

Christina Andrews Weddings

Full Service Planning Detail
Exclusively for Weddings

Early Preparations

Set a date (client-family task)

Set a ceremony start time

Present ceremony and reception venue options

Pick venue for ceremony

Pick venue for reception

Work out a budget for the entire event

Create an outline of anticipated costs for all “basic” components of the event

Create a “wish list” of ceremony and reception ideas/concepts

Discuss types of ceremonies and receptions / present options relative to venues

Decide on type of ceremony and reception

Discuss wedding protocol

Decide who will be part of your wedding party (bridesmaids, groomsmen)

Decide who will be VIPs during ceremony

Consider how people will be seated for both ceremony and reception

Put together a preliminary guest list

Discuss décor related issues relative to the venues

Make basic decisions on style and colors

(all future design and vendor recommendations hinge on this)

Decide on a wedding dress and bridesmaid dresses (client-family task)

Decide on men’s formalwear (client-family task)

Present photography and videographer options

Decide on a photographer (and videographer, if desired)

Secure contracts

Make accommodations recommendations for bridal party, family and guests

Set aside room blocks at hotels

Do engagement photos (good way to test out your favorite photographer)

To be used on your save-the-date cards and your wedding website

Present \ recommended elements for your wedding website / materials for guest

Start putting together the components for your wedding website

Present vendors for all print and calligraphy needs

Assist in selecting print vendors, ascertaining pricing, delivery schedule, etc.

Select save-the-date cards (important for destination events)



Present catering options relative to venue selected for reception

Arrange for materials and pricing to be sent out

Present florist options / schedule phone or in-person (if possible) meetings

Present basic guidelines for properly selecting florals, budget guidelines, etc.

Six Months Prior to the Wedding

Decide on a caterer and all other food services

(cake, beverage services, espresso cart) / do sooner if possible

Choose invitations, announcements, placecards, etc.

Choose a calligrapher or calligraphy printing service

Order all print materials / secure calligraphy contract

Hire a florist / final decisions on specific florals can be done later

For higher-end florals, select a designer sooner

Present ceremony and reception music options (venues considered)

Have sound samples, photos, songlists and pricing sent out

Hire your ceremony/cocktail musicians, band and/or DJ

Discuss lighting needs and concepts / incorporate venue recommendations

Present lighting company options / have a couple draw up proposals

Review proposals and pricing / hone details

Secure contract for lighting designer / service and any additional generators needed

Determine who will attend the rehearsal dinner

Present appropriate rehearsal dinner options

Decide on a rehearsal dinner site

Secure reservations

If honeymooning in the region, present options for special accommodations and honeymoon activities (Napa, Sonoma, Mendocino Counties, San Francisco, Big Sur, Sierra foothills, Monterey and Carmel)

Send out your save-the-date cards / do sooner if possible

Include your wedding website domain

Include a list of possible accommodations in the region

Start allocating rooms in your room blocks for all the VIP guests

Present options for hair/makeup services and other beauty treatments

Decide on your hair and makeup stylists

Schedule hair/makeup trials (if desired)

Secure contracts and/or set up appointments at spas

Discuss tourist activity options for close family and bridal party

Present ideas and links to pertinent websites

Select and book group tourist activities for the wedding week

Three - Four Months Prior to the Wedding

Prep an engagement announcement and picture for the paper
Submit your engagement announcement to the local papers
(if you are wanting to do this)

Select your wedding rings, get them sized and ordered (client-family task)

Present gift registry ideas / provide ideas for regional gift registries and wine
Register for wedding gifts at several stores (client-family task)

Present options for your minister/priest/rabbi or civil officiant
Meet with your officiant to work on ceremony order and reading and vows

Discuss music for your ceremony relative to ceremony protocol/order
Decide on music selections for the ceremony with the group leader's guidance

Discuss music for your reception relative to timeline, special dances, etc.
Put together set lists for the dance reception with the band leader or DJ's guidance

Present menu options from your caterer or venue
Start planning your dinner reception menu and wine/cocktail service
Start considering special coffee services, dessert/wedding cake service, etc.

Present options for an "afterglow party"
Decide whether to add this to the wedding day itinerary

Discuss transportation needs for the wedding day
Present transportation options and pricing
Reserve transportation for the wedding party
Arrange shuttle service for guests, if desired

Meet with lighting designer at venue to sketch out design for lighting the property
Get detailed final proposal and pricing / edit and adjust as needed
Secure final lighting contract and schematic

Meet with florist to discuss personal floral concepts
Have florist draw up a full proposal with descriptions and pricing
Make final decisions on personal florals
Secure final contract / make deposit

Present gift/favor ideas with regional twist
Order any special gifts, favors or decorative elements (non-perishable only)
Any perishable favors will be ordered closer to the date

Decide on additional ceremony décor (pedestals, arches, chuppas, etc.)
Present options, determine pricing
Reserve/order items

Work on concepts for tabletop floral arrangements
Explore tabletop designs and misc. décor for reception
Decide on types of tables, chairs and auxiliary furniture
Price out favorite settings and rented décor
Secure a contract for reserving those components

Three Months Prior to the Wedding

Address wedding invitations (client-family task or calligrapher)
CAW can provide this service at an additional cost

Schedule dress and formalwear fittings for everyone (client-family task)

Discuss seating protocol / assist with making seating decisions and table layout
Put together preliminary seating chart for ceremony (front rows) and dinner

Purchase gifts for bridal party and VIPs (client-family task)
Gifts can be sent to CAW and stored in our office

Determine special equipment needs
Secure heaters, tents, port-potties, kitchen set-up, etc. as needed

Decide on the rehearsal dinner schedule and menu / finalize if possible

Two Months Prior to Your Wedding

Plan transportation, tourist and social activities, etc. for VIPs for the duration of their stay in the area / write up itinerary for vendors and guests

Let VIPs know of the rehearsal dinner arrangements via email or separate mailing
Include an itinerary for any other special activities in which they might be involved

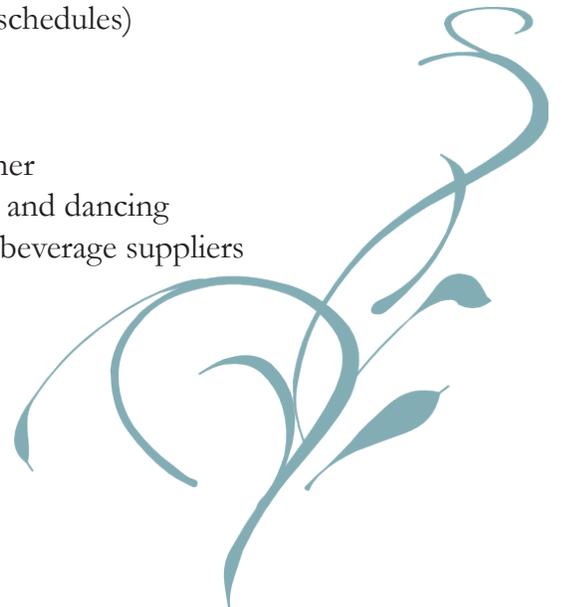
MAIL INVITATIONS
(client-family task)

Finalize wedding day timeline (coordinating all vendor schedules)
Create detailed worksheets for each vendor

Finalize all menu selections
Determine wines to be paired with hors d'oeuvres, dinner
Determine beverages to be served during cocktail hour and dancing
Provide detailed worksheets to caterer and other food/beverage suppliers

Finalize all cake details with bakery
Arrange for the delivery

Finalize all florals
Get final pricing detail



Finalize all rentals

Get final pricing detail

Finalize all details related to décor and tabletop design

Create final décor and layout schematics for ceremony and reception

Finalize all lighting details

Get final pricing detail

Finalize all transportation details / set out details for parking and shuttle

Get final pricing detail

Create detailed pickup and dropoff itinerary for all vehicles

Finalize all music-related details (technical issues: load-in, power, lighting, etc.)

Finalize all repertoire lists

Present musicians with timeline detail relative to special requests

Finalize all ceremony details with officiant

Review content for ceremony program

Create ceremony program text / gather any graphical elements

Arrange to have program designed and printed

Review content for dinner menus

Create menu text / gather any graphical elements

Arrange to have menu designed and printed

Dress and formalwear fittings for everyone
(client-family task)

Set up trial hair/makeup sessions (if desired)

Pay balances due to all vendors

Review entire event with client (in-person, if possible)

Determine if we need additional support staff for on-the-day

Secure services of additional support staff as needed

Confirm all honeymoon arrangements (client-family task)

One Month Prior to the Wedding

Present marriage license information / recommend location and date for application

Get your marriage license (when and if you're in California)

Confirm all arrangements with vendors / prep vendor payments for on-the-day

Pay balance on all the major event services

Order any of the perishable gifts, favors, etc.

Have gifts delivered to our office

Finalize all dress, formalwear and accessory related issues (shoes, jewelry, etc.)

Prep thank you cards (client-family task)

Check in with any VIPs who have not responded to the invitations
(client-family task)

Compile a list of food selections from invitation responses
(client-family task) / client will be tracking invitation responses

Walk the site and evaluate whether any last minute touches need to be made in the way of décor, landscaping, plantings, bathroom facilities, repairs/painting, etc.

Convey site touchup concepts to client and venue as appropriate
Order needed services

Walk through the event layout with the caterer / determine where everything will be set up / determine what if any additional rentals related to the catering will be needed

Order any last-minute catering-related rentals

Walk the event site with lighting designer to review all logistics

Walk the event site with florist to review all installation details and to fine tune florals
Add or delete florals as needed

Walk the event site with the onsite coordinator to show them the layout and event flow / discuss all logistical issues, delivery schedule, etc.

Present a final, detailed contact sheet to venue coordinator

Present a final timeline and delivery schedule to the venue coordinator

Present ceremony and reception schematics to the venue coordinator

Present a final timeline and reception schematics to the catering service

Present a tabletop layout diagram and instructions to caterer

Finalize rental delivery and pickup schedules

Present ceremony and reception layout schematics to rental company

Call supervisor to discuss and arrange the furniture setup per schematics

Two Weeks Prior to the Wedding

Determine if there will be any special last minute rental needs

Weather-related additions (tents, heaters), catering-related additions

Call or email any guests who have not responded to the invitations

Give them 2-3 days to respond
(client-family task)

Send the final headcount with menu selections to the caterer

All latecomers will have a set entrée

Send final headcount to venue coordinator
Have coordinator adjust beverage service as needed

Finalize seating for the ceremony and reception (client-family task)
Have placecards printed / have placecards sent to CAW
Extremely important task which needs to be completed well in advance!

Review all final details with the vendors and venue
Timeline, attire, duties, arrival time, policies (re: drinking, etc.), load-in, parking
Confirm all details in writing

Start bringing supplies up to the property and storing them there
(beverages, wine, decorative items, etc.)

Make a list of all payments pending
Prep all checks for the vendors for distributing on the wedding day

One Week Prior to the Wedding

Chill (client-family task)

Be available to troubleshoot on all wedding-related issues
Be available to family and guests if there are emergencies or important concerns

Check in at venue and with catering

Verbally check in with all vendors

Wedding Day / 18 hours

See “On-the-Day Planner / Detail” for complete description of duties

Post Wedding

Oversee rentals pickup
Tally broken and/or missing pieces

See that venue is properly restored to “normal”

VIP post-wedding brunch (client-family task)

Reconcile all bills with client (preferably day-after)

Mail thank you’s (client-family task)



PRICING FOR OUR WEDDING PLANNING SERVICES

Christina Andrews, owner & head planner

20 hours of event planning services	\$2500
30 hours of event planning services	\$3500
40 hours of event planning services	\$4500

All winery settings require a minimum of 30 hours of planning services
Private estate settings require 40+ hours of planning services

On-the-day only coordination only is available for resort settings, hotels, golf clubs and full service venues that provide basic rentals an active on-the-day coordinator and a full food and beverage package.



RECOMMENDED ADD-ONS

Decorative basket with 40 white parasols (rental): \$50

Niceties baskets for men and women's bathrooms (2): \$60

Feminine hygiene products, Wine Away, antacid, Pepto Bismal, breath mints, throat lozenges, ibuprofen, aspirin, antihistamines, bandaids and triple antibiotic, hair spray, bobby pins, safety pins, kleenix, sunscreen, etc. Items are displayed in an attractive lined basket. Kits are rented for evening.

Custom framed signs (choose polished oak or matte black): \$150

Welcome table sign, bar menu, 2 directional signs for bathroom, escort card table instructions, sign-in book and/or gift sign. Includes wrought iron table easels and custom wording with stylistically appropriate font styles.

Assembling and prepping assorted wedding-related items: \$50/hour

Gift bags, prepping shipped items (unwrap, remove tags, polish, etc.), assemble items, attach labels, steam/fold pashminas, fold programs, etc. Any items shipped that require more than 10 minutes of preparation work and/or require disposal of large quantities of packaging will need to be billed.

Basic cream or white escort cards for dinner seating: \$1.50/card

Oak wood framed or wrought iron table number holders: \$2.50/holder

Custom table names or numbers printed on cream or white cardstock