



IVORY COUTURE

Wedding Planning & Design

DAY-OF PLANNING CLIENT PROCESS & RESOURCES

- Inquiry to Booking -

INITIAL CONSULTATIONS

Talk about wedding needs and details and I explain Ivory Couture & the resources provided to day-of couples throughout the process, including the Planning Vault. We review what our time working together looks like and I answer any questions.

REQUEST TO BOOK

Once an inquiry expresses their desire to book Ivory Couture, I send a contract detailing services, along with an invoice for 50% of the package total. Both the signed contract and retainer are due at booking.

- At Booking -

WELCOME PACKET

Once an inquiry officially becomes a booked client, I send the Ivory Couture Welcome Packet for Day-of Couples. This gives clients access to the “Planning Vault” including the following:

- Budget Worksheet
- Vendor Booking Guide
- Monthly Checklist
- Design Guide & Questionnaires
- Style Guide Template
- Design Timeline

This is everything a couple needs to plan their own wedding!

ONBOARDING CALL

Once a client reads through the packet, they’ll be prompted to schedule an onboarding call (scheduling link included). This is where I’ll review the Welcome Packet and walk through the resources provided, including explaining how to use each.

EMAIL ACCESS

Unless a client has booked a Creative Session, our communication will then be limited to email up until eight weeks prior to the wedding date. However, I’m always available via email throughout the process!

- Beginning “Two Months” Prior -

DETAILS QUESTIONNAIRE

Twelve weeks before the wedding, I’ll send day-of couples a questionnaire to fill out along with their families. This questionnaire is all-inclusive and allows them to transfer the planning details onto paper

for my team and I to manage. This way couples can truly relax and enjoy the last couple of months before their wedding day.

OFF-SITE COORDINATION MEETING

Ten weeks prior to the wedding day, I'll meet with couples (at a local coffee shop or virtually) to discuss the questionnaire and sort out any questions or clarification I might need. We'll talk about vendors and all wedding details, including laying the parameters for timelines.

VENDOR MANAGEMENT

At the eight-week mark, I begin managing vendors. This means getting in touch with vendors to confirm details, as well as reviewing day-of timelines and confirming final payments.

LAYOUT REVIEW OR CREATION

If a layout has already been created by the venue, I'll review it for logistical glitches. If there is no layout, I'll create one for the couple and share it with them and vital vendors (i.e. rental company, catering staff, or whoever is responsible for day-of setup and strike)

TIMELINES

I'll create detailed timelines for every aspect of the wedding day and review/distribute copies to vendors, bridal party and family, as appropriate.

SITE VISIT

Between 6 to 8 weeks out from the wedding, we'll visit the venue together – and with any necessary vendors – to review layouts, timelines and other logistics.

REHEARSAL COORDINATION

I'll be present at the venue for coordination of a one-hour rehearsal.

WEDDING DAY COORDINATION

Myself and one assistant will be present on the wedding day to manage logistics, work with vendors, execute timelines and coordinate every aspect of the ceremony and reception. Day-of Planning includes 10 hours of coordination time.