



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 FIVE | THE COMMUNICATION SUITE

The focus in this section is on your save the dates, invitations and wedding website, also known as The Communication Suite. We live in a modern world and we encourage clients to embrace digital options wherever they can to help them save money and streamline the communication process. Working with digital platforms means no printing fees, no postage, no time delays and no more extra rubbish in our landfills, because no matter how beautiful our paper invite is, at some point, it is bound for the bin.

Another advantage is that you can have your guests rsvp electronically and this is a beautiful thing. Not only does it simplify a tedious administrative task, it also saves you the headache of sorting through countless illegible or incomplete rsvp cards. Guests can confirm their attendance, communicate their dinner selections + dietary restrictions and even offer song requests with a click of a button. All that information is then uploaded in real time and stored in one easily accessible file. Magic.

Now we understand that to go completely paperless may not be feasible. Grandma is not going digital. Mom might be horrified at the lack of formality and you may of course want to have a paper copy or two as a wedding keepsake. We recommend a blended option where family + close friends receive traditional paper format and then to go digital for the rest of your wedding guests. There really is no right or wrong here and the best option will be the one that suits both your personal preference and your budget.

We will also touch on event programs, seating charts and other print materials that you may want to incorporate on your wedding day. These are stationary items that serve a communication function and are actually a bit of a necessity when organizing large groups of people. Remember you want your day to be effortless and easy for everyone and investing in proper event signage is a way to guide guests along without someone having to physically direct traffic. As we learned, print materials also play into our design plans so we need to be strategic and intentional with our selections.



SAVE THE DATES & WEDDING INVITATIONS

It is time to decide on who you are officially inviting to your wedding. Seems obvious but up to this point we have been working with guest count as a number and now we need names and contact info. Next, save the dates are optional, however highly recommended if you are planning a destination wedding or hosting your event on a holiday weekend. If this is you, guests will appreciate 8 to 12 months notice, otherwise save the dates mailed out 6 to 8 months before your wedding, followed by an invite 2 to 3 months prior to the big day is an ideal timeline. Skipping save the dates? Split the difference and send your invites 4 to 6 months prior. Be sure to include your names, date, time, location + rsvp details and lastly, keep in mind that your vendors will likely need your final headcount about a month out so give yourself time to chase down stragglers.

When you are building your rsvp tracking list be sure to include an 'identifier' for each guests. For example, the high school crew, work buddies, immediate family, our parent's friends etc. This will come in handy when you are sorting through seating arrangements and need to determine where to seat your guests.

WEDDING WEBSITES

Websites are an ideal way to communicate and connect with your guests, especially those coming from out of town. What's more is that they house all the pertinent info and will save you from answering those same questions on repeat. In addition to the basics, consider including:

- Guest Accommodations + Recommends
- FAQ Page (Parking, Dress Code, Transportation)
- Social Calendar or Wedding Day Itinerary
- Short Bios of Wedding Party + Special Guests
- Separate Login Page for Wedding Party Members
- Social Links, Photo Gallery + Engagement Story

GENERAL SIGNAGE & PROGRAMS

A welcome sign is a lovely touch but not required, unless your venue is hosting more than one wedding. We do recommend reserved signs at the ceremony though, this just mitigates an awkward conversation with a guest who may not realize that certain seats are designated specifically for family members. Programs are an effective way to communicate the schedule of events, plus they look beautiful and add texture to your tablescape. If you are not keen on printing individual copies for each guest you could certainly repurpose your welcome sign and have one large copy on display in the reception hall.

SEATING CHART, TABLE NUMBERS & ESCORT CARDS

These are the stationary pieces that will be featured at the reception celebration. In our humblest opinion, open seating is not a great idea for anyone. Guests often feel uncomfortable sorting out where and with whom they are going to sit and on a whole it comes off a bit disorganized. That said a seating chart and respective table numbers are a must, but escort cards are only required if you have an assigned seating plan. We recommend a seating chart that is organized by letter, as guests will be able to find their name much faster. If you are planning to organize your chart by table number consider adding in a name that is descriptive of the guests seated there. This is similar to the identifier in your guest list as you likely organized your seating chart with guests who had something in common.

pro tips + advice

- Pay attention to your font selections + color palette and keep them consistent across your communication suite. We recommend choosing two fonts, one that is clean and one that is interesting.
- The communication suite serves a functional purpose but that does not mean these elements need to be boring. Have fun and be creative - just ensure they remain legible and easy for guests to read.

DOWN THE AISLE LIBRARY RESOURCES

- Guest List Master Tracking Document
- A 'How to' Guide on Politely Chasing Down Guests who Fail to rsvp + Sample Email
- Etiquette - What is the best way to say 'No Children, No Plus Ones + No Additional Family Members'

WEDDING PLANNING

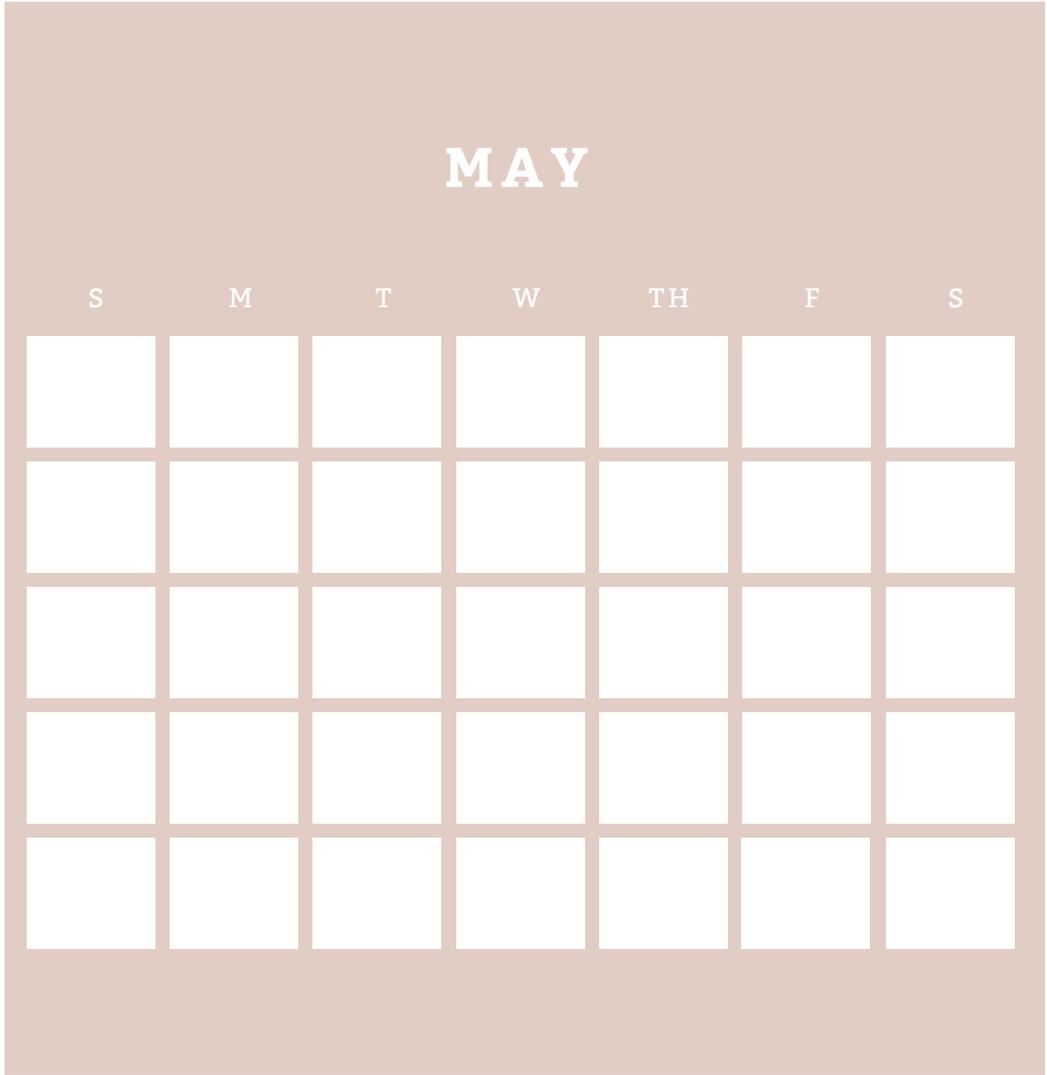
NOTES + TAKE AWAYS

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WEDDING PLANNING

NOTES + TAKE AWAYS

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May this marriage be full of laughter, our everyday in paradise. - RUMI

WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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Thank
you

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



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