





# About Events By Elena

Welcome and congratulations on your upcoming wedding or event! Thank you so much for considering Events By Elena. I am Elena and I am very excited to connect with you and plan or coordinate your special day. I truly am in love with what I do and so grateful to work with clients like yourself who entrust me with their once in a life time events and milestone moments. I excel at planning unique one of a kind events that reflect the client's personality, style and vision. In this catalogue you will learn more about all the packages we offer, details included in each, investment and other useful information. Planning an event is very time consuming and can become overwhelming. Not having knowledge in the industry can have clients spend more money on areas of their events that could have been avoided. With our help we not only save you time but we save you money in the long run as we have extensive knowledge and contacts in the industry where we can strategically use the budget and utilize it to its greatest potential.

Elena along with her team of lead planners and event assistants are all WPIC (Wedding Planning Institute of Canada) certified. You would be guaranteed to receive unparalleled service and very detailed planning journey along with immaculate execution on the day of your event. You deserve a planner who is committed to you every step of the way and who will work hard to provide you with a stress-free planning experience.

To receive more details or if you have any questions please feel free to schedule a complimentary zoom meeting to discuss your event in further detail and answer any questions you may have at [info@eventsbyelena.com](mailto:info@eventsbyelena.com).

**I look forward to meeting with you XO**









# *Why Events By Elena*

We strive to offer the best experience for all our clients. Below is what to expect when working with us.

- We only take on a limited number of events per year to provide all our clients with all our focused attention and quality of service.
- Vendor connections
- Not only do you get a planner but a friend in this planning journey
- Access to all our efficient online tools
- Honesty
- Reliable and punctual
- Up to date with industry trends
- Respond to phone calls and emails within 24 hours
- Emergency service 24/7

As our special client you will receive all the above qualities in your planner and in the level of service we provide you. We do not have a 9-5pm job. We are here to accommodate all our clients whether you are in another time zone or have busy work schedules we are always available even if you can only do a 8pm zoom meeting we are there for you. We pride ourselves on going the extra mile for all our clients.



# *We Offer 5 Planning Packages*

**FULL WEDDING PLANNING** - We start working with each client starting with a blank canvas. We learn about your love story, personalities, and style and are there throughout the entire planning journey with you. This package is ideal for couples who have demanding jobs, have limited availability, live out of town or are busy with studying and exams.

**PARITAL WEDDING PLANNING** - We start working with you at any point in the planning process and assist you in planning the rest of your wedding from that point forward. Couples who book this package have already hired a number of vendors (or have an idea of who they would like to hire) before booking this service. The package is identical to the Full Wedding Planning Package only difference is that we join on at a later point in the planning process.

**MONTH OF WEDDING COORDINATION** - For couples who have booked every detail of their wedding and would like a professional to sort out all the last minute details and take care of all the logistics leading up to their wedding day. We start working with you eight weeks prior to your big day. This package allows couples to be stress-free leading up too and on their wedding day so they can be a guest at their own wedding and enjoy every moment.

**MONTH OF COORDINATION + DESIGN:** You are comfortable booking every detail of your wedding but need our help developing and sourcing the decor and aesthtic of your wedding. In addition to this add on we include everything in the month of coordination package.

**SPECIAL OCCASSION PLANNING :** For any reason you want to celebrate whether that is an anniversary, birthday, baby shower we specialize in planning one of a kind milestone events no matter how big of small the guest list.



# *What is included*

KEEP SCROLLING TO LEARN MORE ABOUT WHAT  
IS INCLUDED IN OUR FULL PLANNING AND  
PARTIAL PLANNING PACKAGES IN THE NEXT  
SLIDES BELOW



# *Full/Partial Planning Journey Begins*

- Set up administrative tools to start your planning journey such as access to your very own private wedding planning workbook via google drive with all your templates and useful documents. This will be the ideal way we will stay organized and you can use this workbook independently. Think of this as your online wedding binder with everything that has to do with your wedding from budget templates, contracts, design plan and more.
- Unlimited meetings and consultations and email/phone support
- Creation of the budget template entails a realistic outline of the budget for your event along with a starting price point for each vendor category
- List of venues based on your preferred city, location, guest count, style and preferred dates
- In person venue visits.
- Review and negotiation of contracts







# Planning Process

- Monthly and weekly event checklist.
- Payment tracking and payment deadline
- Assist in menu selection and attend food tasting
- Theme development. We will provide you a design plan and mood board and have a consultation with you regarding your vision, colour palette, design, décor and floral details.
- If you would like to see more than our design plan and mood board with inspirational photos we can design a realistic 3D rendering of exactly what your décor will look like on the event day at an additional fee of \$250.
- 2D floor plan and 3D floor plan will be created of your reception space
- Mock presentation to give clients a visual demonstration of the table linen, napkins, chargers, centerpiece, candles etc. Cost of flowers TBD on florist prices for creating the mock centerpiece.
- Stationary design – Cohesive selection of invitations, save the dates, menu, place cards, seating chart to match your overall theme. We help with communication text and etiquette on wording for all your stationary items.
- Tracking RSVP – Via your wedding email we will keep track of guest RSVP and updates
- Pick up services – We pick up all rental items such as favors, seating chart, unique rental items, table numbers etc.
- Seating chart development – Use of our online template to guide your stationary artist and venue as we list each guest name by alphabetical order by last name, table number, meal selection and food allergies)

*Once all the plans are set ....*

*We take care of the Wedding Day Management*

**THE BELOW SLIDES ARE INCLUDED IN FULL & PARTIAL  
PLANNING PACKAGES AND THIS IS WHEN WE START WORKING  
WITH YOU ON THE MONTH OF WEDDING COORDINATION  
PACKAGE**



# *Pre Wedding*

- Recommendation and communication with all vendors on your behalf
- Revision of all vendor contracts
- Attend site visit to reception and ceremony venues to finalize logistics and design plan
- Review all banquet order forms from venue catering teams to ensure all food/beverage and audio/visual are noted per final requests and plans
- Reserve hotel and manage guest rooms for the client and out of town guests
- Review ceremony service and offer guidance with writing vows and selecting readings
- Assist with preparation of wedding slideshow
- Prepare fun bags for children attending wedding such as colouring books etc (only available in Full and Partial Planning Packages)





# *Rehearsal*

- Arrive prior to family arrival and bridal party for inspection and final walk-through
- Lead wedding rehearsal with or without officiant present
- Distribute personal timelines to bridal party and family
- Pick up all personal items such as favors, champagne flutes, programs etc

*We take care of everything on the wedding  
day....*

*So you can be present and enjoy every moment!*



# *The Morning Of Your Wedding*

- Support from an experienced team of two certified event assistants under the supervision of a certified lead planner
- Assisting the bride with setting out personal items for the photo/video team to capture such as invitation suite, bouquet, bridal gown, shoes etc.
- Packing up personal belongings to be out in a timely manor
- Assisting in coordinating the first look and photo session. Assistance with special cultural morning traditions and ceremonies if applicable.
- Supporting the final moments before processional, facilitating family photos, guiding bridal party and much more
- Ensuring the families and bridal party are on time and limo arrival is prompt

# *Pre-Ceremony & Ceremony*

- Ensure correct number of chairs are set out for ceremony with reserved signs and name cards
- Ensure officiant has working microphone, pen and marriage license
- Set up welcome basket with programs and other items
- Greet guests as they arrive and hand out programs
- Do run through of music with DJ & Audio/Visual team
- Hand out bouquets and boutonnières on groom and groomsmen
- Hand out flower girl basket and ring pillow
- Politely usher guests to fill empty spaces near ceremony aisle as it looks better in photos
- Ensure VIP guest have arrived and guide them to VIP seats
- Line up everyone involved in the processional and que DJ, musicians and officiant
- Discreetly hold back late guests until the bride is at the alter and at appropriate time guide them to their seats
- Oversee set up and arrival of vendors at reception venue
- Count all tables and chairs in reception venue according to floor plan





# *Cocktail Hour*

- Cue kitchen staff to have two plates with cocktail hour food and water bottles in bridal suite for bride and groom
- Assist with facilitation of family photos
- Ensure card box and gifts are managed by a designated family member
- Encourage guests to sign the guest book
- Final run through of number of chairs per table along with high chairs
- Go over all place settings and ensure name cards and favors are set correctly
- Set up seating chart, bar signs, table numbers etc
- Ensure cake table has all utensils and plates set out

# *Pre-Reception & Reception*

- Conduct sound, light and temperature check
- Review food and beverage details with Food and Beverage Captain
- Place printed speech copies on podium (and hold onto back up copies)
- Conduct microphone sound check
- Provide bride and groom first glimpse into reception space and photos
- Allow photo/video team time to capture reception space before anyone enters
- Support guests as they review seating chart and guide them to their seats
- Line up everyone for grand entrance
- Que DJ/Band for entrance
- Support DJ/Emcee with cues for each announcement
- Give speakers 5 mins heads up before speech time
- Pack up personal and set up items end of night and place them in the bridal suite escorted by designated family member











# *Special Occasion Planning*

- Unlimited support via phone, email and zoom meetings
- Complimentary zoom meeting to discuss your vision for your event
- Source location (if you do not have already have one in mind)
- Source all vendors and special rental items
- Design plan to develop theme, colour concept, design, flowers etc
- Review all vendor contracts
- Pick up service of all items that need to be set up on the day of
- Logistical timeline for the vendors for the event day
- Overseeing arrival and set up as well as overseeing catering on event day
- Styling of all event items such as place settings, favors, place cards, dessert table etc
- Tearing down items once event is over which can be the day of or tear down the next morning

INVESTMENT STARTING \$4,500





# Investment

*All of our packages can be customized to suit the budget, needs and requirements for each client. Below is a rough ball park idea of package costs. After your zoom meeting with us we will get a clear understanding of your vision and needs and can provide you with an accurate quote and proposal.*

**FULL WEDDING PLANNING** - Complete Planning clients often work demanding jobs, have limited availability, live out-of-town, have particularly detailed taste, or are focused on studying for exams.

Included: Complete planning service, 1 Lead planner, 2 event assistants for day of wedding . Complete wedding day management  
**Starting \$7,000**

**PARITAL WEDDING PLANNING** - Couples who book this package have already hired a number of vendors (or have an idea of who they would like to hire) before booking this service. The package is identical to the Full Wedding Planning Package only difference is that we join on at a later point in the planning process.

Included: Complete Planning service, 1 lead planner, 2 event assistants day of wedding, Complete wedding day management  
**Starting \$4,800**

**MONTH OF WEDDING COORDINATION & DESIGN** - We help source and plan everything related to decor and aesthetic of your wedding. Includes everything in Month Of Coordination package.  
**Starting \$3,650**

**MONTH OF WEDDING COORDINATION** - For couples who have booked every detail of their wedding and would like a professional to sort out all the last minute details and take care of all the logistics leading up to their wedding day.  
Included: Complete wedding day management, 1 lead planner and 1 event assistants day of wedding for weddings of 150 guests or less  
**Starting \$2,500**



# Next Steps

FOLLOW US ON INSTAGRAM [@eventsbyelena](#)

REVIEW OUR TESTIMONIALS - [Click Here](#)

SEND US AN EMAIL [INFO@EVENTSBYELENA.COM](mailto:info@eventsbyelena.com) TO  
SCHEDULE YOUR COMPLIMENTARY ZOOM MEETING  
TO GET TO KNOW US AND WE CAN ANSWER ANY  
QUESTIONS YOU MAY HAVE







Butterfly Kisses  
PHOTOGRAPHY

*Thank you for considering Events By Elena*