## The Standard of Excellence

CERTIFIED WEDDING SPECIALIST HOME STUDY COURSE

## Program for Professional Wedding Coordinator

# ASSIGNMENT NO. 3

### YOUR BUSINESS FORMS



Weddings Beautiful Worldwide

Division of National Bridal Service

1004 North Thompson Street Suite 205

Richmond, Virginia 23230



*A STANDARD OF EXCELLENCE*

ASSIGNMENT NUMBER THREE

**YOUR BUSINESS FORMS AND CONTRACTS**

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**Introduction Note:** If you have not begun your business and are not yet ready to do so, we ask that you put yourself into the mind frame of how you will start your business and the printed matter you will use.

**I. PRICING YOUR SERVICES**

Almost two and one half million weddings take place yearly. That is a lot of weddings. Specifically, one percent of any given population gets married each year. Each of these brides has a different dream -- a different budget -- a different need. However, we can group them in three basic categories -- upper-end clients, middle-of-the-roaders and low budget clients.

Upper-end clients are the high society -- the high profile -- the money people. They are apt to give bigger and fancier parties -- have unlimited budget weddings, and want everything "as I want it" and "right now." Will life be easier if you decide to go after this market only? Will life be easier if you only work with upper-incomers? Factually speaking, this is not a bountiful market! Brides on a more restricted budget are the ones who really need your help. And, there are many more brides in this category.

The very low budget bride is the one who cannot afford your service. Does that mean you should not talk with her? Absolutely not! There is no reason these people can't have a nice wedding, too. If a bride comes to you who cannot afford your service, *Weddings Beautiful* suggests that you meet with her one time and give her as much advice as you can in that short period. You should be prepared to give her references of those who could work within her budget. Let her make the follow-up calls. Make it her responsibility. You should charge for this consultation at least an hourly fee.

**II. PACKAGES**

To appeal to all economic levels, we suggest that you offer different packages, plus customized service. These packages should be in printed form, either in a flyer or a two-or three-fold brochure. The brochure should feature the name of your business, your name and the names of your assistants, your address and phone number, plus the different services you offer. Adding a slogan is also nice. For example:

"Remember only the magic by leaving the details to us"

"We take the worry out of weddings"

"We help with everything but the groom"

"A service for every bride"

"Good planning makes a happy wedding for all"

Put your own subconscious mind to work and come up with a slogan that describes exactly how you want to summarize your feelings about your business and what it can do for your brides.

Exactly what do you offer to brides and what should you charge? *Weddings Beautiful* *Worldwide* can only offer you guidelines because different markets have different pay scales. We suggest that you consider:

 Percentage weddings

 Wedding packages designed to accommodate a variety of needs

Percentage Weddings are weddings when the bride basically turns all the planning over to you. You take the budget she has established, divide it among the vendors who will service her wedding, do the leg work for the rehearsal and ceremony, the reception, the florist, the caterer, the musicians, the photographer, the videographer, the musicians, transportation and hotel reservations for guests. This is a wedding you devote your life to during the planning stage and during the week of the event. Every detail rests on your performance. You are at her beck and call.

Require a substantial deposit up front 1/3 to ½ is recommended. When all the bills are in from all vendors, total them and charge a percentage for the total bill. Most coordinators charge from ten to fifteen percent of the total. For example, if the total is thirty thousand dollars, and your charge is ten percent, you will charge three thousand. If you charge fifteen percent, your fee will be four thousand five hundred. You then deduct the deposit the bride has paid you from the total and bill her for the balance no later than 3 weeks before the wedding. Due within 10 days or final work is not done.

Most coordinators are versatile about their fees. For example, if a bride needs help on only one thing, a reception site, for instance, the coordinator may choose to work with her on an hourly basis. After the initial meeting, which is usually free, and the bride agrees to employ you in the capacity of helping her find a reception site, your clock should start ticking. Write down the minutes she spends with you on the telephone and the date. Clock your time from when you get in your car to meet her at a reception site to the time you spend there and the return trip home. Once the site is found, add up your time and present your bill, payable upon receipt. You should require a "retainer's fee" up front, lest she find it "difficult" to pay you once the site is found. Most coordinators charge from $35 to $75 an hour.

Most coordinators offer a variety of "packages" ranging from $550 to $1500. A few start lower and some go higher. If the price exceeds $1,500, the coordinator usually sells her "percentage package." Each coordinator must decide for herself exactly what she will offer in her packages. Some suggested pricing is included under Brochures.

**III. CONTRACTS**

Every wedding coordinator needs to have a contract with the bride. Weddings Beautiful suggests that you contact a lawyer for advice. Choose a lawyer who specializes in working with small businesses. Laws can differ from state to state. That is why it is imperative for you to work with a lawyer. Even if you decide to use one of the suggested enclosed contracts, you should have it reviewed by a lawyer in your own state.

Be sure to include a disclaimer clause. You do not want to be sued if a vendor you recommend does not meet the expectations of the bride. Talk to your lawyer about liability insurance. It is available and can save you heartbreak along the way. Hopefully you will never need it, but you cannot afford to take the risk of working without insurance coverage.

Sample #1

**PROFESSIONAL SERVICES AGREEMENT**

Agreement made this day of between \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, a professional wedding consultation service.

Wedding Date:

**Wedding Day Coordination**

Includes vendor contract confirmation two weeks prior to your wedding, wedding day schedule provided to wedding party members and vendors, coordination of wedding rehearsal, ceremony and reception. Your personal coordinator will be on-hand the entire day. Cost of this package is $ .

**Conceptual Planning**

To include Budget Planning, Theme Planning, Site Identification and Vendor Referrals. Cost of this package is $ .

**Other Services** (please describe in detail)

For my services I require as follows:

 **Conceptual Planning** payment is due in full

 **Wedding Day Coordination -** A retainer of $275 is due upon acceptance of this Agreement. The remaining balance due on the day of the wedding rehearsal.

Total Package Cost: $ Date :

Deposit: $ Date:

Balance Due: $ Date:

**Additional Services**: All services should be agreed upon at the time this contract is signed. Any services added will require a new contract and will be billed at the current rate. will make a reasonable effort to fit additional services into its schedule without jeopardizing any prior commitments. Should the client require additional services (i.e., decorating, making favors, centerpieces, etc.) which are not outlined in this initial agreement, consultant shall receive a fee of $ per hour for such services, payable upon demand.

**Liability**: **As a coordinator** *XYZ Consulting* **is acting strictly as an agent for the client. All vendor contracts will be signed by the client and the client is responsible for all payments in full**. Although *XYZ Company* provides coordination and referrals, each vendor is responsible for their own actions. Please read each contract carefully. *XYZ Company* does not accept responsibility for vendor cancellation if payments to vendors are not received in the time agreed to guarantee confirmation of such vendors.

**Devotion of Time**: *XYZ Consulting* shall devote such time to the performance of duties under this Agreement as is reasonably necessary for a satisfactory performance. On any services required beyond Wedding Day Coordination, *XYZ Consulting* and the client agree to a schedule of weekly conversations as necessary to fulfill the requirements of the service. Should the client require additional services not included in this agreement, *XYZ Consulting*  shall make a reasonable effort to fit such services into the time schedule without jeopardizing prior commitments.

**Entire Agreement**: This agreement supersedes any and all other agreements, whether oral or in writing, between the parties hereto with respect to the subject matter hereof, and no agreement, statement or promise relating to the subject matter of this agreement which is not contained herein shall be valid or binding. *XYZ Consulting* reserves the right to terminate this agreement if the relationship between the parties is not mutually satisfactory.

**Successor and Assigns**: This agreement shall be binding on the heirs, executors, administrators, successors, and assigns of the respective heirs.

**Attorney's Fees**: If any action at law or in equity is brought to enforce or interpret the provisions of this agreement, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief which said party may be entitled.

**Governing Law**: The validity of this agreement and any of its terms or provisions, as well as the rights and duties of the parties hereunder, shall be governed by the laws of the State of . Executed in on the day and year first written above.

Client Certified Wedding Specialist

Address Telephone

City, State, Zip

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone (home, work)

**Sample #2**

**PROFESSIONAL WEDDING SERVICE AGREEMENT**

This agreement made on day of , between and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , a professional wedding coordinating service.

WEDDING DATE:

*PEARL SERVICE*: 30 minutes free consultation; 2 hours planning consultation; etiquette guidelines; assistance at the rehearsal; directing of the wedding

Price: \_\_\_\_\_\_\_\_\_\_\_\_

*SAPPHIRE SERVICE*: 30 minutes free consultation; 3 hours planning consultation; etiquette guidelines; assistance at the rehearsal; directing the wedding; printed instructions sent to each attendant; assistance at the reception

Price: \_\_\_\_\_\_\_\_\_\_\_\_

*RUBY SERVICE*: 30 minutes free consultation; 5 hours consultation; etiquette guidelines; vendor services coordinated; assistance at rehearsal; 6-hour wedding day service; reminder notices sent to all vendors; printed instructions sent to all attendants; assistance at the reception; cake top, gown and gifts delivered to bride's home

Price: \_\_\_\_\_\_\_\_\_\_\_\_

*DIAMOND SERVICE*: 30 minutes free consultation; consultation, as needed, up to 16 hours; etiquette guidelines; develop and stay within a budget; assistance in securing all vendors and places; reminder notices sent to all vendors; printed instructions sent to each attendant; letters to out-of-town guests; assistance at rehearsal; 8 hour wedding day service with an assistant; coordination of reception; security for money gifts; cake top, gown, and gift delivery to bride's house

Price: \_\_\_\_\_\_\_\_\_\_\_\_

Other services (describe in detail): .

For the bride's name of package service I require a deposit of $ . The balance will be due 10 days prior to the wedding.

Total Amount: $ Date:

Deposit Amount: $ Date:

Balance Due: $ Date:

ADDITIONAL SERVICES: All services should be agreed upon at the time this contract is signed. Any services added will be billed at the rate of $ \_\_\_\_\_\_\_\_\_ per hour. *XYZ Consulting* will make every effort to fit additional services into its schedule without jeopardizing any prior commitments. Should the client require additional services (i.e. decorating, making favors, centerpieces, etc.) which are not outlined in the initial agreement, *XYZ Consulting* shall receive a fee of $ \_\_\_\_\_\_\_ per hour, plus expenses for the materials used, payable upon demand.

LIABILITY: As a coordinator, *XYZ Consulting* is acting solely as an agent for the client. All vendor contracts will be signed by the client and the client is responsible for all payments in full. Although *XYZ Consulting* provides coordination and referrals, each vendor is responsible for his or her own actions, so please read each contract carefully. *XYZ Consulting* does not accept responsibility for vendor cancellation if payments to vendors are not received in the time agreed to guarantee confirmation of such vendors. *XYZ Consulting*  does not accept any monies from vendors.

DEVOTION OF TIME: *XYZ Consulting* shall devote such time to the performance of duties as outlined in the package client purchased as is reasonably necessary for a satisfactory performance.

ENTIRE AGREEMENT: This agreement supersedes any and all other agreements, whether oral or in writing, between the parties hereto with respect to the subject matter hereof, and no agreement, statement or promise relating to the subject matter of this agreement which is not contained herein shall be valid or binding. *XYZ Consulting* reserves the right to terminate this agreement if the relationship between the parties is not mutually satisfactory.

SUCCESSORS AND ASSIGNS: This agreement shall be binding on the heirs, executors, administrators, successors and assigns of the respective parties.

ATTORNEY'S FEES: If any action at law or in equity is brought to enforce or interpret the provisions of this agreement, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief which said party may be entitled.

CANCELLATION POLICY: Either party may terminate this agreement, with or without cause, by giving the other party written notice thirty days prior to the termination. The coordinator shall cease to work on the termination date and shall not incur further expenses in connection with the services. The client shall pay for all services rendered up to the termination date. Deposits are non-refundable.

CLIENT:

ADDRESS:

CITY, STATE AND ZIP:

PHONE NO.: WEDDING DATE:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PHONE NO.: CERTIFIED WEDDING SPECIALIST

**IV. BROCHURES**

There are several things to consider when designing your brochure because they represent your business image and tell what you do. Many people do not know why a bride needs a coordinator, while others believe a coordinator is "just an additional expense." Whenever you talk to any bride you should be mindful of the fact that she is not educated about how a good coordinator can save her money, although it does cost to hire one. Be prepared to give her reasons you can save her money. You really can, you know, because you are in a position to bring business and bookings to vendors. Many times you will be able to negotiate a better price than can the bride, as she is "one-time," whereas you represent repeat business. You can always include "saves you money" in your brochure copy.

Some things that you need to include in your brochure are:

The name of your business

Your name

Telephone and FAX numbers

Business address/email address/website

Motto or slogan, if you have one

Packages offered

Additional services provided

Membership affiliations

You should decide on your business colors and the designs you want to use throughout your printed material. Some designs to consider incorporating are a bride, a bride and groom, lace border, doves, wedding bells, bows, cupids, or flowers, to mention a few. Both your brochures and business cards should be coordinated in color, type style and overall looks.

Most brochures are two-fold, the total size being "8½ by 11" in size. Begin with a dynamic first panel. Keep it clean looking -- uncluttered. Some coordinators use something as simple as a picture of a bride and groom, the name of their business, motto and telephone number. Mottos related to what they want to portray -- "A Perfect Wedding", "Fantastic Celebrations", "Affairs to Remember", "I do", "Wedding Services," "Wedding and Event Planning", "Dream Weddings", "Dream Wedding Don't Just Happen", "Getting Married?", "A Cinderella Affair" -- the list goes on and on.

Opening the brochure, the inside cover page usually list the services offered or asks questions. "Brides do you want . . . .

a worry-free wedding?

a controlled budget wedding?

a personalized wedding?

wonderful memories?

to save time?

to save money?

a stress-free wedding?

If you answered "yes" to any or all of these questions then you need the help of a *Certified Wedding* *Specialist*. I will coordinate as much or as little of your wedding activities as you desire, always working within your "dream" plans.

The middle and far right inside pages can list the different packages you offer. Some coordinators include their prices with each package. Others choose not to do this as pricing should always be flexible, depending on the needs of the bride. Some coordinators "name" the different services depending on what is included, while others refer to them as Package A, Package B, etc. The following examples are to give you ideas about what to include. Each person has to decide exactly what they will provide for "an exact" amount.

**THE BRIDE'S PEARL SERVICE**

30 minutes free consultation

2 hours Planning Consultation

Etiquette Guidelines

Assistance at the rehearsal

Directing of the wedding

$ (if desired)

**THE BRIDE'S SAPPHIRE SERVICE**

30 minutes free consultation

3 hours planning consultation

Etiquette guidelines

Assistance at the rehearsal

Directing te wedding

Printed instructions sent to each attendant

Assistance at the reception

($ amount, if desired)

**THE BRIDE'S RUBY SERVICE**

30 minutes free consultation

5 hours consultation

Etiquette guidelines

Vendor services coordinated

Assistance at rehearsal

6 hour wedding day service

Reminder notices sent to all vendors

Printed instructions sent to all attendants

Assistance at the reception

Cake top, gown and gifts delivered to bride's home

($ amount, or percentage, if desired)

**The Bride's Diamond Service** (your most expensive service) can be a percentage wedding. The coordinator gets a percentage of everything she books for the wedding. For example, you may book all vendors and the total bill comes to $30,000. At 10 percent, the bride would pay you $3,000, at 15% your fee would be $4,500. On the other hand, you may book only the reception site and the caterer, with a total bill of $14,000. At 10 percent, your fee would be $1,400, at 15 percent it would be $2,100. You alone can decide what the market will stand in your area.

You also need to set a price, per hour, for your service. For example, a bride may book the Bride's Pearl Service, then call you about every little detail of the wedding. After about the second call about things that she has not hired you to do, tell her in a nice manner that you enjoy helping her but if she needs further assistance, you will bill her at $ per hour. Then log in each time she calls, date, length of time and discussion. This will eliminate any disputes that may occur later on. You must do this to avoid the overextension of your time. **This is your business not your hobby.**

Some coordinators leave one panel of the outside of the brochure free of copy so they can use the pieces as mailers. Others use it to list additional services offered.

Some services you may choose to offer are:

Calligraphy Party planning Bridal showers/planning Anniversary planning

Party favors Invitations Cake boxes Centerpieces

Pew bows Gown preservation Rentals Aisle runners

Another choice could be testimonies from former brides. Be sure to list their name, city and state. You must get permission to quote them, of course.

Much thought should go into the image you want to create before you commit your brochure to print. Everything should be done in good taste as the brochure represents you and what you do. Always include the logo of the associations to which you belong for added credibility. We suggest that you do not print a large number on your first order even though all print jobs are based on quantity. You need to see them in print. Book a few weddings from the prices you quoted to see if your charges allow you to make a profit. Check and recheck all spelling before you order in quantity. Always have someone else proofread anything you have printed. When you write something yourself, it is next to impossible to catch typos. You "see" what you "thought" was typed! Use the internet or check stationery stores to see samples.

**V. BUSINESS CARDS**

Business cards should match your brochures in image, type style and information. Do not try to include the history of your company! Your business name, address, telephones, email, website, logo and motto are sufficient. Always have cards with you. Give them out everywhere you go. Leave them with vendors, at bridal fashion shops, bridal registry stores, beauty shops—anywhere women gather. When you attend a meeting and meet someone, give them a card. Cards are not expensive. They should be used at every opportunity.

Today’s internet shopping has changed the way we order many things. All you have to do is pull up Google or Yahoo and type in business cards and you’ll find thousands of options. You can also print them yourself on your home computer, but this should be only a temporary measure, as you want the very most professional impression left by presenting a good quality card. Office Supply stores have special print and copy centers in them where you can order and see and feel the paper quality.

**A. BASIC DATA FORM**

Consultation Date: Wedding Date:

Time: Rehearsal Date:

**Bride's Name**:

Address:

City: State: Zip:

Home Phone: Work Phone: Cell:

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Bride’s Parents**:

Address: City: State: Zip:

Home Phone: Work Phone: Cell Phone:

**Groom's Name**:

Address:

City: State: Zip:

Home: Phone: Work Phone: Cell:

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Groom’s Parents**:

Address:

City: State: Zip:

Home: Phone: Work Phone: Cell:

Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Church**:

Address:

Rehearsal Date/Time:

**Minister**: **Organist**:

**Sexton**:

**Marriage License**: Date picked up/who has it?

**Maid-of-Honor**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_ Cell Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_

**Bridesmaids'** Names and Email:

**Junior Bridesmaids'** Names and Addresses:

**Flower Girl**:

Bridesmaids' Gifts:

**Best Man**:

Email: Cell Phone:

**Groomsmen** Names and email:

**Ring Bearer** Name/Address:

**Groomsmen Gifts**:

**BM Luncheon**

Catering By:

Contact Person: Email and Phone:

**Rehearsal Dinner**

Catering By:

Contact Person:

Email and Phone:

**Reception**

Facility: Contact Person:

Email and Phone:

Catering By: Contact Person:

Email and Phone:

**Wedding Cake Bakery**

Email/Address and Phone:

**Florist** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email/Address and Phone:

**Photographer**

Email and Phone:

Formal: Candid:

**Videographer**

Email and Phone:

**Music**:

Band Name: Phone No: \_\_\_\_\_\_\_\_\_\_\_\_\_

Leader: email:

**Transportation**: **Driver Cell:**

Mode of Transportation:

**Notes and email contacts:**

**REHEARSAL**

In Charge: Minister Wedding Coordinator

Introduction:

Line-up at Altar: \_\_\_\_

Lighting Instructions:

Signal to Begin:

**Instructions mailed to: Date**

Maid-of-Honor \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bridesmaids \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Best Man \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Groomsmen \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Church Items to be used**:

Candelabra Gift Table

Unity Candelabra Candlelighter's Torches

Kneeling Bench Candles (number )

Podium for Guest Book Aisle Cloth

**Items to bring to rehearsal:**

Ribbon Bouquets Music CD’s

Wedding Shoes Checks for Musicians, etc.

Programs License

Maps Cake Knife and Server/favors

Guest Book and Pen \_\_\_\_ Toasting Glasses

**ALL SPECIAL ITEMS NEEDED FOR THE RECEPTION AND CEREMONY MUST BE IN THE POSESSION OF THE COORDINATOR AT TIME OF REHEARSAL.**

NOTES:

**B. BUDGET CONTROL GUIDE**

ESTIMATED COSTS ACTUAL COST

Gown $ $

Headpiece $ $

Shoes/Gloves $ $

Lingerie $ $

Jewelry $ $

Groom's Ring $ $

**STATIONERY TROUSSEAU**

Invitations, all $ $

Matches, Napkins $ $

Champagne Glass $ $

Cake Knife $ $

Guest Book $ $

Other $ $

**PHOTOGRAPHER**

Formal $ $

Candid $ $

Videographer $ $

**FLORIST**

Brides' Bouquet $ $

Bridesmaids $ $

Groom $ $

Best Man $ $

Groomsmen $ $

MOB $ $

Grandmother $ $

Flower Girl $ $

Special Guests $ $

Church $ $

Reception $ $

Cake $ $

Toss Bouquet $ $

Other $ $

**C. CHURCH INFORMATION SHEET**

Name: Denomination:

Address: Phone:

Minister: Phone/email:

Secretary: Phone:

Seating Capacity: Center Aisle: Yes No

Balcony: Yes No Capacity:

Color Carpeting: Have to be Member? Yes No

Length of Aisle: Stained Glass Windows? Yes No

Handicap Entrance: Yes No Location:

Organist’s Name:

Bride's Room: Yes No Groom's Room: Yes No Dressing Facilities: Yes No

Location:

Reception Facilities:

Custodian: Yes No Phone:

Name:

Potpourri Yes No Confetti Yes No

Bubbles Yes No

Parking Facilities: Yes No How many cars?

Location

Adjacent Parking Available: Yes No

Kitchen Facilities: Yes No Phone:

Kitchen Chairman:

Candles in Window: Yes No Candleholders: \_\_\_\_Yes No Globes: Yes No Candelabra: Yes No Candlelighters: Yes No

Ceremony During Lent? Yes No Outside Minister Accepted? Yes No

Restrictions:

Restrictions for Pew Markers: Yes No Outside Musicians Allowed: Yes No

Description of Altar:

Choir Loft at Altar or Balcony:

Church Policy on Photography and Video:

Additional Church Policy on Weddings:

Wedding Coordinator at Church: Yes No

Email/cell number.:

FEES: Church Minister Organist: Sexton \_\_\_\_\_\_\_

Wedding Coordinator \_\_Other

NOTES: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# D. CLIENT STATUS SHEET

DATE VENDOR CONTACT

Church:

Minister:

Reception:

Organist:

Sexton: \_\_\_\_\_\_

Soloist:

Caterer (hotel or club):

Music (band or D.J.):

Photographer:

Videographer:

Limousine - Route Sheet:

Florist:

Cake:

Invitations Ordered:

Invitations Sent :

Letter to Groom's Parents:

Letter to Bridesmaids and Groomsmen:

Vendor Check List:

Confirmation Letter Sent:

Temporary Countdown Itinerary :

Final Instructions to Wedding Party:

**E. FLORIST INFORMATION SHEET**

Name of Florist:

Address/City:

Contact/cell phone/email:

DECORATIONS FOR CEREMONY:

Altar:

Aisle:

Other:

Other Decorations:

Candelabra:

Aisle Runner:

Pew Markers:

Other:

Cost: $

FLOWERS FOR WEDDING PARTY:

**Bride**/Style:

Flower: Ribbon: Cost: $

**Honor Attendant**:

Quantity: Style: Flower: Ribbon: Cost: $ \_\_\_\_\_\_

Bridesmaids:

Quantity: Style: Flower: Ribbon: Cost: $

Flower Girl:

Quantity: Style: Flower: Ribbon: Cost: $

Mother of Bride:

Quantity: Style: Flower: Ribbon: Cost: $ \_\_\_

Mother of Groom:

Quantity: Style: Flower: Ribbon: Cost: $

Groom’s Boutonniere: Cost:$

Best Man, Ushers, Ring Bearer: Cost:$

Additional Boutonnieres: Fathers, grandfathers, step fathers, etc.

Quantity: Flowers: Cost:$ Other Flowers: Grandmothers, step mothers, etc.

Quantity: Flowers: Cost:$

DECORATIONS FOR RECEPTION:

Bride's Table:

Centerpieces:

Cake and Gift Tables:

Other Decorations:

Delivery Instructions:

Place/Time:

Driver’s Cell Phone:

**F. MUSIC INFORMATION SHEET**

**CEREMONY MUSIC:**

Recital (Prelude) Selections: Starting Time:

**PROCESSIONAL:**

Attendants Selection: \_\_\_\_\_\_\_\_\_

Cue: Bride:

**WITHIN THE SERVICE**:

Cue: Selection:

**RECESSIONAL**:

**POSTLUDE:**

Selections: Performer:

**CEREMONY MUSICIANS**:

Organist: Fee:

Soloist: Fee:

Ensemble: Fee:

**RECEPTION MUSIC:**

Cocktail Hour:

Introductions:

First Dance:

Second Dance:

Dinner Music:

Bouquet Toss/Garter Toss:

Last Dance:

Other Requests:

Any Undesirable Music?

**RECEPTION MUSICIANS:**

Band/DJ:

Contact/cell:

Set-up Time:

Number of Breaks:

Number of Musicians:

Date Contract Signed:

Total Amount: $ Date:

Deposit : $ Date:

Balance: $ Date:

Date Paid:

Total Wedding Music Cost: $

**G. FIFTEEN SHOTS NO ALBUM SHOULD BE WITHOUT**

1. A picture of the bride before the wedding as she shares a sentimental moment with her maid-of-honor or a hug from her mother.

2. An informal shot of the groom chatting with his attendants just before the ceremony begins.

3. The bride and her father arriving at the church by limousine if she chose to dress at home, or the two of them pausing just before their walk down the aisle.

4. Several shots of the ceremony, including the bride and groom speaking their vows, kneeling in prayer or lighting the unity candle. This may depend on the church or synagogue's restrictions on photography during the religious service.

5. A candid shot of the wedding musicians.

6. The ceremonial first kiss between the newlyweds.

7. The beaming bride and groom as they stroll back up the aisle.

8. Both sets of parents and grandparents in a relaxed setting with the newlyweds.

9. One portrait featuring the entire wedding party at the altar or in an outdoor setting.

10. Scenes from the reception (including the bride's expression as she first glimpses the setting), the first toast and the couple's first dance as husband and wife.

11. A few pictures of the reception fare, including the buffet table or guests being served by white-gloved waiters.

12. The bride and groom sharing the first slice of wedding cake.

13. The traditional toss of the bouquet to an exuberant crowd of single female friends.

14. A heartfelt embrace between the couple and their parents just before the reception draws to a close.

15. The honeymoon-bound newlyweds as they depart from the reception amid a shower of rose petals, bubbles or confetti.

**NOTE:** The surest way to make an enemy of a photographer is to present this form to him. Most very good photographers are professional yes, but also creative and can be very touchy when they feel you are telling them how to do their job. Use this list as a suggestion to your bride and for your information only. The trend to photojournalists is extremely popular and it is best to advise your bride that she has to request certain shots.

Also the form that follows is for your information to help with your first few photography interviews. **H. PHOTOGRAPHY INFORMATION SHEET**

Studio: Phone No.:

Address

City

Contact email: Phone/cell No. :

Photographer: Phone/cell No.:

Wedding Package:

Hours Included:

Start:

End:

Overtime:

Wedding Date:

Place:

Address:

Length of Ceremony:

Dressing Location:

Reception:

Place:

Estimated Length of Time: Map? Yes No

**I. WEDDING DAY PHOTOGRAPHS**

Name:

Wedding Date:

Pre-Ceremony:

Bride putting on veil Bride leaving house with her father

Bride with maid-of-honor Invitation with flowers

Bride with flowers, gifts Bride in limousine

Bride having garter put on Groom with best man

Bride close-up Groom with ushers

Bride full length Groom with parents

Bride with attendants Groom with rings

Bride with flower girl, ring bearer Signing of marriage license

Bride with parents Other

Bride with other relatives Other

Ceremony: Is flash permitted? Yes No

Processional -- family, attendants, bride and father

Ceremony sequence -- close-up and overall views

Recessional -- bride and groom

Posed pictures of ceremony with clergy

Musicians, soloists

Other

Formals:

Bride full length Couple with parents

Bride and groom full length Couple with grandparents

Bride and bridesmaids Couple with other relatives

Groom and attendants Couple with special friends

Bride and groom with wedding party \_\_ Couple with clergy

Other

Reception:

Receiving line, greeting people Couple's first dance

Grand entrance Other dancing

Toasts by best man and others Photograph of band

Cake and flowers Candids of couple and guests

Cutting cake Bride throwing bouquet

Sharing first piece of cake Groom taking garter off bride

Main table and parents table Groom throwing garter

Table photos Couple with family and friends

Other Couple's hands, rings and flowers

**J. WEDDING VIDEO INFORMATION SHEET**

Videographer: Phone/Cell No.:

Address:

City:

Contact: Phone/Cell No.:

Coverage From: Overtime Rate:

Package Includes:

Total Video Cost: $ Date:

½ Deposit: $ Date:

½ Balance: $ Date:

PRE-CEREMONY: Time:

Location: Phone No.:

Coverage Desired:

CEREMONY: Time:

Location:

Coverage Desired:

POST-CEREMONY ACTIVITIES: Time:

Location:

Coverage Desired:

RECEPTION: Time:

Location: Phone No.:

Coverage Desired:

**K. TRANSPORTATION INFORMATION SHEET**

Mode of Transportation:

Company/Owner: Phone/Cell No.: \_\_\_\_­­­­­­­­

Address:

Driver: Phone/Cell No.: \_\_\_\_

Time Engaged From: \_

Hourly Rate: $ Additional

ChargesGratuity Included? Yes No Percentage: Total Cost: $ Date:

Deposit: $ Date:

Balance: $ Date:

Service Desired:

Transportation For:

Date Routing Sheet Sent:

Directions to Initial Pick-up:

Restrictions:

Secondary Company:

Time Engaged From:

**L. TRANSPORTATION ROUTING SHEET**

Wedding: Date:

Company: Phone No.:

Contact Person: Phone No.:

TRIP #1:

Time:

Pick-up:

Leave:

Take to:

Return to:

TRIP #2:

Time:

Pick-up:

Leave:

Take to:

Return to:

**M. RECEPTION FACILITY INFORMATION SHEET**

Facility: Phone/cell No.:

Address:

City:

Manager: Phone/cell No.:

email contact:

Room Name: Set-up Time:

Ambiance:

RECEPTION STYLE:

Cocktail Hour: Cocktails & Hors D’oeuvres: Bar \_\_\_\_\_\_\_\_ Sit-down Dinner: Buffet: Champagne Toast: \_\_\_\_\_\_

No of Guests: Guarantee Date:

MENU:

attached

WEDDING CAKE

Baker: Phone/Cell No.:

Address:

Set-up Time: Who will cut? Time:

Parts to be returned?

Special cutting instructions:

RECEPTION EVENTS:

Introduction: Time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Music/Dancing/Hors D’oeuvres:

Blessing/Dinner/Toast and Toasting:

SPECIAL EVENTS TIME:

First Dance: Song Time:

Second Dance: Song

Third Dance: Song

Bouquet & Garter Toss: Time:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cake Cutting: Time:

Final Dance: Song Time:

DECORATIONS FOR RECEPTION:

Bride's Table:

Centerpieces: Quantity:

Cake and Gift Tables:

Other Decorations:

**N. FACILITY POLICY FOR RECEPTION EVENTS**

DECORATIONS:

Address:

Manager: Phone/cell:

FACILITY POLICY:

COSTS:

Facility Rental $

Extra hours fee: $ \_\_\_

# Guests X $ (per person): = $

Beverage (including bartender's fee): Tip cup?\_\_\_\_\_\_$

Decorations: $

Music and Entertainment: $

Total: $

NOTES:

**O. WEDDING CAKE INFORMATION SHEET**

Name: Phone/cell:

Address:

Manager: Phone/cell.:

No. of guests cake must serve:

SHAPE:

Tiered: Yes No No. of Tiers

Heart: Square: Round: Other:

Side Cake: Yes No No. of Side Cakes:

ACCESSORIES:

Fountain: Yes No Candelabra: Yes No

Stairs: Yes No Flowers: Yes No

Toasting Goblets: Yes No Other:

FILLING FLAVOR:

ICING FLAVOR:

FONDANT?

DECORATION DESCRIPTION:

CAKE TOP:

SPECIAL CUTTING INSTRUCTIONS:

Total Cake Cost: $

**GROOM'S CAKE**:

Type/Flavor:

CAKE KNIFE:

CAKE BOXES:

DELIVERY:

Description Site:

Address:

Phone/Cell: Date: Time:

DELIVERY AND SET UP INSTRUCTIONS:

NOTES:  **P. VENDOR CHECK LIST**

WEDDING

**Letter mailed Vendor**

Church

Florist

Cake

Photographer

Limousine -- route sheet

Organist

Sexton

Music

Band

Caterer

Videographer

Other

Other

Other

Other

Other

**Q. VENDOR CONFIRMATION/REMINDER FORM**

DATE

Vendor’s Address

Dear (Vendor’s Name):

This is to confirm the date of , at o’clock for the wedding.

Attached please find Information Sheet for this wedding.

If there are any questions, please let us know.

Thank you,

Certified Wedding Specialist

Telephone Number

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

email  **R. WORKSHEET**

Wedding Date:

Time:

Bride: Groom: \_

Cell: Cell: \_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

No. of Bridesmaids: No. of Groomsman:

Flower Girl : Yes No Ring Bearer: Yes No

No. of Guests Anticipated: Budget Amount: $

Church:

Reception:

Florist:

Cake:

Music:

Engagement Announced:

Photographer:

Comments:

**S. SERVICE AGREEMENT WORKSHEET**

DATE:

Listed below you will find all expenses for

Wedding which took place on in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. $

2. $

3. $

4. $

5. $

6. $

7. $

8. $

9. $

10. $

Total Cost: $

Less Deposit: $

Balance Due: (Date) $

Paid In Full:

Certified Wedding Specialist

**T. PROFIT AND TIME ANALYSIS**

Bride’s Name: Wedding Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sales: Item Amount Cost Profit

$ $ $ \_\_\_\_\_\_\_\_\_\_ $ $ $ \_\_\_\_\_\_\_\_\_\_

$ $ $ \_\_\_\_\_\_\_\_\_\_

Total other sales: $ $ $  Total Profit on Sales: $ \_\_\_\_\_\_\_\_\_\_\_

Coordinator’s Fee: $ \_\_\_\_\_\_\_\_\_\_\_\_\_

Less Amount Paid Assistant: $ **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Total Profit: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reimbursements Paid by Client:

Item: $

Item: $

Item: $

Total: $

Profit From Sales: $

Profit From Coordinating: $

Profit From % Charged: $

Percentage Charged:

Total Profit: $

TIME ESTIMATE Hours

Time Spent Prior to Rehearsal

Time Spent at Rehearsal

Time Spent Day of Wedding

TOTAL TIME

Total profit of $ divided by hours = $ hourly rate.

**U. LOGGING TELEPHONE CALLS**

CLIENT :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TELEPHONE NUMBER WEDDING DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
| DATE | TIME | TO | SUBJECT | HOURS | MINUTES |
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**VII. SUMMARY**

Assignments one and three cover the foundation of setting up your business. You need to carefully think through each step. We cannot over-emphasize the importance of thoroughness throughout wedding planning. In the beginning you may be able to remember the conversations between you and the bride involved. Do not be misguided into thinking you will be able to do this over a period of time. The cardinal rule of wedding coordination is WRITE IT DOWN! NOW! Document everything you can through email records.

We suggest that you read these two assignments over and over until mentally you know exactly what you want to do. Study each form. **You will not need all of them to begin your business**. After you have gained experience and have done many weddings you will develop your own forms and my guess is that you will have streamlined down to one or two key documents.

Some of the forms included in this assignment will become a part of your library of vendors/churches. Getting your library organized is a very important part of your business foundation. It takes a lot of work to get everything together. However, it is the secret to becoming a thoroughly organized coordinator. More details on your library for vendors will be provided in future assignments.

It's time to get started. Good luck!

***Yesterday is History***

***Tomorrow is a Mystery***

***Today is a Present.***



ASSIGNMENT NUMBER THREE

**YOUR BUSINESS FORMS AND CONTRACTS**

Student’s Name: Kim Smith Date: 2/24/08

Home Address: 3601 Fyfield Court

City: Land O’Lakes State: Fl Zip 34638

QUESTIONNAIRE

* + 1. Describe or include your brochure, business card and motto.

I have included a copy of my business card layout. My motto is “we make any occasion elegant!” I don’t have a brochure yet but it will include a listing of all the events that my business will plan. My contact information and other information about my services.

2. How much do you charge per hour? $50.00

3. What is your minimum fee? $200.00

What is your maximum fee? 15% OF BUDGET

4. Do you have your Wedding Planner Software? yes X no

Name of Computer Program:

5. Would you recommend this program? \_\_\_ yes \_\_\_ no

6. Discuss each form. Tell why you would or would not use them.

(A) Basic Data Form: Yes, I would probably customize it to each client but it does have a lot of great information on it to help guide you.

(B) Budget Control Guide: Yes, this seems like a good form for a client to use. Maybe someone who hired you to guide them initially with contacts and a “what to do “ list. In the past I have noticed that if you provide these types of “to do lists” or forms, it makes the reality of the amount of time required to plan a wedding more real and they usually will make the decision to hire a professional planner for the knowledge and to relieve some of the stress off of them.

(C) Church Information Sheet: yes, I do like this form. It covers every question you could ask of a church.

(D) Client Status Sheet: Again, if I wore giving this out to the client yes, but for my personal use I would already have this information organized into sections in my planning binder for that client. Although, it might be made of good use as a quick reference guide.

(E) Florist Information Sheet: yes, I like this form. A lot of times the florist will have a similar form but this is a god starting point to ask and be organized with the client before meeting with the florist.

(F) Music Information Sheet: Yes, I would use this form. It seems to cover all musical outlets also it will help with who is doing what when.

(G) Fifteen Shots No Album Should Be Without: I like this idea, what I usually do is tell my couple to sit down and think of the posed pictures that they don’t want to miss out on. I tell them to be specific like, Bride, Groom and Suzie Q. That way the photographer or their assistant can find the people needed for the photos to come. Most photographers actually appreciate the specific requests it take some of the stress off of them. Plus this way the couple gets those special pictures with people that they may only see once every ten years! I leave the creative pictures up to the photographer. That is why they were chosen and are being paid.

(H) Photography Information Sheet: Yes, this is helpful. I could see using this in my binder. This has a lot of good points to cover with the client and the photographer.

(I) Wedding Day Photographs: Again, like form (G) I like this idea and have found that the photographers like it too.

(J) Wedding Video Information Sheet: I would make a good cross check/reference for the contract you get from the videographer.

(K) Transportation Information Sheet: Yes, I like this. I haven’t had to deal with hired transportation in any of the events I‘ve done so far so this would be a great way to get me started and keep them on track.

(L) Transportation Routing Sheet: Well same as for (K), these two forms (k & l) go hand in hand. So yes it would be of great help.

(M) Reception Facility: yes, I like this a lot. This is a very informative sheet that could be completed and them given to the reception facility so that all involved are on the same time line.

(N) Facility Policy for Receptions: Yes, I like this one although it seems it could be morphed onto one of the other forms. I find it easier to keep as much information of the same subject together. It makes for less page flipping.

1. Wedding Cake Information Sheet: Yes, but is seems a similar form is provided by the bakery making the cake.
2. Vendor Checklist: This form would be helpful to keep track of your communications.
3. Vendor Confirmation Reminder Form: Yes, I would just be more specific to each vendor.
4. Work Sheet: No, this just seems like a duplicate form of the information I would already have.
5. Service Agreement Worksheet: yes, I like the breakdown. It really makes you more aware of your time and where it was spent for you and the client.
6. Profit and Time Analysis: Yes, this is very detailed. It seems it will make for easier billing without any questions as to why the client was charge a certain costs

(U) Telephone Log: Yes especially for a hourly client.

Please feel free to make any suggestions you wish. Please respond to my homework via Email

[Elegantoccasionsbykim@earthlink.net](mailto:Elegantoccasionsbykim@earthlink.net) or [smithjoy012@earthlink.net](mailto:smithjoy012@earthlink.net)

Thank you for completing this questionnaire. We hope you learned from it and found it enjoyable, as well.

Kindly return via copy and paste to an email to: [nancy@weddingsbeautiful.com](mailto:nancy@weddingsbeautiful.com)

Via fax to 804-342-6062

or mail to:

Weddings Beautiful Worldwide

1004 North Thompson Street, Suite 205

Richmond, Virginia 23230

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