



Park  
Avenue  
EVENTS

BE A  
*Park Avenue*  
BRIDE



Trust, tranquility and inspired, personal touches...  
*I strive to provide each of my clients with these three essential elements  
in order to create the wedding of your dreams.*

*With a decade of experience orchestrating some of Atlanta's finest  
weddings, it is my commitment to you to make sure you not only enjoy  
The Big Day, but all the precious moments leading up to it.*

*I look forward to making your wedding dreams your reality!*

HESTER PARKS

Owner & Lead Planner | Park Avenue Events

 @hesterparks

 @parkaveevents

#beaparkavebride

# Manhattan

## FULL PLANNING

### PRE-WEDDING COORDINATION

- *Initial planning consultation (one hour)*
- *Unlimited comprehensive client conferences to discuss wedding vision, style, colors, vendor duties, negotiations, activity timelines and expectations*
  - *Assist in the selection of ceremony/reception venues*
    - *Maintain a detailed wedding budget*
    - *Assist with the selection of any rental items*
      - *Create calendar of payments*
  - *Assist with the selection of wedding/reception stationery (invitations, ceremony programs, escort cards, etc.)*
- *Provide inspiration boards and other presentation materials to assist client with design elements and overall theme of the wedding to ensure vision is being met*
- *Provide list of responsibilities to family members and bridal party (ushers, parents, hostesses, and attendants) as well a wedding weekend timeline*
  - *Assist with the selection of ceremony music and reception music (special activities—first dance, cake cutting, etc.)*
    - *Unlimited phone call and email exchange (subject to planner's scheduled events; business hours are 10am-5pm)*

## REHEARSAL COORDINATION

- *Wedding Rehearsal Coordination*
- *Distribute any wedding day related material*
- *Collect any wedding day items for use on wedding day*



## GUEST SERVICES

- *Assistance with guest accommodations, hotel selection, room blocks and transportation for out-of town guests*

## VENDOR MANAGEMENT

- *Review vendor contracts and negotiate on behalf of the client*
- *Provide vendor referrals for all wedding vendors and attend all meetings if schedule permits*
- *Attend final site walk through (typically 1-2 months before the wedding)*
  - *Place follow-up calls to vendors to make sure everything is in order*
- *Confirm vendor arrival and expected services two weeks prior to wedding*
  - *Send vendors itinerary and time line for wedding day*



## STAFFING

• *A Coordinator—and assistant(s), if applicable—will attend wedding and reception*



## CEREMONY AND RECEPTION SERVICES

- *Wedding day directing, includes ceremony and reception*
- *Coordinate with officiant, musicians, readers, hostesses, ushers, soloists before ceremony*
  - *Direct vendors at ceremony/reception sites and be their point of contact*
    - *Pin flowers on groom, groomsmen, fathers, ushers, etc*
  - *Distribute bouquets and corsages to bride, attendants, family members, etc.*
- *Set up photos, collages, guest book and pen, favors, menu cards, photos, champagne flutes and/or goblets, cake cutting utensils/other keepsake item(s)*
- *Arrange with catering service to supply appetizers/drinks for the bridal party, if applicable*
  - *Bustle bride's gown at reception site*
- *Arrange place cards, assist guests with finding their cards, assigned table and gift table*
- *Prompt band or disc jockey, photographer, videographer (Bride and Groom's arrival, first dance, cake cutting, special toasts, bouquet and garter toss)*
  - *Arrange for boxing of wedding cake to be given to designated person*
    - *Arrange for preparation of bridal couples "to-go" meal*
    - *Distribute vendors' final payments and gratuities*
  - *Distribute send-off items to guests (sparklers, rose petals, bubbles, etc.)*
- *Arrange for all personal keepsake items, gifts of Bride and Groom to be given to designated person*
  - *Return to the couple any items left at reception site (if applicable)*
- *Wedding Day Emergency Kit to provide quick fixes for unforeseen occurrences*
  - *Provide overall direction for the entire day*
    - *Handle any emergencies, if they arise*



*All photos courtesy of Harwell Photography*