



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

Midtown

PARTIAL PLANNING

PRE-WEDDING COORDINATION

- *Initial Consultation (one hour)*
- *Comprehensive Client Conferences to Review Details of the Wedding (Based on Time Frame of Planning. Not to Exceed Five Meetings)*
 - *Unlimited Phone Call and Email Exchange (subject to planner's scheduled events; business hours are 10am-5pm)*
 - *Recommend and Assist with Vendor Selection and Negotiations*
 - *Maintain a Detailed Wedding Budget*
 - *Assist Client With Design Vision and Overall Theme (Client is Actively Exchanging Ideas)*



REHEARSAL COORDINATION

- *Wedding Rehearsal Coordination*
- *Distribute Any Wedding Day Related Material*
- *Collect Any Wedding Day Items for Use on Wedding Day*



VENDOR MANAGEMENT

- *Review & Negotiate Vendor Contracts on Behalf of the Client*
- *Provide Vendor Referrals and Attend All Meetings if Schedule Permits*
- *Attend Final Site Walk Through (1-2 Months Before The Wedding)*
 - *Follow-Up with Vendors to Confirm All Details*
- *Confirm Vendor Arrival and Expected Services Two Weeks Prior to Wedding*
 - *Send Vendors Itinerary and Timeline for Wedding Day*

STAFFING

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



CEREMONY AND RECEPTION SERVICES

- *Directing And Point Of Contact For All Wedding Day Events*
 - *Coordinate And Direct Vendor Set Up And Start Times*
 - *Distribute All Wedding Party Flowers*
 - *Set Up And Arrange All Wedding Day Items (i.e. Photos, Guest Book and Pen, Favors, Place Cards, etc.)*
- *Coordinate with Catering Service to Supply Food and Beverages for the Bridal Party, if Applicable*
 - *Bustle Bride's Gown at Reception Site*
 - *Maintain Wedding Day Timeline and Coordinate Timing of Events with Vendors (i.e. First Dance, etc.)*
 - *Distribute Vendors' Final Payments and Gratuities*
- *Gather and Return All Wedding Day Items to Designated Person*
 - *Arrange for Preparation of Bridal Couples "To-Go" Meal*
- *Distribute Send-Off Items to Guests (Sparklers, Rose Petals, Bubbles)*
- *Return to the Couple Any Items Left at Reception Site (if Applicable)*



All photos courtesy of Harwell Photography