

Your steps from “Concept to Creation to Celebration”

- ✓ **Initial Consultation** – Meet and chat to learn about each other, your needs, vision and identify the best solutions.
- 1. **Reservation/Deposit** – Make us part of your team with a booking retainer (see “Save the Date” below).
- 2. **Consulting & Design Sessions** – Personal consulting session(s) for detailed planning and/or design your event.
- 3. *** Presentations & Service Orders** – Present, select, and place orders for your designs (Floral Design & Decor Service).
- 4. **Production & Coordinating** – Full implementation of your event plan so you enjoy a worry-free experience.

“SAVE THE DATE!”

Date Reservation or Service Deposit

Thank you for giving us the opportunity to be considered for your special day. I’m excited that you’d like to reserve the date and our services for your event. There are two options to reserve your date or book our service(s) for your date with a Consulting Retainer or a Service Order Deposit. The cost of either option may be applied to your final bill.

****A Service Order is the actual order of Floral Design, rentals, etc. and lists the specific products, service fees, and price you are ordering and that will be created. This is typically (but not always) done after final designs sketches have been presented and approved by the client. Final Balance is typically due 4 weeks prior to event date. Vivid Expressions LLC typically creates a monthly payment schedule for remaining balance for Client’s Consulting & Design Services and/or Floral Design & Décor Service.**

WHAT’S THE DIFFERENCE BETWEEN A “CONSULTING RETAINER” AND A “DESIGN DEPOSIT”?

CONSULTING & DESIGN: SERVICE RETAINER

To reserve your event date and retain our Design/Consulting Services there is a Deposit, Retainer or “*Reservation Fee*” which may typically range from **\$500 - \$1,000** depending on the type of service selected. This is a non-refundable deposit for Consulting Services that will make us a part of your Event Design & Consulting Team and will be applied to Service Contract and/or Client’s bill. Vivid Expressions LLC usually creates a Monthly Billing Option (Schedule) for the remaining balance with the final balance due one month prior.

***FLORAL DESIGN & DÉCOR PRODUCTS: SERVICE ORDER DEPOSIT**

A Deposit is required for Event Design, Floral Design and/or Décor Service and Product Orders (contracted independently or in addition to Consulting Services in a separate service order). The Design Service Contract Deposit can be up to **50% of the total cost (after tax)** of the estimated service order and *may* be due upon signing of the service contract unless otherwise stated. *Event Design, Floral Design and/or Décor Service Order Contract will have a total list of Service Products, Total Cost, Deposit Amount, Balance and Due Date.

****Note: This is not a contract service agreement. This is a Service Date Reservation or Service Deposit used for the purpose of reserving Vivid Expressions LLC Services for an event date and is non-refundable. A detailed Service Agreement outlining the Client’s specific service(s) will be written up and must be signed to complete the service order.**

RETAINER/DEPOSIT PAYMENT:

I would like ****Vivid Expressions LLC Services** to hold the date of _____ (Event Date) for _____ (Customer/Client’s Name) with this Service Retainer or Deposit of \$_____ received on _____ (Today’s Date) which may be applied final bill. Remaining balance of Client’s Count will be paid in as determined by the arrangements created by Vivid Expressions LLC’s billing practices.

(Customer/Client Signatures): _____

Street Address: _____

City, State Zip: _____

- **Payments by Credit Cards:** Available online/electronic invoice, card “swipe” on device, or a faxed form.
- **Payment by Checks:** Please mail this completed form with a check made payable to **Vivid Expressions** to:
Vivid Expressions LLC
259 Granby Street, Suite 250
Norfolk, Virginia 23510

1. Event Date: Referred by: _____
2. Bride: Groom: _____
3. Address: Address: _____
4. Tel: (hm) _____
5. (wk) _____
6. (cell) _____
7. Email: _____
8. Church/Ceremony Venue: _____
9. Time: _____
10. Address: _____
11. No. of Guests: _____
12. Reception Venue: _____
13. Time: _____
14. Address: _____

What are your **biggest concerns about your wedding?**

What are you looking for in a Designer/Coordinator?

- and -

What **about our services appeals** the most?

What do you **HATE?** Flowers, trends, traditions...

What kind of experience do you want your guests to have?

Is there any song, movie, or book that represents your style or personality? - **Theme vs. Style**

- How Did You Meet?
- How Long Have You Been Dating?
- How Did You Get Engaged?
- Describe Your Personal Style In 3 Words Or Less:
- Describe The Vision For Your Wedding Day... How Would Your Guests Describe It?

- How Would You Describe Your Personality?
- How Would You Describe Your Fiancé's Personality?
- What Are Your Hobbies And Interests?
- What's A Typical Date? Please Describe.
- What Are Your Wedding Colors
- Describe Your Ideas For Flowers And Décor
- Do You Have Any Inspirations For Your Wedding? Do You Have Any Pictures To Share With Me That Are Inspiration For Your Wedding Day?
- Is Anything Unique About The Location Of Your Ceremony And/or Your Reception?
- Do You Know Your Wedding Budget Yet?
- So, What's Your Situation Right Now? What Made You Contact Us?
- What's Not Going Well?
- What Have You Done So Far In Planning By Yourself, If Anything?
- What Do You Want To See Happen As A Result Of Working Together On Your Wedding?
- How Would Achieving This Make A Difference In Your Wedding And In Your Life?
- Package Description With Prices
- If You Were To Do One Of These Planning Programs, Which One Would You Be Leaning Towards? What's Your Gut Feeling About It?
- Great...if You Were To Go For The Full-service Planning And Design Package, When Would You Ideally Want To Start?
- ***What do you anticipate paying for these services?***

Internal Use:
Meeting with:

Interview Conducted by:

Date: _____

	<i>Questions:</i>	<i>Responses:</i>
1	What are your biggest concerns about your wedding?	
2	What are you looking for in a Designer/Coordinator? - and - What about our services appeals the most?	
3	What do you HATE? Flowers, trends, traditions...	
4	"Imagine your Grand-daughter wants to see your wedding album..."	
5	What kind of experience do you want your guests to have?	
6	What was your first " official date like "?	
7	How did you know this was it... you were in love? Who Proposal... how?	
8	Is there any song, movie, or book that represents your style or personality? - Theme vs. Style	
9	Tell me 3 words that describe him/her... what do you love about him/her?	
10	What's top 3 most important aspect of your wedding (dress, décor/flowers, food, venue, entertainment, cake, etc.) - and - What you will not compromise on.	
11	What do you anticipate paying for these services?	
12	I'm excited about the possibility of doing your event, but are you meeting with any other vendors? Can I make a suggestion? I'd love to get all of your information, show you some of my work, and get a real sense of what you envision for your event. Then, let's have another meeting after you've met with these other vendors.	