

# *April Whitney Events*

*Extraordinary Wedding Design & Planning  
for the Extraordinary Couple*

Thank you for your interest in April Whitney Events. We are a Full Service Wedding and Special Event Design & Coordination company. There are many different ways we can work together to make your event as special and unique as you are. We understand that this can be an extremely busy, as well as stressful time.

At April Whitney Events, it is our vision that...

***Your event reflect your own personal style,  
You enjoy a stress free planning process,  
You receive the best possible value at the best possible price, and that  
You and your guests are free to relax and enjoy your  
Extraordinary Event!***

For your review, I have included an outline of our services, information on choosing an event planner, and a questionnaire to help begin the process of turning your vision into a reality. In the mean time, if you have any questions or concerns, please don't hesitate to contact me.

We would be honored to be a part this very special time!

Sincerely,

*April Whitney*

**April Whitney Events**

## Why hire a wedding coordinator?

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Producing a Wedding, no matter what size, can be a full time job. There are decisions to make, budgets to work within, people to hire, and departments to manage. Although it can be an enjoyable project, it can also stress relationships, careers and cash flow. Having a professional Coordinator working for you, with their experience and reliable resources, *can save you money* -- as well as countless hours of aggravation.

When **April Whitney Events** is used you can “feel” the difference...

The Bride appears calm & relaxed...

The entire event reflects the individual couple...

Careful attention has been given to all of the details...

All of the vendors are working together as one cohesive team...

The family and the wedding party are not working at the event...

They and the guests are having fun...

The Bride & Groom are enjoying themselves...

The Bride is not working...The work has been done behind the scenes. On the *one* day you have chosen to celebrate your love and commitment you won't want to work, or worry - you won't want to be exhausted from months of work - You'll want to celebrate!

### Choosing a Wedding Coordinator

At **April Whitney Events** we have over 20 years experience in event planning. We take great pride in the details. We are continuously praised for our creativity, and our ability to design and personalize an event like no other. We are organized and thorough to a fault. We are known for our ability to calm nerves and pamper our clients. Yet, we *still* believe that the most important quality to look for when choosing your Wedding Coordinator is a good fit...chemistry. You and your Wedding Coordinator will be spending months working together. You will also be sharing the most important day of your life with him or her. Your Wedding Coordinator should be someone you feel comfortable with, someone who listens to your wants, as well as your needs, someone who is able to understand and help clarify *your* vision of *your* wedding.

### On-Site Coordinators

Many Ceremony and Reception sites have “on-site” coordinators. These coordinators can be extremely helpful booking your event and overseeing your day. The *difference* between an “on-site” coordinator and *your* Wedding Coordinator is... the “on-site” coordinator works *for the venue*, their priority is to the *venue*. At **April Whitney Events** we work for *you*. You are always our priority. We have years of experience in working together with “on-site” coordinators, to ensure that *you* remain the priority!

*April Whitney Events*

1469 Redondo Avenue, Long Beach, CA 90804  
(562) 760-3095

## Full Event Design & Coordination

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We begin the process of turning your dreams into realities by clarifying your vision of your wedding. Together, we will focus on what makes you, as a couple, unique. We'll want to know as much about you as possible - your likes & dislikes - and the way you've always imagined your wedding. We then help you determine your priorities and set a budget.

Over the months, leading up to your special day, **April Whitney Events** will...

Offer innovative ideas	Negotiate Contracts
Ensure your wedding reflect your style	Accompany you to meetings
Locate hard to find specialty items	Schedule Appointments
Consult & Advise on...	Research Quotes
o Location	Keep you on budget
o Menu	Place orders
o Entertainment	Maintain an organized overview
o Etiquette	Work together with your vendors
o Design & Decoration	Create Wedding Day Itinerary
o Invitation Wording	Direct Wedding Rehearsal
o Wedding Attire	Oversee setup of Ceremony & Reception
o Family Conflicts	Manage Entire Event
o Etc.	Create a Cohesive Team Effort

And...refer you to preferred Wedding Professionals

Although we are happy to work with any wedding professional you choose, the array of talented wedding professionals we refer to have been selected for their integrity, quality, and creativity.

You are *never* obligated to work with our preferred vendors

Fees for Event Design & Coordination can vary depending upon your specific needs. After our initial consultation, we will assess how extensive your requirements will be, and provide a price quote

## “Day Of” Event Coordination

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If you prefer to do the work of coordinating your wedding yourself, yet do not want to be stressed by logistics on your wedding day, **April Whitney Events** is also available for “Day Of” Event Coordination.

“Day Of Event” Coordination includes...

### **The Production Meeting**

We will meet with you to get up to speed on your plans  
And then meet with the On Site Coordinator at your venue  
to develop an overall plan and go over all logistics.

### **Creation of your Wedding Day Itinerary**

Every last detail, moment by moment,  
from breakfast that morning to packing up your cake at the completion of your event.  
Designing & Planning Ceremony & Reception Flow

### **Confirmation of your contracted wedding professionals**

We then send the finalized itinerary to each of your vendors,  
going over your it with each vendor individually to create a cohesive team of professionals

### **Direction of your Rehearsal**

We meet with your Wedding party to distribute and review your itinerary.  
We can direct your entire rehearsal *or* work together with the church director  
To make sure your ceremony runs the way you want it to!

### **Direction & Supervision on the “Day Of” the Event**

Oversee all of your wedding vendors (while you’re busy getting ready *and* enjoying yourselves!)  
See you through your special Day, ensuring the flow of your event,  
and overseeing all of your plans.

### **Fees**

At our initial consultation, we will assess your specific needs.  
At that time a fee for “Day Of” Event Coordination can be quoted.  
“Day of” Packages start at \$2,000.00

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## *April Whitney Events*

We can also customize our services to meet *your* needs.  
Whether you'd like a little or a lot of help, we can help!  
Coordination of Ceremony Only & Reception Only are also available

### **Consulting Services**

From etiquette advice to family mediation, our consulting services are also available  
On an hourly basis

### **Bride's Personal Assistant**

As the wedding coordinator oversees the entire event, the Bride's Personal Assistant remains at the bride's side throughout the day. The Personal Bridal Assistant will be on hand to carry your purse, find your lipstick, get you a drink of water, help you get dressed, hold your hand - everything a bridesmaid would do, if she weren't busy getting ready to be *in* the wedding.

### **April Whitney Events**

is also available to design, plan & coordinate

Engagement Parties

Rehearsal Dinners

Bridesmaids Luncheons

Showers

Bachelor & Bachelorette Parties

Pre-nuptial Picnics

Day after Brunch

Corporate & Private Events

*We would welcome the opportunity to meet with you,  
hear all about your wedding  
and discuss how we might be able to help.*

*Please call to schedule your complimentary consultation  
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