#

**Design Development Session**

**Event Name:**

**Event Date:**

**Event Location(s):**

**Start Time:**

**Guest Count:**

**Vivid Expressions LLC**

& BAILEY-KEEN DESIGN SERVICE

**Artistic Event Design | Floral Design | Creative Solutions**

Design & Consulting

3921 Granby Street, Suite B

Norfolk, Virginia 23504

Local: 757-802-3199

(Toll free: 888-878-4843)

Fax: 757-802-3199

Email: events@vividexpressions.com

Alternative: vividexpressionsllc@gmail.com

**www.VividExpressions.com**

***(Certified Floral Designer)***

Concepts presented in this document are intellectual property of Vivid Expressions LLC and may be subject to change.

Copyright 2010

Overview

During our design session we will review these 10 facets of your event design:

1. Personal Flowers
2. Guest Arrival
3. Ceremony
4. Cocktail Hour
5. Amenities
6. Transitions
7. Guest Table – Reception
8. Accents
9. Personal Details
10. Room Décor & Focal Points

Personal & Event Style

***Preferences Note (Flowers, Blossoms, Colors, Styles):***

|  |  |
| --- | --- |
| Colors: Preferred (Color Palettes ) |  |
| Colors: Avoid |  |
| Flowers: Preferred |  |
| Flowers: Avoid |  |
| Styles: Preferred(Shapes, Textures, Inspirations, etc.) | (Modern, Natural, Glamorous, Urban, Eclectic, Romantic, Bohemian, Classic) |
| Styles: Avoid | (Modern, Natural, Glamorous, Urban, Eclectic, Romantic, Bohemian, Classic) |
| Themes/Concepts |  |

Personal Flowers

**Personal Flowers:**



|  |  |
| --- | --- |
| Attendant | Design Preference Notes: |
| Bride |  |
| Maid/Matron  |  |
| Bridesmaids |  |
| Mothers |  |
| Flower Girl |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Bridal Party Flowers** | **Number** | **Description – Preference** | **Estimates** |
| Bridal Bouquet |  |  |  |
| Bridesmaid’s Bouquet |  |  |  |
| Groom Boutonniere |  |  |  |
| Groomsmen Boutonniere |  |  |  |
| Flower Girl  |  |  |  |
| Ring Bearer Boutonniere |  |  |  |
| Mother’s Corsage |  |  |  |
| Father’s Boutonniere |  |  |  |
| Usher’s Boutonniere |  |  |  |

Note:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Guest Arrival

1. Guest Arrival:
	1. Welcome bags (Hotel)
	2. Optional Event Welcome/Direction Signage
	3. Entrance (Church or Ceremony)

Misc. Notes:

Ceremony

1. Ceremony:
	1. Alter
	2. Aisle Markers
	3. Aisle
	4. Ceremony Seating

Misc. Notes:

Cocktail Hour

1. Cocktail Hour:
	1. Optional Additional Signage (example: Signature Drink Sign for bar)
	2. Display Table(Personal Images or Focal Point)
	3. Cocktail Table
		1. Linens (and sash is needed)
		2. Decorative Accents

Misc. Notes:

Amenities

1. Amenities:
	1. Bath Room Flowers or Décor
	2. Bath Room Amenities basket

Misc. Notes:

Transitions (Room)

1. Transitions:
	1. Seating Cards or Display Escort
		1. Escort Cards, Place Cards, or Seating Chart Display
		2. Display table Linen (for Escort Cards)
		3. Display Focal Point (for Escort Cards)
	2. Instructional Signage (example: “#” Hashtag Sign)
	3. Guest Record (Guest book Item)
	4. Gift Table – Linen
	5. Gift Table – Card Receptacle

Guest Table – Reception

1. Tables structures – Surface zones:

Zone 1

Round

Zone 2 (Transition)

Zone 3

Zone 1

Long

Zone 2 (Transition)

Zone 3

Square

Zone 1

Zone 2

Zone 3

Guest table Continue…

1. Guest Table – Reception:
	1. Table elements
		1. Head-table vs. Sweetheart Table
		2. Guest Tables size, number, and room configuration
		3. Additional Table (example: DJ, Activity, Vendor, etc.)
	2. Linens (Linens, Overlays, Runner, or other table top BASE elements)
		1. Bridal Table or Head Table
		2. Guest Tables
2. Cake Table (Linen and/or additional flowers for top and around cake)
3. Centerpiece
	* 1. Size: High, Mid. Low
		2. Materials: Floral or Alternative

Accents (Table)

1. Accents:
	1. Place-setting
		1. Chargers
		2. Napkins
	2. Table Numbers
	3. Menu or other Cards

Misc. Notes:

Personal Details

1. Personal Details:
	1. Favors & Personal Touches

* 1. Misc.

Misc. Note:

Room Décor & Focal Points

1. Room Décor & Focal Points
	1. Lighting
	2. Room Backdrops (example: Wall Drape)
	3. Ceiling Décor (example: Ceiling Drape or suspended décor – Venue Qualified)

Misc. Notes: