

VALENTINA

WEDDINGS & EVENTS

FULL WEDDING PLANNING





Getting engaged and planning a wedding is an exciting moment and I am excited to get to know you!

Valentina Weddings & Events is a boutique wedding planning company based in Southern California & Lake Como, Italy. Our focus is on strong logistics and beautiful designs; in other words, creating and executing the wedding that you have dreamed of and, within the process, build a solid and genuine connection with you. VWE design style is inspired by the past and the present, with a strong European influence revisited for a Southern California event.

I believe your story can be told through the details, the design, and look of your wedding day to leave a memorable experience for you and your guests.



BEHIND THE COMPANY

CIAO!

My name is Valentina and I am the founder of Valentina Weddings & Events.

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, elevated, design-driven, well executed and fun celebrations for my couples.

I believe in the importance of family in all its beautiful forms. 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.

The wedding day is your first step towards building or expanding your own family and I am here to make sure your celebration will reflect you as a couple.



OUR VALUES

YOUR PLANNER WORK IS A
REFLECTION OF YOU AS THE
HOST OF THE EVENT.

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 SERVICES

FULL WEDDING PLANNING

Our full planning service is specifically designed for couples who dream of the perfect wedding but **have a busy lifestyle and need someone they can trust to plan and bring their vision to life.** It covers everything about your wedding, from the vision and design to vendor selection, etiquette advisor, budgeting, and management of the wedding day. We start the process by getting to know you and your story, your life, and your personality. This allows us to guide you through every step, in a way that fits your needs and matches your vision.

The full planning comprises 3 main pillars: budgeting and planning, design and logistics, and execution.

BUDGETING & PLANNING

- Kickoff call to define budget and planning phases
- **Personalized wedding budget based on priorities**
- **monthly Zoom call** to review tasks and discuss next steps
- Email and telephone communication as necessary during office hours
- Online planning portal access
- Access to your **online planning timeline with monthly to-do lists**
- **Deposit and payment tracking** and reminders
- **Etiquette support** throughout the process
- **Personalized vendor referrals**
- Attend planning meetings with vendors such as rentals, tabletop, venue, and floral
- Be the liaison for communication between you and your vendors so that you can spend more time with family and less on your emails.
- **Vendor's contract management and review**
- Develop and maintain a relationship with the on-site coordinator or venue site management and act as your liaison for any issues that arise
- **Room blocks negotiation and support**
- Research and arrange transportation
- Assistance in couple's wedding insurance selection
- Communicate venue policies to vendors and confirm final orders



- **Draft a well-organized day-of wedding timeline** and coach vendors on its contents
- Creation of detailed floor plans and distribution to vendors

DESIGN & LOGISTICS

- Questionnaire and brainstorming meeting to determine your vision, style, and priorities
- **Creation of mood board**
- **Creation of a cohesive and custom design concept** that includes: stationery, ceremony, cocktail hour, reception, escort cards display/seating chart, day of decor, cake
- **Dress code and color/style guidance**
- Creation of a comprehensive **online design board that includes sketches, floor plan ideas, and samples.**
- (3) Zoom meetings: brainstorming, design board presentation, design board decisions
- Ensure that your design concepts are clearly communicated to other design-related vendors through detailed meetings and mockups
- Source any specialty items or artistic fabrications needed to complete the design of your wedding
- Rental selection including mise en place, furniture, lighting, signage...
- **Collaborate with you and your floral designer** to create the concept of your centerpieces, bouquets, boutonnieres, and all floral installations
- **Collaborate with you and the stationer** to create the concept for wedding invitations, RSVP cards, envelopes, menus, escort cards, programs, and signage
- **Collaborate with the caterer/venue** to ensure the realization of the culinary vision
- **Wedding website creation and guidance**

EXECUTION - CEREMONY REHEARSAL COORDINATION

- wedding **ceremony rehearsal**
- Coordinate with 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**

EXECUTION - WEDDING DAY MANAGEMENT

- **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 SERVICES:

- Venue search
- Guest favors bag assembly and hotel delivery
- Additional events (rehearsal dinner, welcome reception, post-wedding brunch..)
- Personal bridal assistant for the wedding day
- Travel, accommodation, and extra expenses

WHY HIRING A FULL SERVICE WEDDING PLANNER & DESIGNER FROM THE BEGINNING OF YOUR PLANNING PROCESS?

- **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!**

KIND WORDS

"Her experience within the industry was so clear from the moment we met her."

V went above and beyond from start to finish in planning and executing our dream wedding. Her experience within the industry was so clear from the moment we met her. She knew exactly how to navigate every part of the planning process, from managing timelines to recommending the best vendors. V's expertise in event planning and the wedding industry has essentially allowed us to work closely with other reputable vendors due to her strong relationships. And being able to work with this dream team of talented individuals helped us create the wedding of our dreams. What really sets V apart from other wedding planners is her creativity, love for design, as well as her dedication to her clients- When we were trying to figure out different design options, I told V what I had envisioned everything to look. Instead of taking the vision and running with it, she took it and then sketched out different table arrangements and flower design options on her own time for me to then choose from. It meant a lot to me to have a wedding planner that is not only so passionate about design, but one that goes above and beyond to make sure she could deliver something for me that was as close to how I wanted it to be."



"There were no flaws thanks to her hard work and attention to detail."

"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

VOGUE
BRITISH

STYLE ME

Pretty

Magnolia
ROUGE

WEDDING
SPARROW

CALIFORNIA
WEDDING DAY

San Diego Style

WEDDINGS

SPOSI[®]
MAGAZINE



A WEDDING PLANNER IS ONE OF THE BIGGEST SERVICE BASED VENDOR INVESTMENT IN A COUPLE'S WEDDING..... WHY?

We on average 300-400 hours per wedding, and often the project is a year long while for most of other vendors, the amount of hours dedicated to client work is drastically reduced.

We take over lots of responsibility, more than any other vendors throughout the planning process.

We pass down to our clients vendor connections, our decade long experience and our skills, avoiding you lots of costly mistakes.

We are there to support you from beginning to end and we pour our soul into planning the perfect wedding for you.



Bar & Drink
SIGNATURE COCKTAIL

The Laguna Spritz

LIMONCELLO | PROSECCO
TEQUILA | LEMON JUICE
SPRINKLE WATER | MINT

Vanessa



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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