HOW TO PREPARE FOR DESIGNING YOUR EVENT

Before developing your own design plan or working with a professional Event Designer (like Vivid Expressions LLC) it is important to prepare for the process. This guide will help you to prepare for the Event Design Plan process. Let's begin! First, identifying the general "look" you'd like to create. "Looks" may be; Minimal, Polished & Cohesive, Stylized (like Pinterest-inspired), or Luxury Look.

Then use the guide to help estimate a working budget and gain a general idea of the types of elements involved in creating your event look. From there, you'll be prepared to start your Design Planning Process.

- **Minimal –** If the look of your event isn't a priority

Start with simple personal flowers by professional (for weddings) and DIY projects for other items

8% - 10% of the total event budget

- **Polished & Cohesive –** If you want a look with a simplistic yet polished & cohesive look

Begin by booking personal flowers (for weddings) and simple centerpieces by a professional

10% - 15% of the total event budget

- **Stylized or "Pinterest-like" Look –** For a look that conveys a theme or well-styled "Pinterest" look

Expect more custom work by professional with more investment in time, labor, materials, etc.

15% - 20% of the total event budget

- **Luxury looks -** If you'd like a high-end, couture bridal magazine, movies, or luxury look

Starting point for more elaborate designs, details and high-end custom elements

20% - 25+% of the total event budget