

# VALENTINA

WEDDINGS & EVENTS

WEDDING MANAGEMENT





Getting engaged and planning a wedding is an exciting moment and we are so happy you found us!

We are a European-owned boutique wedding planning company based in Southern California & Lake Como, Italy. Our focus is on creating and executing the wedding that you have dreamed of and, within the process, build a solid and genuine connection with you. We believe your story can be told through the details, design, and look of your wedding day to leave a memorable experience for you and your guests. Our design style is inspired by the past and the present; our objective is to create a look that will always feel timeless and elegant and incorporate modern touches.

We can't wait to hear back from you!

# CIAO!

My name is Valentina and I am excited to get to know you!

After graduating from University in Milan and after almost 10 years in hospitality managing events for up to 1000 people, I founded Valentina Weddings & Events to plan memorable, heartfelt, well-executed, design-driven, and fun celebrations for my couples.

I believe in the importance of family. I grew up in the Old World bathed in strong family traditions, such as Sunday gathering at my grandma's house with the entire family for a meal, or going out to do grocery in the village market where everybody knows each other; I consider family as sacred and the wedding day is your first step towards building/expanding your own.

Working on your wedding and helping you in this important milestone is not only a job for me... it is an honor that comes with a great responsibility.





# WHY US?

LOGISTIC EXCELLENCE  
for a **well executed** event

DESIGN EXPERTISE  
to bring **your vision** to life

GENUINE CARE  
to create an easy, **trustworthy**  
**relationship** with your planner



# THE PROCESS



1

## YOUR INITIAL INQUIRY

You looked at our website and you decided to fill out our contact form! I will reply to you within 72 hours with some more information about our planning packages and availability! The more information you give me in the contact form, the better I can assist you with a personalized reply!



2

## THE ZOOM CONSULTATION

Once you have reviewed the email I sent you you will be able to set up a consultation call to virtually meet me and fill out an online questionnaire to dig a bit deeper into your wedding details! It is so important to have a video call as you can get a good feel of how I work and what my personality is. It is fundamental to hire a planner that you feel comfortable with!

During the call we will talk about the questionnaire you filled, the planning process and system I use and of course I will answer all the questions you might have!



3

## CUSTOM PROPOSAL

After the video call I will be able to provide you with a custom quote based on your needs

4

## CONTRACT PREPARATION

You have decided to hire me! Yay! Just know that I am SUPER excited!!! I will send you the contract for digital signature and once the deposit is paid we will officially start working together.

5

## ONBOARDING

Time to get to work! The first step of the process is the same for every planning package and it consists in preparing your online space, filling up some questionnaires and having a first planning Zoom call. Every step after the onboarding will be personalized based on the service you selected



# THE SERVICES



# WEDDING MANAGEMENT

## THE POSITANO

This package is perfect **for couples that already planned the wedding and need a coordinator who will put everything together** and provide guidance through the last few months. We will start working with you 90 days before the wedding and we will assist you with the coordination of the very final details before your wedding.

### PRE-WEDDING PLANNING

- Email and phone communication with you and your vendors starts 3 months before the wedding
- Personalized to-do list for the final 3 months
- Access to your online planning folder to easily keep track of all of your documents, vendors, questionnaires, timelines, diagrams, preferred vendors
- Review the files and vendor contracts you signed
- Zoom call at the 90-day mark to start the coordination process
- Walk-through of your venue/s to go over the floor plan within the 3 months before the wedding
- Monthly Zoom calls
- Review the BEO (Banquet Event Order) provided by the caterer/venue
- Draft a well-organized day-of wedding timeline and diagrams and coach vendors on its content

### CEREMONY REHEARSAL COORDINATION

- (1) hour wedding ceremony rehearsal
- Coordinate with the officiant if they are unable to attend rehearsal
- Retrieve any personal decor items from you (favors, candles, menus, escort cards, etc.)
- Bridal party instructions and timelines

## **WEDDING DAY MANAGEMENT AND INSTALLATION**

- (12) hours of onsite coordination on the day of the wedding (set up and breakdown included)
- Full coordination of your hired vendors, including venue, catering, photographer, florist, videographer, DJ, band, musicians, officiant, staffing company, beauty team, production crews, etc.
- Pre-wedding ceremony set up, styling, and coordination to bring your design to life. This includes the set up of table numbers, favors, menus, candles, cake knife, toasting glasses, menus, head table seating, guestbook, programs, cake serving set, escort cards, seating chart, etc.
- Full coordination of the ceremony cocktail hour and reception cues
- Distribution of tips and thank you cards to vendors on your behalf
- Bridal emergency kit on hand
- We will make sure someone from your family is assigned to transport your gifts and cards or we will place them in your suite upon your approval.

## **ADD-ON/EXTRAS:**

- Additional hours on the wedding day
- Additional planning months
- Personal bridal assistant for the wedding day
- Travel, accommodation, and extra expenses



# WHAT OUR COUPLES SAY...

"Valentina is above and beyond what we could've dreamed of in a wedding planner. As soon as we started talking to her, my husband and I knew immediately this is who we wanted to work with. **She's down to earth, easy to talk to**, and we quickly felt like we could trust her completely. We utilized the full wedding planning and design package and worked with Valentina for over a year up until our big day. She helped us **refine our vision and determine what elements were most important to us, all while remaining respectful and conscientious of our budget**. She has an **extensive amount of connections** with quality vendors and years of experience to guide us. She worked hard to first understand the feel we wanted to give our guests, and then offer suggestions and insight on how to achieve our vision. We had the most beautiful wedding and definitely would not have been able to pull it off without Valentina! **She took away all the stress and work of wedding planning and made it a fun, enjoyable experience!** "

"...WHERE DO I START WITH THE WONDERFUL AMAZING VALENTINA?!  
**SHE WAS THE HUMAN XANAX TO MY WEDDING PLANNING. I ALWAYS FELT LIKE THINGS WERE WELL TAKEN CARE OF. SHE WAS ALWAYS 10 STEPS AHEAD OF ME.**"



*"Valentina went above and beyond our expectations!! **We live in Sacramento and were completely dependent on her with planning and organizing** our Wedding Day in only six months! We have very demanding jobs and Valentina was extremely flexible with Zoom and email correspondence. **We had no idea how much work went into planning a wedding and she really diminished a lot of the stress** with how prepared she was in every step of the planning process. She is very organized, detail-oriented, and extremely knowledgeable in all things wedding planning"*



AS SEEN ON

BRITISH **VOGUE** WEDDING *Magnolia*  
SPARROW ROUGE  
CALIFORNIA WEDDING DAY **SPOSI** MAGAZINE

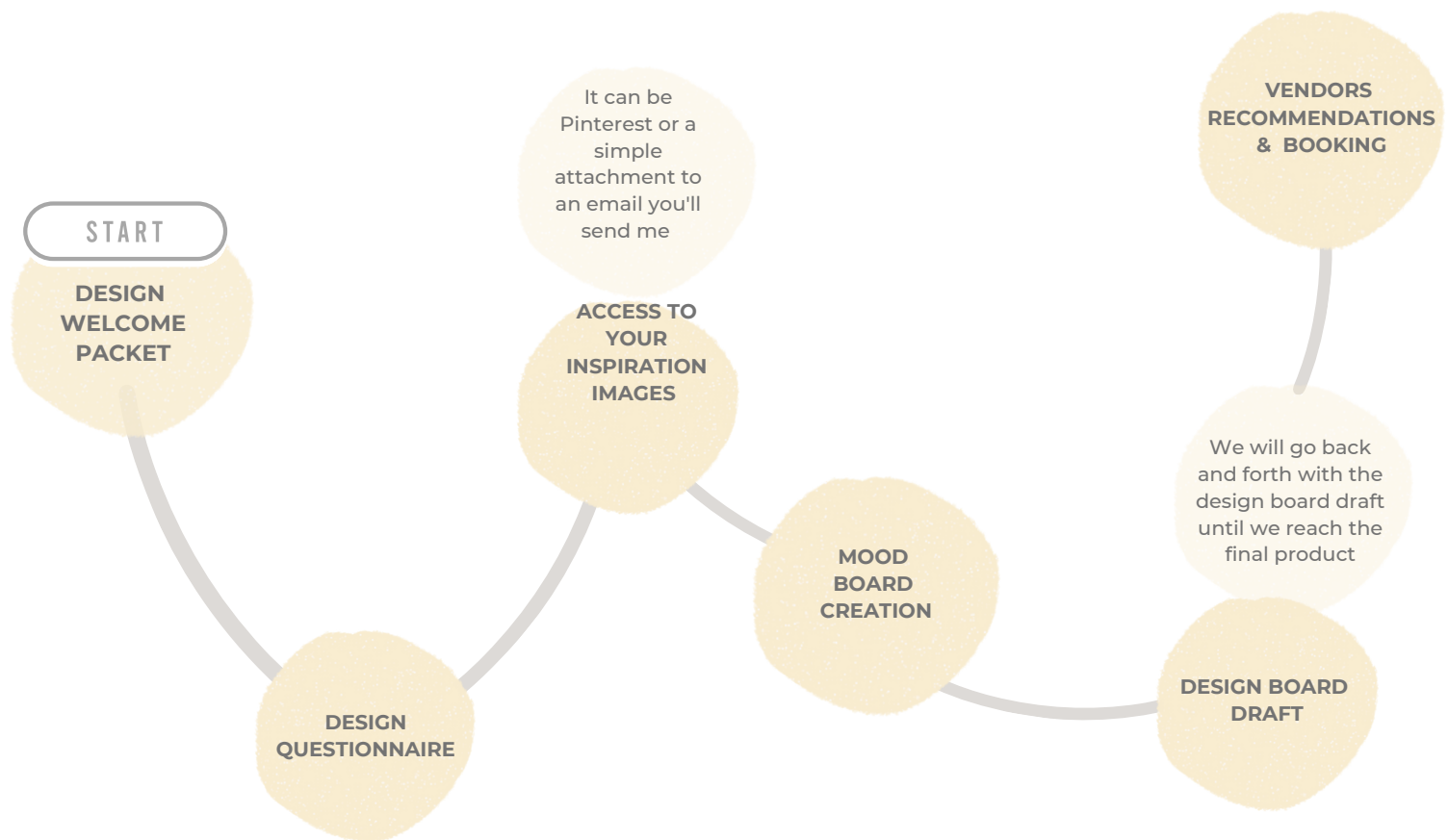


# DESIGN ADD-ON

**(Included in the Full Planning service, add-on to the Wedding Management package)**

Starting the design process for your wedding is exciting, I know you already have some ideas of what you want your wedding to look like, and maybe you already know the colors you'd like to use or the type of chairs you want. Your head might be spinning right now and you might feel overwhelmed about how well your vision is gonna translate in the design of your wedding. The truth is, you don't have to worry about it, in fact I have created a step-by-step process to go from your raw ideas of how the wedding should look like to the final product.

This mini guide is an overview of the design process, so you know what to expect!



The design-lite add-on package is a great addition to the wedding management as it offers support with the creation of the design and overall look of the wedding however it has a few important differences and limitations compared to the design included in the full planning:

### **DESIGN-LITE SERVICE (AS WEDDING MANAGEMENT ADD-ON)**

- 5-6 weeks of working together to create a cohesive design
- Initial design and concept meeting to determine your vision, colors, theme, and full décor elements you want to incorporate
- Creation of a mood board
- Creation of the design board
- Vendors recommendations based on the final design board
- You will be handling the communication with the vendors and you will be responsible for contracting them.

### **NOTE: THE DESIGN IN THE FULL PLANNING SERVICE IS INCLUDES DIFFERENT ITEMS AS FOLLOWS:**

- We'll be working together until your wedding day
- Initial design and concept meeting to determine your vision, colors, theme and full décor elements you want to incorporate
- Creation of a mood board
- Creation of a design board

- Vendors recommendations based on the final design board; communication, availability, scheduling appointments
- Design mock-ups as needed
- In-person and/or Zoom meetings with vendors such as rentals, stationer, florist
- Negotiation with vendors and preparation of contracts
- Be the point of contact and coordinate with vendors during the process and on the wedding day
- Supervision of the event set up and tear down for design-related elements

Sample of some of the details included in the design board







# COMMON QUESTIONS

## **I JUST NEED A DAY OF COORDINATOR, DO YOU OFFER THIS SERVICE?**

In the past few years, the term "day of" coordinator has been used to represent a person who offers services only on the day of the wedding and is not involved in the coordination with the vendors in the last few months preceding the wedding.

Like many other planners, we don't have a day-of-wedding coordination package.

There are multiple reasons behind this choice: we strongly believe (and know) that no great event can be flawlessly executed by simply taking over the whole planning only one or two weeks before. Especially if we are talking about a wedding, one of the most important days in a couple's life. The second reason is that we take each wedding very seriously as if it were our own, and as professionals, it would not feel right to guarantee you a successful event by jumping in at the last minute. Few weeks before the event is too late to fix any issue that a coordinator can bring to your attention after checking your vendor contracts floor plans, and so on. Moreover, it can be quite costly to fix last-minute problems compared to solving them ahead of time.

The question you want to ask yourself is: after all the planning, the emotional and monetary investment that preparing a wedding requires, would you feel comfortable, and do you think it would be worth it, to leave the coordination and management of your big day to a stranger that has not created a relationship with you, took the time to dive deep into your wedding documents and worked with your vendors in the previous months?

## **WHY I DON'T SEE YOUR PRICES?**

Each event and couple's vision is different therefore our proposals are customized to our couple's needs and asks. This is the reason why we don't have set pricing. After the consultation call, we will be able to give you a customized proposal with pricing as well!



### **WHY ARE WE DIFFERENT, WHY CHOOSING US?**

My most valuable asset is my background and my almost 10 years experience in the event-hospitality industry. I know how venues operate, as I come from that background. Having worked on the venues' side of things gives me the knowledge to ask the right questions and tackle whichever problem that may arise before it is too late. On top of that, I have a true passion for design and for turning my couples' vision into reality; if you are looking for a timeless look with touches of modern, you have found the right wedding designer; I love mixing classic elements to new ones, I feel like it creates continuity and flow to the design and it is a guarantee for a timeless look.

## **WHY SHOULD WE HIRE A PLANNER FROM THE BEGINNING?**

- Avoiding costly mistakes such as allocating too much for a specific vendor, without knowing industry pricing
- Getting all the important information that you won't know to ask about a venue, before signing a contract
- Hiring vendors that are professional, know what they are doing and breath and live weddings. Remember, the magic can be done when the team works!
- Building a timeline and floorplan that actually makes sense for the vendors. There is much more that just what "looks good" to make a successful event
- Creating your design vision and helping you refine it when you don't know where to start
- Keeping track of each vendor payment, contracts, overall budget
- Having a trusted person that will let you know what should be done, month by month so you don't forget about anything!
- Over the time we are hired, your full service wedding planner will talk to all the vendors by email, phone, in person about all the logistics so you don't have to worry about spending time on your email and you can enjoy time with your partner and family!

## **WHEN SHOULD WE HIRE A PLANNER?**

Couples should consider hiring a wedding planner as soon as they begin the wedding planning process. Ideally, the earlier, the better! Hiring a wedding planner early on allows you to benefit from our expertise throughout the entire planning journey. A wedding planner can assist with budgeting, venue selection, vendor recommendations, and overall event design, and much more

## **I DON'T HAVE A VENUE YET, CAN YOU HELP ME FIND THE PERFECT ONE?**

Yes, we do! We have a step-by-step process for couples that hire us for venue selection (on top of the full planning). Choosing a venue can be overwhelming, but with our support you will find the one with an easy, clear, stress-free process. We will work with you to establish your needs for the venue, your desired style and atmosphere, and your budget. Then, we will present you with a selection of venues that meet your criteria. We will also research the venues, contact them, and arrange for you to tour them (in person or virtually if you are not local). Once you have identified the perfect venue, we will help you to negotiate the best deal.

## THE VENUE I CHOSE HAS A COORDINATOR, DO I STILL NEED TO HIRE A WEDDING COORDINATOR?

Sometimes it's easy to get confused with all the different roles vendors play during the planning process. Two of the most misconstrued roles are the catering manager or venue coordinator and the wedding coordinator. Although some job duties can overlap, their primary job function is very different. Below are a few points that will help you understand the difference. (job duties might vary based on the venue).



## **CATERING MANAGER/VENUE COORDINATOR**

- Hired by the venue
- Act as your menu consultant for all food and beverage selections
- Order and oversee the complete setup of your basic rental needs including tables, chairs, linens, tableware, and lounge furniture. (note: not all venues offer rentals)
- Create a floor plan of your event space for you to plan and provide them with your seating arrangements.
- Act as the on-site liaison between your wedding planner or coordinator and catering staff.
- Detail your menu and/or onsite rental contracts
- Oversee the ceremony and reception areas set up and food preparation.

## **OUTSIDE WEDDING COORDINATOR OR PLANNER**

- Hired by the client
- Takes overall vendors' communications either from the beginning of the planning or 3 months before the wedding
- Create a custom timeline for your entire wedding day
- Confirm call times and details with all vendors several days prior to the wedding day.
- Be the liaison with your family, bridal party, and all vendors.
- Ensure the ladies have their bouquets and gentlemen have their boutonnieres. Deliver and arrange ceremony programs, escort cards, place cards, favors, and personal items.
- Organize and coordinate your ceremony rehearsal, coordinate your ceremony (i.e. line up the bridal party, cue musician, etc.), coordinate your reception (i.e. grand entrance, first dance, toasts, cake cutting, etc), and coordinate your vendors to ensure timeliness of your events.
- Collect any personal décor items you may have brought at the conclusion of your reception.
- And more!



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# FOR YOUR WELL BEING

## **LEARN TO SAY NO**

Planning a wedding is exciting and fun, but it can also be one of the busiest times of your life. If you don't want to end up being a nervous wreck before your wedding day, learn to prioritize and say no to any new commitments that would take away from other important wedding-related tasks.

## **HAVE A LITTLE FUN**

Take out your calendar and schedule a few fun days between all your wedding planning. Make fun and laughter a priority in the weeks leading up to your wedding. Sometimes it's important to come back down to earth and remember why you're choosing to marry your partner. Or perhaps go out and enjoy an afternoon with the girls where you don't talk about the wedding at all.

## **MOVE YOUR BODY**

Exercise does wonders when you've got a lot on your plate. Sometimes you need to take a breather and focus on your health. This doesn't mean that you need to schedule in an hour at the gym every day either. If you're strapped for time, a simple 15-20 minute walk or yoga session can make all the difference to your stress and energy levels.

## **JUST BREATH**

Take a complete timeout from wedding planning as often as you need to. Every couple deserves a relaxing soak in the tub or a heavenly hot stone massage to relieve some of the tension you might be feeling. It can be difficult to make time to simply relax but do your best to find the time, even if it's just 30 minutes a week.





## OUR WISH FOR YOU

To cherish the little joys of everyday life  
with your partner.  
To have a life full of happiness and love.  
To never forget that family and health  
are what matter the most in life.

## OUR PROMISE TO YOU

To be your guide.  
To alleviate the stress from you and your partner.  
To be there for you in joyful and stressful  
planning moments.  
To help you spend less time planning  
and more time with your family and friends.  
To plan an event that is a reflection of who you are.  
To be your very personal human Xanax.



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