



Down The Aisle
WEDDING SPECIALISTS

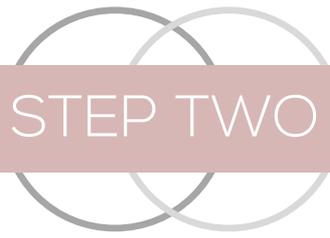


Down The Aisle

WEDDING SPECIALISTS

LOVE NOTES

DEDICATED TO MY SWEET SWEET SB
I LOVE YOU MORE THAN YOU'LL EVER KNOW



STEP TWO | CHOOSING YOUR VENUE + VENDORS

Time to focus on our venue and our vendor team. Venue comes first as we need a date and a location before we can start to schedule the rest of our bookings. Be sure to set up an email account exclusively for wedding business; now your quotes, contracts and rsvps are organized + accessible in one place.

Do not procrastinate and be sure to tackle this step early on, especially if you are planning a wedding in a peak season or you have your heart set on a specific date. Most venues and vendors book a year out so it goes without saying that you need to be proactive if you want to secure that dreamy reception space or a certain wedding photographer.

We complete this step early on because it involves a lot of research and a lot of coffee dates. Yes it is time consuming, yes it feels like an awkward first date, but this is the team who will bring your wedding vision to life and it is so important that you invest the time to choose well. Remember, many vendors, like photographers, can only accept one client per day so focus on these bookings first.

Lastly, this is the stage in wedding planning where we will be spending the most money. We literally need to invest in our venue and our vendors first so that we can prioritize our finances and budget our future wedding plans appropriately.



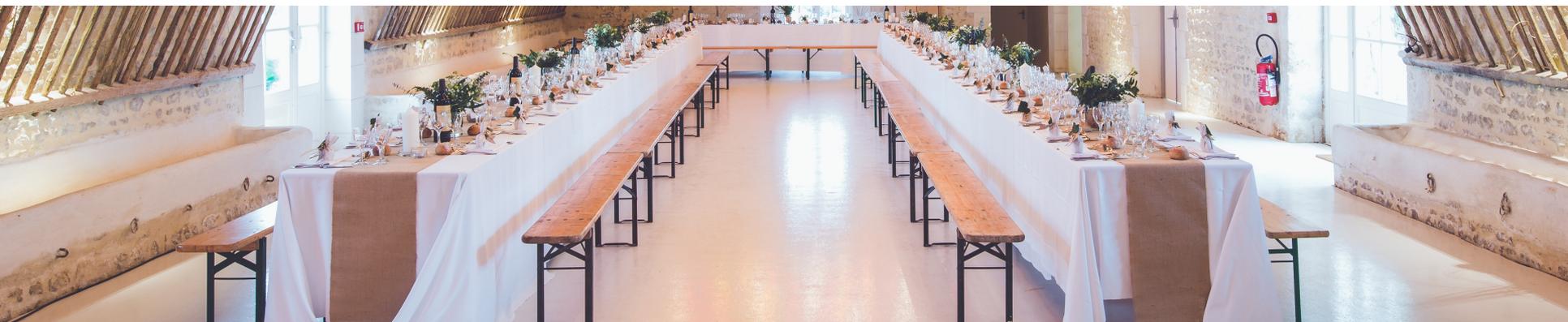
So to our first big decision - our venue, or venues if your ceremony + reception are held in separate locations. We know that our budget will be a key factor, and of course the space needs to accommodate our guest count but what else is important? To keep things simple and to help guide you through this step, we are going to explore two questions that we encourage you to ask yourself at every viewing.

CAN WE ENVISION OUR WEDDING HERE?

Follow your heart on this one. When you walk into the space, what is your first impression? Are you immediately drawn in or do you have any instant hesitations. Do you like the aesthetic? Does the decor and overall ambiance align with your vision or are there elements that will seem disjointed? Are you feeling a connection, something inside you that says 'this is the one' or do you find yourself saying 'well we can make this work'. This is the part where we rely on our emotions so tune into your senses and really explore how the space makes you feel, and most importantly, can you envision your wedding here?

WILL IT BE EASY TO HOST OUR WEDDING HERE?

Now we allow the logical part of our brain to weigh in and determine if the space is fitting to host our wedding. Hone into the amenities the venue offers, like parking, catering, bridal ready rooms and guest services. What is included and what will you need to rent. Is the layout conducive to comfortably accommodate a large gathering and is the venue experienced in hosting weddings specifically. And be sure to discuss any restrictions that you will need to adhere to such as a required vendor list, last call times and of course set up and tear down requirements. This is the part where we are evaluating the venues practicality. Ask yourself, 'will this be easy'. If you find that you are starting to sort through endless logistics to 'make it work' you may want to consider a more feasible space.



There are so many wedding venues to consider and these two questions will hopefully get you oriented in the right direction. From here we can shortlist our favorites (our rule of thumb is top three) and then assess each one based on the following criteria.

PROPERTY FEATURES AND AMENITIES

- Free Parking + Dedicated Stalls for the Event
- Ready Rooms for the Wedding Party
- Patio or Outdoor Lounge Space
- Restrooms, Coat Check and Transportation Service
- Dance Floor, DJ Space, Podium, AV Setup
- Convenient + Easily Accessible for Guests & Vendors
- Open Concept Layout Configurable for Weddings
- In-House Catering, Bar Service + Wait Staff

CONTRACTS AND FINE PRINT DETAILS

- How many hours are included in our rental? Can we add additional time? When can we setup and tear down?
- What rentals are included? Is there a required vendor list? Is there insurance requirements or vendor fees?
- Is there a Plan B space in the event of bad weather? How many staff members will be committed to our event?
- Are there any restrictions on decorations, grand entrance/exits or noise considerations?

pro tips + advice

- Create a questionnaire when you are exploring potential venues. This will ensure you capture all the pertinent details that are important to you. Bonus - all the info will be organized in a consistent template which makes it much easier to reference when you are comparing options.
- Determine your Decision Team early on. This is the very small, very trusted, group of people who you can rely on to help you navigate all these decision, especially when everyone has an opinion to share. We recommend you + fiancé + 3 others.

DOWN THE AISLE LIBRARY RESOURCES

- Detailed Questionnaire for Venues and Wedding Vendors
- Down the Aisle's Preferred Vendor List + Recommendations + Bios



Selecting our wedding vendors is EASY. Well there is actually a lot to it but we are going to rely on this word as our mnemonic to help you find the perfect vendor team for your wedding day.

ENTHUSIASM

E is for Enthusiasm...or Energy, or Effort...really any of those words would apply here, because what we are gauging is how keen this vendor is to work with you. Are they prompt with their responses, engaged in the process and genuinely excited to have you as a potential client?

AFFORDABLE

We need to respect our budget. Best to make a list of all vendors that you are considering booking in priority sequence and work your way down; be mindful you may need to make concessions to fit them all or forgo a bottom listed vendor depending on the funds you have available to you.

SERVICE

This is where we are evaluating their work and ability to deliver a top notch service. Definitely worthwhile to ask for references, see a portfolio and do some sleuthing on the internet for reviews. Be sure to really understand what is included in the service agreement and compare that to your expectations. The number of other clients a vendor is working with is also a noteworthy discussion point as is the size of their team and the number of people who will be dedicated to your account.

YOU LIKE THEM

Remember. This is the team that you will be sharing your wedding day with so you should genuinely connect with them on some level. You want to ensure they are a good fit for you, your partner and even your wedding party. Don't overthink it, just tune into your intuition and your first impression of them and go from there.

WEDDING PLANNING

NOTES + TAKE AWAYS

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WEDDING PLANNING

NOTES + TAKE AWAYS

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VENUES + VENDORS

SHORTLIST YOUR POTENTIAL WEDDING HIRES

CEREMONY VENUE

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OFFICIANT

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WEDDING PLANNER / COORDINATOR

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RECEPTION VENUE

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CATERER + BARTENDER

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PHOTOGRAPHER

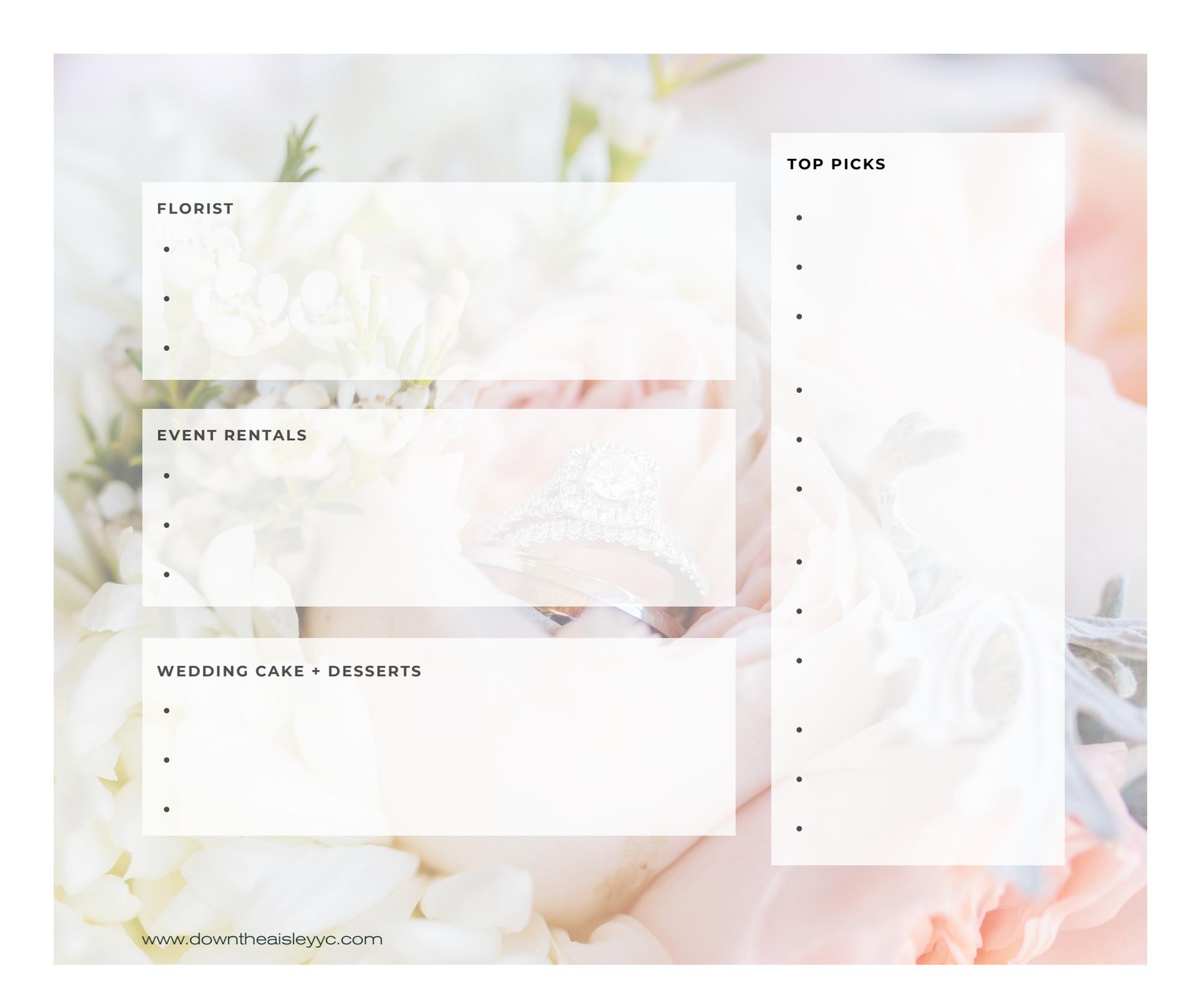
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VIDEOGRAPHER

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DJ / LIVE BAND

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FLORIST

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EVENT RENTALS

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WEDDING CAKE + DESSERTS

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TOP PICKS

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FEBRUARY

It is wonderful to be loved, but it is profound to be understood. - ELLEN DEGENERES

WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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IMPORTANT DATES + PRIORITIES

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Down The Aisle

WEDDING SPECIALISTS

Thank
you

WE ARE GRATEFUL AND HONORED
TO BE A PART OF YOUR WEDDING PLANNING



LEARN MORE ABOUT US

Down the Aisle YYC

www.downtheaisleyyc.com

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