

# MP CREATIVE EVENTS, LLC WEDDING PLANNING SERVICES



# WELCOME



Congratulations on your engagement!

Thank you for considering MP Creative Events as your Wedding Planner! I'd love to assist in creating a unique and memorable event for you and your loved ones.

The art of crafting an experiential wedding involves appealing to all five senses: tactile, flavor, aroma, audio, and visual. Stimulating all the senses at once is the ultimate achievement. It's how we showcase the intricate story of your lives, narrating your journey along with your loved ones in the same room, at the same moment.

This celebration is not just about your food, beverage or floral arrangements. It's the opportunity to emotionally connect with guests, so you're not just planning a "party" you're creating memories that will last long after the last bottle of champagne is gone.

Cheers!

*Michelle Putnam*

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# WHAT MAKES ME UNIQUE

Planning is my therapy. I love it and honestly cannot get enough of the entire process from start to finish. If you want to talk about your wedding flowers for hours, I'm here for you. If you want to send me a picture of a bouquet to base all the decor around, I can work with that too. My approach is to be cheerful, honest, creative, flexible and to be your personal planning expert.

I also enjoy finding ways to tie your special love story into your day. Say you were engaged in Paris, instead of using traditional place cards maybe we use vintage Parisian PostCards for your guests, so they can get a glimpse into your story.

My clients tell me that having me by their side during this process made them feel calmer and happier, so they could enjoy their day more than they ever imagined. So let's get planning!



## ONLINE PLANNING TOOLS



There are many people involved in planning your wedding. Including me (YAY!!), your photographer, caterer, entertainment as well as your fiancé, family and members of the wedding party. Aisle Planner is the most comprehensive online planning tool for wedding professionals. Not only will you have checklists, timelines, decor boards, seating charts and venue layouts; but you can assign tasks to anyone we invite to YOUR private planning site. Talk about a weight off! You can look at your checklist, by month or week, so you can focus on small batches at a time. It's also where we share decor ideas and where I log all of your contracted vendor information, create invoices and manage the entire wedding budget. My couples consistently tell me how much they love working in Aisle Planner and I know you'll love it too!

# MEET MICHELLE



Michelle Putnam, Chief Events Officer has had a successful Sales & Catering career with some of the world's most renowned Hotel companies. She started her career with The Breakers, Palm Beach after graduating from Penn State University in Hotel & Restaurant Management. She continued her career with The Ritz-Carlton Hotel Company as a Catering Sales Manager in Palm Beach, Phoenix and New York City. After relocating to Southern California (Palm Springs and LA) she worked as a Director of National Accounts for Rancho Las Palmas, The Langham Huntington, Pasadena and finally La Quinta Resort & Club, a Waldorf Astoria Resort. She's been honored with Top Performer Award trips to Barcelona, Spain and Cabo San Lucas, Mexico and has enjoyed every moment of her 20-year career. She is thrilled to take her unique knowledge and experience in both Sales and Events to her newest venture, "MP Creative Events."

Michelle is married to Mike and they have two adventurous and feisty kids, Sophie is 12 and an aspiring baker and professional Soccer player. Their youngest, Henry is 6 and loves all sports, riding his bike and being "daddy's helper." They also have a Mal-Shi puppy named Vivian Irene Putnam, because she is a born "VIP."

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## QUICK FACTS

### FAVORITE DESSERTS

Cake & Crumb Cupcakery!  
(My Daughter's Bakery)  
Anything Dark Chocolate or  
Lemon

### ENJOYS BEING ACTIVE

Walking  
Hiking  
Kayaking  
Yoga

### WEEKEND WARRIOR

Kids Soccer Games  
Dinner with Neighbors  
Movie Nights  
Decorating

### FAVORITE DRINK

Bourbon  
Oregon Pinot Noir  
Whispering Angel Rose  
Kim Crawford Savi Blanc

### FAVORITE FOODS

Roasted Veggies  
Anything you can make  
into a Bowl  
Grilled Shrimp

# "THE ROYAL" FULL SERVICE PLANNING & DESIGN

When it comes to wedding and event design needs, our clients rely on our exceptional taste and eye for detail to pull together a cohesive and beautiful vision. For couples that value a unique, one-of-a-kind wedding or event our design service is a great add-on to Event Management, or a stand-alone design service.

Development of your event design plan

Curated inspiration "mood" boards for each aspect of your event

Creation of your event visual statement + color palette

Floor plan design

Event design + leadership for your entire team of creative vendors

Oversee entire event production (includes design, plan and installation)

Communication and creative direction for all event vendors

Full transparency of all design costs and proposals

To ensure my clients receive a truly "Royal" level of dedicated attention, I only accept a limited number of "Royal" projects per year.

Investment

Design Fee + Percentage of Overall Production Budget

With minimum of \$30,000 overall budget required

**STARTS AT \$10,000**



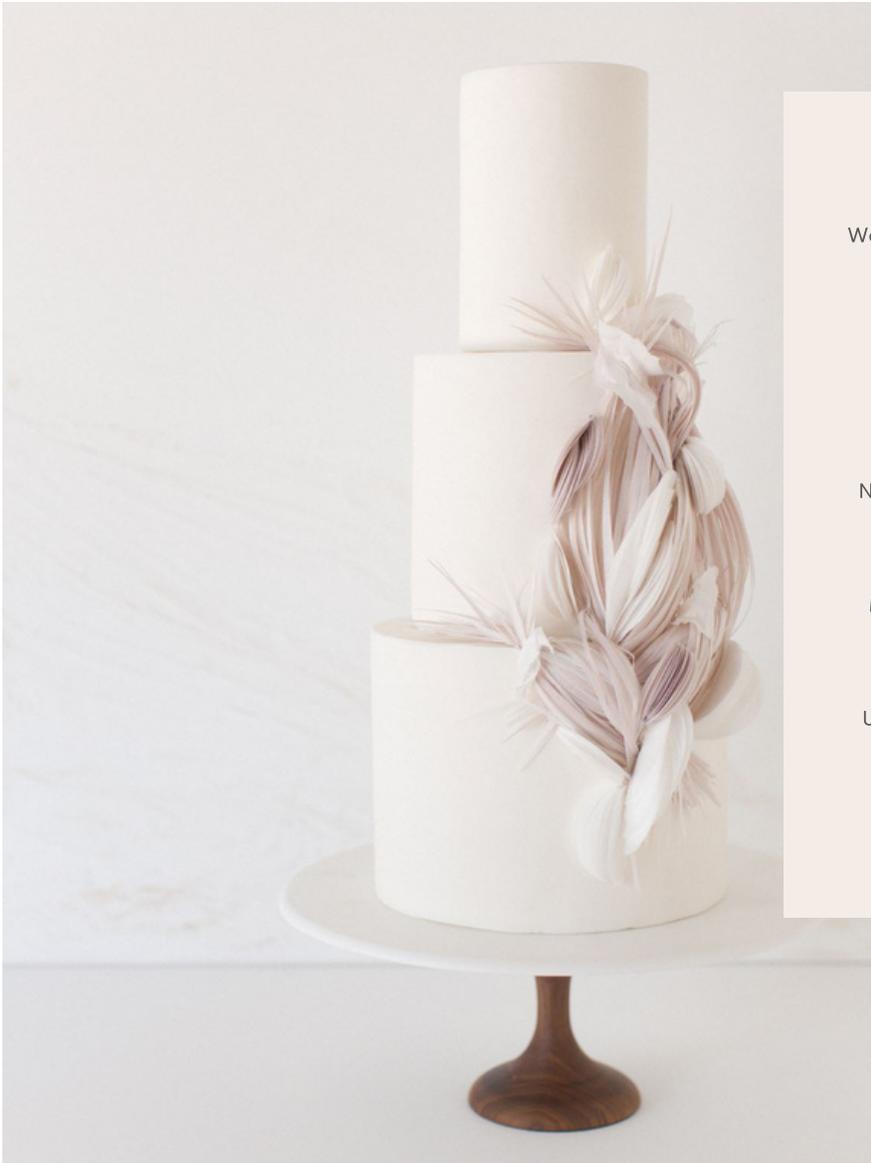
## Client Reviews

"I can't say enough about working with Michelle. She is so kind - she really truly cared about making our Wedding day everything we ever wanted. She made me feel at ease from the moment I started talking with her. Her calming nature made the process both enjoyable and STRESS FREE! She has so much experience in the event world - she guided us through the whole process and was with us every step of the way. I love her and we can't thank her enough for making our Wedding everything we dreamed of, and more! Thank you Michelle!"

*Nickie A.*

# "THE RELIEF" EVENT PLANNING

This package is created for the event host or couple that wants to start off on the right foot from the very beginning. From selecting your venue to putting the perfect team of vendors together, I'll give you some RELIEF from that head-spinning stress that is typical when starting the planning process. All while managing your event budget and providing invaluable planning advice for your Best. Day. Ever.



## SERVICES INCLUDE

We will work to book your "Big 5", which include, you Venue, Caterer, Photographer, Videographer and Entertainment

Unlimited emails with your Wedding Planner

Venue search and selection

Vendor suggestions and selection

Negotiations of venue and vendor contracts, on your behalf

Realistic budget consultation

Maintenance of financial budget during planning process

Style and Etiquette Advice

Use of the Wedding Planning Software, "Aisle Planner" for personalized website, vendor contracts, budget tracking

**STARTS AT \$5,000**

## Client Reviews

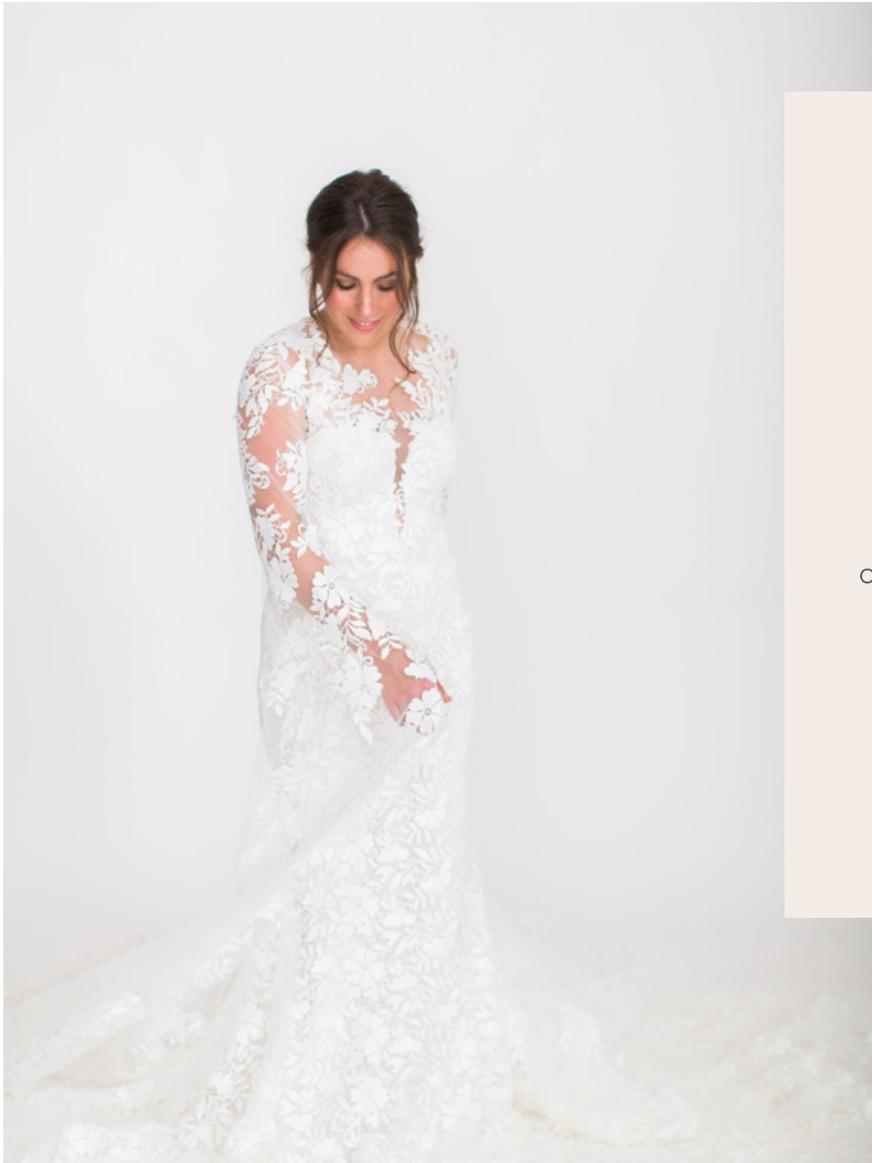
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"Michelle Putnam was fantastic to work with. She has great taste, is well connected, very organized, creative, and overall a huge support. She is fun and easy to work with and able to personalize the event for your needs and style. I highly recommend working with Michelle at MP Creative Events when planning your next event."

*Erin F.*

# WEDDING DAY MANAGEMENT

This is a unique package to MP Creative Events because we do not put time limits on our relationship. This package begins as soon as you contract with me. We will cover all the details you've already confirmed for the "Big Day" making sure all the details have been thought of and nothing is missed. I believe in delivering stellar service and continued planning support throughout the entire process. This package is for the host or wedding couple who wants to plan their event themselves, but also wants to attend as a guest. You and your guests shouldn't be "putting out fires" on such a special day. Allow me to manage your event in a calm and efficient manner.



## SERVICES INCLUDE

One planning meeting on-site

Full access to our online planning program

Budget planning

Vendor contract review

Layout review

Wedding weekend timeline

Communication with vendors and wedding party to relay all details and timelines

Vendor payment distribution

Direct one hour rehearsal

Oversee execution of all day-of events

**STARTS AT \$2,450**

## Client Reviews

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"Fabulous Experience! MP creative events is so wonderful. Michelle is very knowledgeable about events and is such an amazing planner!!! She is wonderful to work with, will accommodate your needs and help you achieve your dream event!!!"

*Ashley T.*

# VENUES YOU'LL LOVE

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## THE RITZ-CARLTON, TYSONS CORNER

1700 TYSONS BLVD,  
MCLEAN, VA 22102

## THE ST. REGIS WASHINGTON D.C.

923 16TH AND, K ST NW,  
WASHINGTON, DC 20006

## THE LODGE AT LITTLE SENECA CREEK

14500 CLOPPER ROAD  
BOYDS, MD 20841

## LAKWOOD COUNTRY CLUB

13901 GLEN MILL ROAD  
ROCKVILLE, MD 20850

## LITTLE OATLANDS

40105 LITTLE OATLANDS LANE  
LEESBURG, VA 20175

## CONRAD WASHINGTON D.C.

950 NEW YORK AVE NW,  
WASHINGTON, DC 20001

## FOUR SEASONS HOTEL WASHINGTON D.C.

2800 PENNSYLVANIA AVENUE NW,  
WASHINGTON, DC 20007

## KENTLANDS MANSION

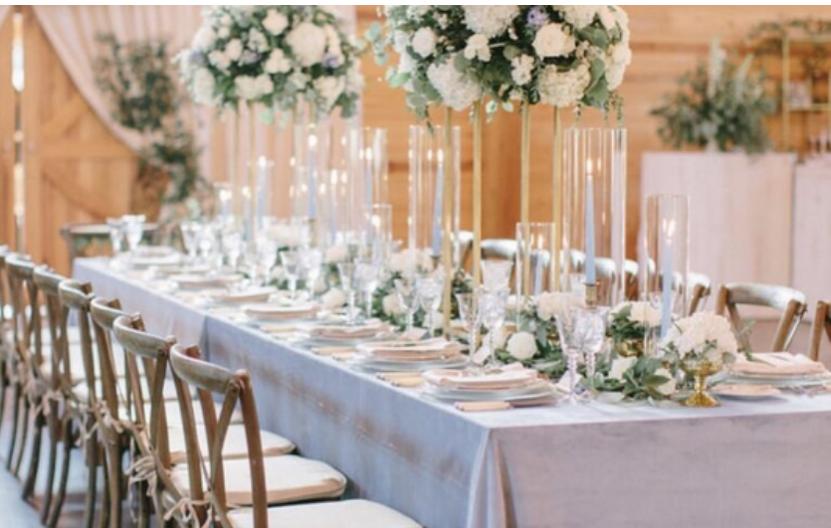
320 KENT SQUARE ROAD  
GAITHERSBURG, MD 20878

## THE BARN AT WILLOW BROOK

15486 LIMESTONE SCHOOL ROAD  
LEESBURG, VA 20176

## THE OAK BARN AT LOYALTY

14572 LOYALTY ROAD  
LEESBURG, VA 20176



wedding highlight

THE MIDDLEBURG BARN  
WEDDING VENUE

# FREQUENTLY ASKED QUESTIONS



## HOW MANY EVENTS DO YOU TAKE AT PER YEAR?

I take great pride in my work, and in order to maintain the quality my couples expect and deserve, I take on a limited number of events in a calendar year. At MP Creative Events, I book a maximum of 20 weddings annually. Of those 20, about half are event management only; another 5 are event management plus design, and another 5 are all three services (planning, design, and event management). I believe in maintaining a high quality of customer service for each of my clients, so once I have reached the maximum for the year, I'm happy to refer business out to colleagues I know and trust will do a great job.

## HOW FAR OUT SHOULD I BOOK?

Clients come to me at every stage of the process: sometimes a year in advance or with four months or less to plan. Truthfully, I only need about a month to plan an event. Heavily relying on a trusted team of professional vendors to pull through, of course! My typical clients books somewhere between 6-12 months out from their date.

## DO WE HAVE TO WORK WITH YOUR TEAM OF VENDORS?

Absolutely not, although I'm happy to suggest wonderful vendors who I believe will provide you excellent service. I do not require you to work with anyone. If you're looking for guidance on selecting a venue or vendor I can assist you with questions to ask and review all contracts for you. Ideally you would contract with me first, then we can work together on the other professionals since it can be difficult to make adjustments to service agreements, once they're signed.

## WHAT QUALIFIES YOU TO BE OUR WEDDING PLANNING?

I love this question! I'm a born planner/organizer and honestly I can't imagine doing anything else I love this much. I've spent 20 years in luxury hotel sales & events from Palm Beach, Florida to Palm Springs, California. Remaining positive when things are stressful is my superpower. I love anticipating needs and ensuring every detail is meticulously cared for. Creating mood boards, finding unique ways to share a couples love story and seeing an event come together brings me so much joy. I am always honored when couples select me as their advisor during this process.

## I FOUND SOMEONE OFFERING "WEDDING COORDINATION" FOR LESS. WHY?

You can certainly find someone offering coordination services at a lower rate. Please remember that not all planning companies are created equally! This is an important investment and I encourage you to make this choice based on a personality match, finding someone with a planning and communication style that fits well with you and your lifestyle.

Planners charging less than \$2,000 for their coordination or event management services may be spreading themselves too thin – and that will certainly show in their customer service to you. I believe my clients deserve the best of me, and I charge appropriately for the care and attention I commit to giving you. The peace of mind that my clients report after their experience with me solidifies the level of service I extend for the investment.

## DO YOU BOOK EVENTS OTHER THAN WEDDINGS?

Yes! I love planning any milestone events, including birthdays, Mitzvahs, showers, product launches, holiday parties, corporate events. As well as rehearsal dinners, brunches and of course handling room block for corporate or social clients.

# NEXT STEPS

## CONSULTATION

During the 50 minute consultation I love to hear about your vision, ideas, and any non-negotiables for your day. This is an important time for us to connect and see if we're a match! As we'll be working together and planning one of the most important days in your life having a strong connection is very important to me. I cannot wait to chat!

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## CONTRACT

Once we both agree to working together, I'll send you my agreement with an outline of my services, payment schedule and important clauses for review. Ideally we will contract for an event between 6-12 months in advance.

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## DEPOSIT

In order to secure working with me I require a 25% deposit to hold your date and begin the planning process. I'm happy to break up payments as well if you prefer or take the entire payment in one lump sum. You can pay with cash, check, PayPal, Venmo or Stripe.

## Client Reviews

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"Michelle Putnam was fantastic to work with. She has great taste, is well connected, very organized, creative, and overall a huge support. She is easy to work with and able to personalize the event for your needs and style. I highly recommend working with Michelle at MP Creative Events when planning your next event."

*Claire C.*

# THANK YOU



Regardless of the type of event you're planning, an intimate dinner party or an extravagant wedding reception, I can't wait to hear all about it! I recognize that each event is unique, which is why I embrace everything from the grand essentials to the tiniest details as a chance to be creative, stylish and showcase character. I can't wait to work with you!

*Michelle*

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For questions and inquiries  
please contact:  
[info@mpcreativeevents.com](mailto:info@mpcreativeevents.com)  
301-624-3690

For a Look into Our Day-to-Day  
and Event Highlights  
follow us on Instagram:  
[@mp\\_creative\\_events](https://www.instagram.com/mp_creative_events)

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