



Down The Aisle

WEDDING SPECIALISTS



Down The Aisle

WEDDING SPECIALISTS



WE'RE GETTING MARRIED
TIME TO PLAN OUR DREAM WEDDING



TABLE OF CONTENTS - PART ONE

CHAPTER ONE - SETTING YOUR FOUNDATION	03
Determine the overall vision and set your event foundation	
CHAPTER TWO - SELECTING YOUR VENUE + VENDORS	11
Finalize a date, choose your venue and hire wedding professionals	
CHAPTER THREE - CATERING + GUEST EXPERIENCE	17
Confirm your catering plans for the food and beverage service	
CHAPTER FOUR - DECOR + WEDDING STYLE	23
Hone in on event aesthetics and determine your guiding wedding style	
CHAPTER FIVE - THE COMMUNICATION SUITE	33
Finalize your guest list, send invitations and design printworks	
CHAPTER SIX - PERSONALIZE YOUR WEDDING DAY	39
Incorporate unique details and traditions to personalize your event	



I can hear her heartbeat
for a thousand miles
And the heavens open
every time she smiles

And when I come to her
that's where I belong
Yet I'm running to her
like a river's song

- VAN MORRISON
CRAZY LOVE



SETTING YOUR FOUNDATION

Step one - the fun part. Daydream. Tell us about your perfect wedding day. Don't overthink it, just go with what's in your heart and jot it down below.

-
-
-
-
-
-
-
-
-
-

And now the flip side, tell us what it's not. Are there any traditions or customs that are not a priority or that you want to stay away from all together?

Again, just pull on the things that come to mind easy - for instance, when we we're planning our wedding we knew that we wanted a modern ceremony. No church, no minister, no readings, no unity symbols. Just those closest to us and the mountains.

-
-
-
-
-
-
-
-



SETTING YOUR FOUNDATION

Some of us have been planning our wedding day since we were little; for many of us this may be the first time we've truly put some thought into it. The goal of that first exercise is to capture what's in your heart and what is innately meaningful to you. This is the first step in articulating your wedding vision and we build from here.

Don't stress if you had a hard time creating your list, or if it seems a little incomplete. The intent was simply to pull on what's visceral before we move into step two and complete The Wedding Day Questionnaire. This will help to really get the ideas flowing and hone in on the four core elements that make up our event foundation.

Pro Tip: Pinterest is an incredible resource at this stage in the game.

YOUR SETTING

- Do you want to be married local or are you planning a destination wedding?
- Are we indoors or outdoors?
- How about the season - Winter, Spring, Summer or Fall?
- Do you have a particular style in mind - rustic, glam, industrial, vintage?
- What about the time of day - morning, afternoon, evening?
- Is there a certain venue that you've always dreamed about?
- Is the space secluded and intimate or is it busy and buzzing with excitement?
- How about the overall ambiance - is it carefree and casual or upscale and trendy?
- And lastly, are you dreaming of a big, huge wedding or a small intimate event?

THE WEDDING CEREMONY

- Are you wanting a traditional ceremony or one that is more modern?
- Do you want to incorporate traditions that are representative of your faith?
- Who will marry you? Where will you be married? How long is the ceremony?
- Are you planning to write and recite your own vows?



SETTING YOUR FOUNDATION

YOUR RECEPTION CELEBRATION

- What is the overall ambiance? Is it casual, formal or somewhere in between?
- Are guests moving around and socializing or enjoying the event from their table?
- Do you see a high energy social with drinks, music and a packed dance floor?
- Or do you prefer fine wine, high end dining and great conversation?
- Formal sit down plated meal service vs buffet style with action stations?
- Open bar? Cash bar? A blend of the two?
- Is there a full meal or have you opted for appetizers, cocktails and food trucks?
- Are you planning toasts and speeches? If so how many and from who?
- What traditions do you like and want to include?
- Which traditions would you prefer to skip or maybe put your own twist on?
- Is there anything unique or interesting that you want to include in the program?
- Are you sitting at a sweetheart table just the two of you or with the wedding party?
- Do you like the idea of a grand entrance and grand exit?
- Where do you see yourselves throughout the event?
- Are you staying until the lights come on sneaking out early?

FAMILY AND FRIENDS

- How big is your guest list? Who are the loved ones you can't imagine leaving out?
- Are there any loved ones who have specific time / date constraints?
- How big is your wedding party and who will stand for you?
- Who will walk you down the aisle?
- Will you have international family and friends joining you on your wedding day?
- Are you planning family dances and if so with who?
- Do you want to honor any loved ones who we're unable to join you?



SETTING YOUR FOUNDATION

It is very likely you will not have an answer to all those questions and that is just fine. Remember this is the most important step in wedding planning so be sure to take your time and think it through. Even come back to it a few times if you feel overwhelmed.

While we do not have to decide on every single detail at this stage, we do need to start honing in on the elements that will serve as our anchor points. Which brings us to our next step - complete the diagram below to define your event building blocks.

Use the space below to list any other details you want to include in your storyboard.

YOUR SETTING

- STYLE
- SEASON
- LOCATION

THE CEREMONY

- TIME
- VENUE
- FAITH BASED

THE RECEPTION

- AMBIANCE
- CATERING PLANS

FAMILY + FRIENDS

- SPECIAL GUESTS
- SIZE OF WEDDING PARTY

GENERAL NOTES

-
-
-
-
-



SETTING YOUR FOUNDATION

Perfect. We have the beginnings of our wedding day storyboard. Now it is time to get real and finalize our budget. We also need to determine a target guest count as this will have the most significant impact on our wedding finances.

OUR WEDDING BUDGET

OUR TARGET GUEST COUNT

Pro Tip. It pays off to do a little research in the early stages of wedding planning to see how far your budget can take you. Sadly, it is true when they say that money does not grow on trees and you may need to adjust your storyboard to fit your finances.

Traditionally, the reception celebration is the most costly item on your expense sheet, specifically the cost to secure the venue + food and beverage service. Be sure to focus your research efforts here and do so early as you may find that you need to adjust your guest count to fit both your wedding budget and the occupancy limits.

POTENTIAL VENUE NAME + LOCATION:

- AVAILABILITY:
- ESTIMATED COST + GUEST OCCUPANCY:

POTENTIAL VENUE NAME + LOCATION:

- AVAILABILITY:
- ESTIMATED COST + GUEST OCCUPANCY:

POTENTIAL VENUE NAME + LOCATION:

- AVAILABILITY:
- ESTIMATED COST + GUEST OCCUPANCY:



SETTING YOUR FOUNDATION

And lastly, we need to review our priorities - AKA the things that mean the most to you and your family on your wedding day. Yes, a wedding is absolutely about you and your finance but it is also about two families coming together and it is important to consider them on your wedding day, especially if they are helping with the finances.

This exercise may also serve as a lesson in compromise, a common theme in any happy marriage. So to our last step in this section - Determine your Priorities. Make a list of what means the most to you (maybe separately and compare notes) and from there agree on the top 3.

Can't narrow it down? No problem, we have given you a little wiggle room but be sure to number them in order of importance.

-
-
-
-
-

Let's not forget that our time is also something that needs to be prioritized. A wedding day really does go by in an instant and we don't want to waste a second, or worse, miss out on a special moment.

Finish this sentence - on our wedding day we absolutely want to make time for...

-
-
-
-



CHECKLISTS + HOMEWORK

CHAPTER ONE CHECKPOINTS

You did it! Chapter one is all done and you have now finalized your wedding storyboard - AKA your Event Foundation. Time to move on to Venues and Vendors but before we do, let's make sure we didn't miss a step.

- Get Lost in a Daydream Session + Describe Your Perfect Wedding Day
- Complete The Wedding Day Questionnaire
- Determine your Wedding Day Building Blocks
- Finalize your Wedding Budget
- Set your Target Guest Count
- Research Potential Venues for Cost + Occupancy + Availability
- List your Wedding Day Priorities

HOMEWORK + NEXT STEPS

Of course there is homework. That is how we will stay on track and transform all these lovely daydreams into a real life wedding. Get to work and be sure to have these items complete before our next session.

- Create a separate email account for all wedding related business
- Dive into your wedding budget and determine how you will allocate the funds
- Determine who you will include in your 'Decision Team'
- Begin working on round one of your guest list + collecting contact information
- Research potential vendors to hire for your wedding day



NOTES + TAKE AWAYS

-
-
-
-
-
-



NOTES + TAKE AWAYS

-
-
-
-
-
-



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

Follow us on Instagram @downtheaisleyyc



Down The Aisle
WEDDING SPECIALISTS