



**KENNEDY**  
EVENT PLANNING

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## TABLE OF CONTENTS

*This package includes all the information you need to get started planning your wedding with Kennedy Event Planning.*

### *What's Inside:*

About Kennedy Event Planning  
Meet Shannon  
Frequently Asked Questions (FAQ)  
Our Services  
Full Wedding Coordination  
Essential Wedding Coordination  
Day of Wedding Coordination  
Wedding Consultation  
Next Steps: How to Book



## ABOUT US

Based in Ottawa Ontario, Kennedy Event Planning offers only the highest level of creative and personal service as well as referrals to spectacular venues, exquisite floral designers, talented photographers and reliable vendors in the industry. Our primary goal is to exceed our clients' expectations while offering support through the planning process with innovative concepts and flawless execution.

Our mission is to establish a personal connection with our clients, allowing us to better interpret and execute their unique vision. We believe that a friendly relationship between a client and planner allows both parties to feel comfortable with one another while still maintaining confidence in the planner's professionalism. We take the greatest satisfaction in knowing that we have had a small part in someone's biggest day. As a full-service event consultancy, we are with you every step of the way!

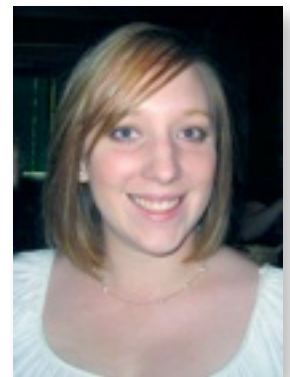


## MEET SHANNON

*"I love great food, movies, books, and to travel. I have two pugs and a cat. Chocolate is my go-to snack. I cannot start my day without a latte, and love sleeping in on Sunday mornings."*

I have a true desire and commitment to work with people, plan extraordinary events, and design unique and beautiful weddings. I enjoy developing relationships with my clients, giving them a sense of comfort, trust and confidence in my ability - all while having a great time.

I have always had a strong passion and talent for special event and wedding planning. My professional experience in the industry began working for a well known event planning firm and then lead to a restaurant and special event facility for a number of years. The knowledge and experience gained and understanding of the industry and develop priceless relationships with amazing local vendors. Kennedy Event Planning offers me the opportunity to use my creativity to its fullest potential and the ability to give my clients a memorable experience.



# FREQUENTLY ASKED QUESTIONS

*Here are some of our most frequently asked questions:*

## *What is a Wedding Planner?*

A wedding planner is a hired professional who understands and has an advanced knowledge of what is required for planning a wedding and the many details that need to be handled on the big day. A planner is resourceful, organized, and detail-oriented; they can offer creative ideas to style a personalized wedding.

Kennedy Event Planning is available to aid the Bride and Groom in any area they feel they need the most help. We are a resource of information, allowing our Brides and Grooms to be as involved as they wish in the planning process: we can plan every detail from start to finish or step back to offer moral support as needed. Hiring a wedding planner allows our Bride and Groom to enjoy their wedding day, backed with the knowledge that they have a professional taking care of everything for them.

## *Why should we hire a wedding planner?*

A wedding planner is a key asset as you plan your wedding. A planner will take care of all the hundreds of details, leaving you to enjoy your engagement and wedding day. For some, wedding details like: dress, cake, invitations, and favours are simple subjects to address when the time comes to planning the big day. However, for many, the mere thought of it all becomes too much to handle. It can take, on average, over 250 hours to plan a wedding! Most couples find themselves over their heads as soon as the planning starts - drowning in the details.

The best decision a newly engaged couple could make is to consult with a professional wedding planning service as soon after the engagement as possible. Kennedy Event Planning acts as the neutral party who sees the bigger picture of the day. We are not guests, our job is to ensure the event runs smoothly, providing convenience and peace of mind. By hiring a professional wedding planner, you will not only save time, but also money and unnecessary stress. You will benefit from your planner's previous experience, creative suggestions, guidance, knowledge, and vendor connections. Most of all, you will be able to relax and enjoy your special day knowing that any problems or emergencies that may arise are in the hands of a seasoned professional.

## *What do you look for when choosing your wedding planner?*

Based on your needs, you should identify a wedding planner who can offer you a wide range of services and is flexible to handle as much or as little as you wish them to. Ideally, your wedding planner will provide you with ample ideas and guidance for your wedding. Most importantly, the planner you select must be someone that you feel comfortable and confident with; someone you can develop a connection with.

## *When is a good time to engage a wedding planner?*

Ideally, you will hire your wedding planner immediately after your engagement so that you may begin working with them right away. Most Brides and Grooms contact us approximately 12-9 months prior to their selected wedding date, however, Kennedy Event Planning has designed comprehensive services that can commence at any point prior to your wedding day.



## OUR SERVICES

Hiring a professional wedding planner is a crucial component to a successful wedding. In doing so, you will save time, money and unnecessary stress. Our years of experience have allowed us to develop relationships with some of Ottawa's top wedding vendors who share our passion of creating and executing beautiful and successful events. Kennedy Events will work with you and help to take care of the planning, preparation and coordination of your wedding; allowing you to enjoy your engagement and wedding process.

Kennedy Event Planning has designed our planning services to be as comprehensive as possible, allowing you to be involved with the planning as little or as much as you wish.



## FULL WEDDING COORDINATION

*A comprehensive wedding planning service that allows Kennedy Events to provide our clients with the resources, guidance, and expertise to make their wedding day memorable. We take care of the planning, preparation & coordination of your wedding, allowing you to enjoy the entire process. This service commences approximately 12 months prior to your wedding day.*

***Service Highlights Include:***

- budget creation, allocation and management
- theme and decor development
- monthly meetings to go over wedding details
- monthly email reminders of upcoming tasks and checklist item management
- unlimited communication via email and phone with your coordinator
- attend all vendor appointments
- aid in selecting all vendors
- unlimited recommendations and/or suggestions (etiquette, creativity, décor)
- create, confirm, and distribute itinerary to vendors, family, and bridal party
- orchestrate your wedding rehearsal and organize your wedding party
- wedding day direction and coordination
- supervise of all vendor arrivals and set up
- on-site prior to the start of wedding to ensure proper placement of favours, guestbook, table names, menus, programs, etc.
- ensure start of ceremony and all schedule related items in timely manner
- handle remaining vendor payments and gratuities
- use of our event emergency kit



## ESSENTIAL WEDDING COORDINATION

*A creative and personal service for couples who require assistance with the finer details of their wedding. Together with our clients, we prepare and coordinate the remaining details of your wedding planning, assisting you through the final process. This service commences approximately 6-8 months prior to your wedding day.*

***Service Highlights Include:***

- assistance with budget management
- monthly meetings and email reminders of upcoming tasks and check list items
- unlimited communication via email and phone with your coordinator
- recommendations and/or suggestions (i.e. etiquette, décor for the ceremony and reception)
- create, confirm, and distribute wedding itinerary
- supervise wedding rehearsal
- wedding day direction and coordination
- supervise of all vendor arrivals and set up
- manage placement of key reception items favours, guestbook, table names, menus, programs etc.
- handle remaining vendor payments and gratuities
- use of our event emergency kit





## DAY OF WEDDING COORDINATION

*For our “do-it-yourself” couples, this day-of coordination option allows our clients to take the leading role in their wedding planning while we aid with the small details that will make the day unforgettable. With your vision and our knowledge we will have you down the aisle in no time! This service commences approximately 1-2 months prior to your wedding day.*

***Service Highlights Include:***

- communication via email and phone with your coordinator
- manage and coordinate the rehearsal, ceremony and reception
- create a wedding day timeline listing all vendors, wedding party and family members involved
- supervise all vendors including load-ins and setups
- assist the bride and bridal party
- manage the setup of basic ceremony and reception items
- issue final payment to unpaid vendors
- use of our event emergency kit



## WEDDING CONSULTATION

*A consulting service to aid our clients develop a creative wedding design to its fullest potential. We assist and guide our couples as required, providing the highest level of creative and personal service including: referrals to spectacular venues, exquisite floral designers, talented photographers and other reliable vendors in the industry. This service is billed hourly and may commence at any point prior to your wedding day.*

***Service Highlight Includes:***

- hourly consultation regarding a specific area of the wedding
- theme and concept development
- advice and suggestion on specific items (decor, stationary, florals, etc)
- vendor recommendation
- assist and guide as required by bridal couple without coordination services



## NEXT STEPS: HOW TO BOOK

To get started planning your wedding with Kennedy Event Planning, simply give us a call or send an email with: your wedding date, full names, mailing address, phone number and which service package you are interested in. We will then select a date and time for a consultation appointment.

Kennedy Event Planning offers all prospective clients a complimentary one hour consultation. When we meet with one another we will provide you with an overview of our company, who we are, how we work and what you can expect from us; we will discuss how we approach planning with our clients, our package options and pricing. We will then discuss your wedding, asking questions about what you are looking for and your expectations of your wedding planner.



To reserve your wedding date we ask that you: contact Kennedy Event Planning to book a consultation; pay a \$500 retainer; sign a contract; and then relax knowing you are in good hands. We look forward to hearing from you!