



Down The Aisle
WEDDING SPECIALISTS



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LOVE NOTES

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



STEP EIGHT | EVENT STRUCTURE + LOGISTICS

This is a kind of tricky concept to articulate so let's start with a question. Have you ever been a guest at a wedding that felt completely disorganized and chaotic - like you were rushed from one activity to the next? How about one where the ceremony ran an hour late, or worse that time when dinner went so long there was no time left for dancing. And let's not forget the speeches that seemed to go on forever.

Great events have great rhythm. Guests flow from one activity to the next and it is effortless. There are no long wait times, awkward pauses and the schedule of events unfolds organically. Now believe it or not this is achieved in the planning phase by ensuring the wedding day has a guiding structure to support the overall timeline. This is where we need to think about logistics and what plans we need to incorporate to ensure the event is easy and has a natural cadence for our guests to follow. We do this by breaking down the event from start to finish and envisioning it from our guests perspective. Then we identify any areas that may cause 'friction' and implement an appropriate mitigation strategy.

Guest seating at your reception celebration is a perfect example. It is very possible that 100 guests could all come at once and this will feel like a busy Saturday night at a hot new restaurant, especially if we have our seating chart at the front door and guests are crowding in trying to find their place. This bottle neck will then move to the bar because without a doubt, one of the very first things our guests will do is get a drink. Now we have our guests filed into a second queue, or as they will see it 'standing around empty handed' plus we have slammed the bartenders all at once and there is likely going to be long wait times.

This is why we add structure to our event. Knowing there would be a traffic jam at the front, we had our seating chart as part of cocktail hour so that guests could find their seat ahead of time. We sat our elderly guests, family tables and those with young children first to break up the crowd and we may even have had a champagne pass as the first drink to cut down on bar time. Voila. You now have perfect event flow.

The best way to build structure and flow into your wedding day is to do a complete dry run start to finish. When you were building your wedding timeline you likely did this to ensure the time you allocated to each activity on your timeline was sufficient. This is an opportunity to give that a second look but more importantly we want to experience our event's footprint as though we were a guest and identify any potential friction points. We don't need to overthink this but troubleshooting issues early on will ensure our wedding day is easy, smooth and flows with a natural pace.

GUEST COMFORT, CONVENIENCE AND EASE

Now that we have seen our wedding day through our guests' eyes, are there any elements that are inconvenient or difficult to navigate? Is the terrain manageable in dress attire? Is the parking lot on site? Are the event spaces easy to find and accessible by taxi or a similar car service? A directional sign or two goes a long way and if there is something that is not overly intuitive then we recommend a note on your website. or on the invitation. We want our guests to be comfortable and at ease, better yet we want them in the right place at the right time, and investing in this step ensures that everyone is set up for success.

EVENT SET UP SCHEDULE

We cannot stress the importance of having appropriate set up time. Your first guest will arrive about 30 minutes early and this means you need to have the event set up and 'open' at this time. The last thing we want is guests waiting in the parking lot, this is a terrible first impression and creates an immediate sense of disorganization. You must coordinate with each of your vendors and more importantly you must understand the order that setup will occur. For instance, your florist and your catering team may only need an hour each to set up however the tables need to be set and in place before the centerpieces can be arranged, so in actuality you need at least two hours of set up time to accommodate these vendors.



FOCUS ON THE FLOOR PLAN

We chatted a bit about floor plans when we were discussing decor but from an aesthetics point of view. Now we want to focus on ensuring the space is set up in a way that is open, inviting and allows guests to move freely through the high traffic areas. High traffic areas you ask? Think Big Three - The Buffet Line, The Bar and the Bathroom. It is safe to assume that each guest will frequent at least one of these places throughout the event so we want to ensure traffic flows smoothly. Flow is an energy, and if people are bumping into each other or feeling squished it will start to feel awkward. Trust your venue on this one, they will know their space inside and out and can suggest an optimal floor plan to suit your guest count.

BE MINDFUL OF YOUR GUESTS' ATTENTION SPAN

Ideally, speeches will begin 10 minutes after the last table has been served. From this point you will have your guests attention for about a 30 minute window - this works out to roughly 6 toasts at 5 minutes each. If you have many speakers you may want to consider incorporating them into the cocktail hour or later in the evening so as not to lose your audience. In that same breath, as the night goes on, guests will cocktail and it will become increasingly difficult to get their attention. When we have too many breaks it starts to feel choppy and more like an interruption so best to make the most out of these moments and group activities together like a toast + cake cutting + traditional tosses. Then back to music and dance.

MUSIC CREATES MOTION

Music is an incredibly powerful tool and will set the tone for any event. When we play mellow instrumentals, guests will lounge and feel relaxed whereas a fast beat gets the hands going. So logically we want to play slower, softer tones earlier in the day and speed them up as the night goes on to spark a change in energy. If cool and constant is more your style, perhaps you choose to go with a soundtrack of songs that are similar in melody and play them throughout the entire event. This will keep the vibe even keel and is perfect for couples who prefer a more intimate, lounge experience.

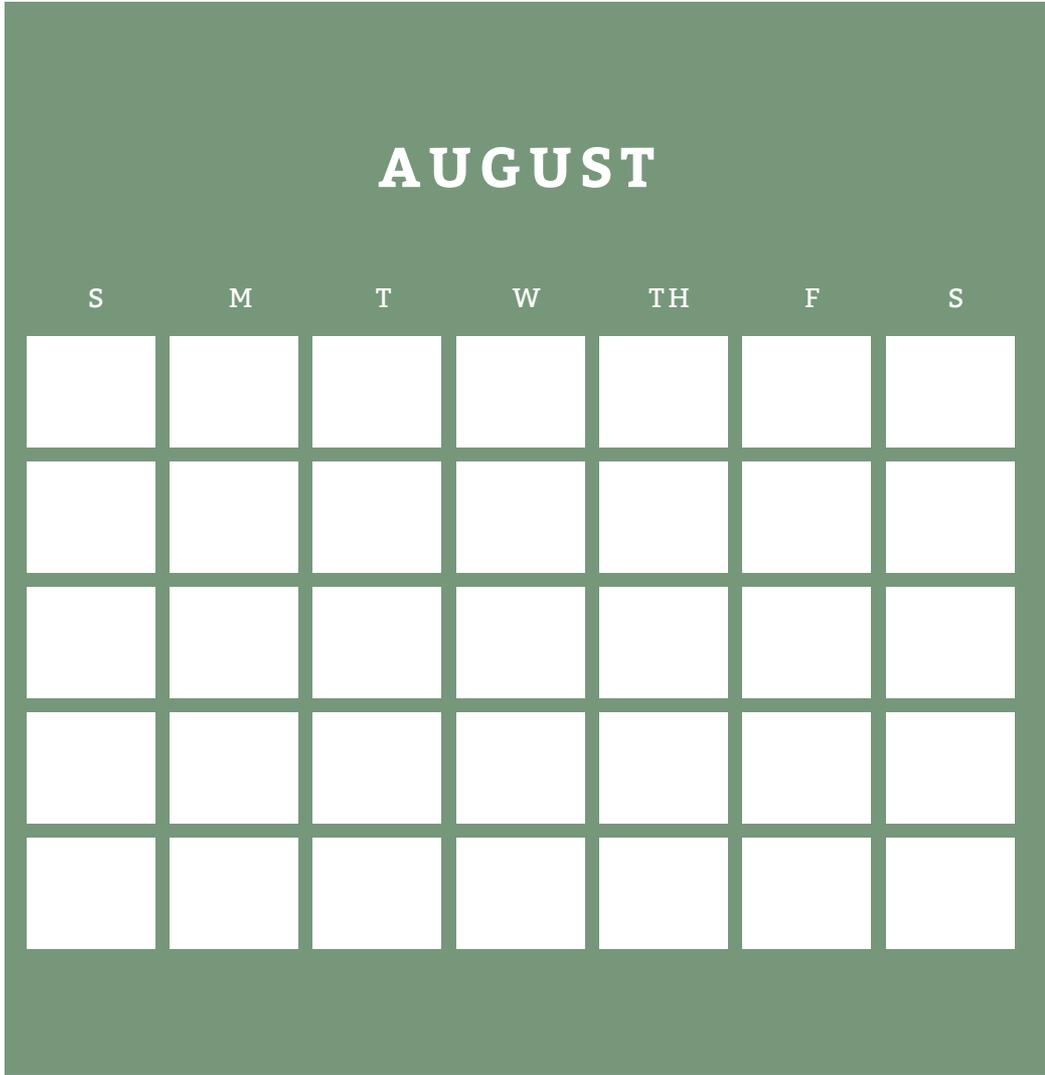
DOWN THE AISLE LIBRARY RESOURCES

- Complete List of Potential Friction Points + Questionnaire for Wedding Day Dry Run
- Sample Floor Plans for Ceremony + Reception Spaces

WEDDING PLANNING

NOTES + TAKE AWAYS

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You are every reason, every hope and every dream I have ever had. - NICOLAS SPARKS

WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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Thank
you

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TO BE A PART OF YOUR WEDDING PLANNING



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