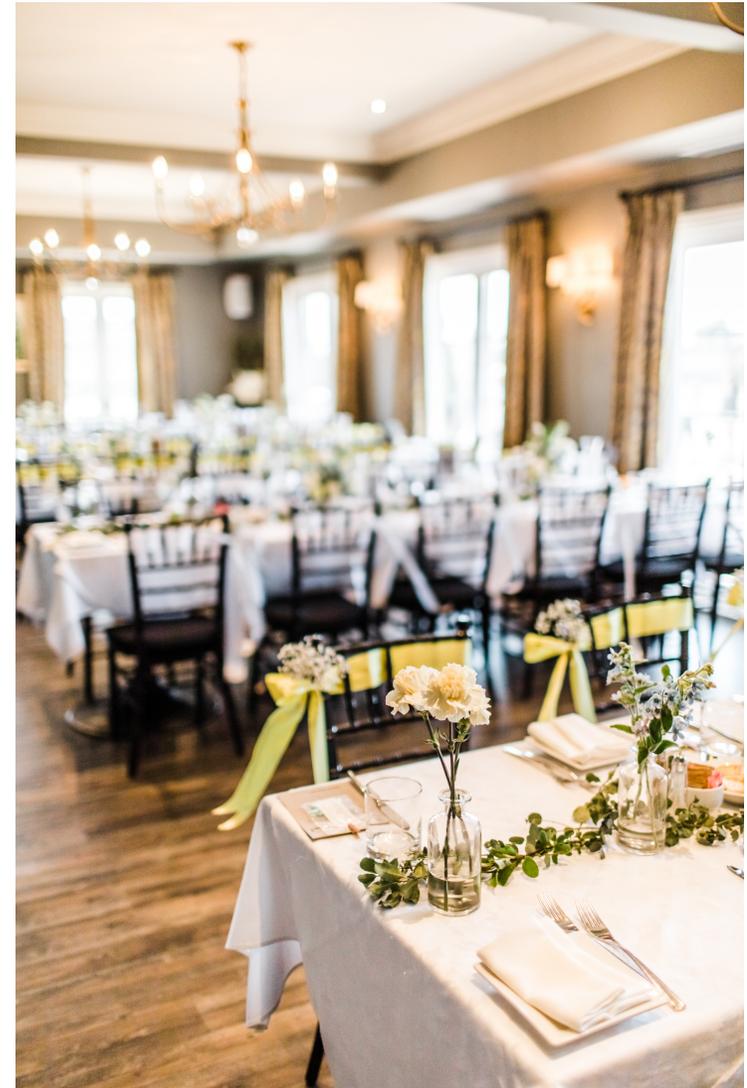
## DECOR DESIGN: CREATE A MOOD BOARD

Mood boards have infinite uses in the design world, but let me tell you, they are one of the best ways to bring your event vision to life! This is why mood boards and inspiration packages are always included in our design process. They help you visualize the style and concept of any event and give you a clear idea of how to put colour schemes, images, materials and overall ideas together in a cohesive way.

Having a clear concept of what you are looking for, not only helps you make proper decisions regarding your event but it also helps your event planner adequately understand the mood and tone you are going for!

Here are 3 easy steps to create your own mood board:

1. Brainstorm your theme and vision: You might have some ideas in mind for the look and feel you want to achieve, but this is the time where you need to let your creativity get wild and get inspired by everything. Materials, colours, vibes, and words help too! For instance: romantic, rustic, bohemian, soft, dreamy, bold, colourful, classic, etc. All of these will help you spec out the design elements you are looking for!
2. Collect your Elements and Inspiration: Now that you've narrowed down your ideas and most likely have a styling concept, you can start searching for images that will visually help you align them.
3. Curate and start building your mood board: After spending some time getting inspired and curating some pictures that are consistent with your vision, you can start building your mood board, Yay!





@dayofcreative  
www.dayofcreative.com  
hello@dayofcreative.com