



Your Wedding Journey!

SUSAN LA REAU
WEDDINGS & EVENTS



You're Engaged!

Now it's time to start creating a day that is truly unique, and genuinely captures your love story. My job is to help you realize that vision for your day and make that vision a reality.

Yay!



HELLO! I'm thrilled you've chosen to contact me about helping with your wedding planning journey.

I'm excited to meet you and hear all about your dreams for your big day. Celebrating love stories is why I do what I do, and I can't wait to hear yours!

Wedding planning is so much fun. I'll guide you on your journey down the aisle, and be there to help you enjoy planning the wedding of your dreams.

Susan La Reau Events (SLE) brides love incorporating meaningful details, and want planning to be an experience.

They are looking for a planner that's more like a trusted friend that cares about them, their family and friends, and their entire wedding celebration.

Together we will discuss your vision and incorporate details that are truly unique to your love story.

We will make sure that your wedding feels like you and showcases your unique style.

It's my job to handle all of those little to-do's and to manage the "don't forgets," so that when your wedding day is finally here, all you'll have to do is relax and enjoy it.

Whether you're newly engaged, or you've been planning for some time and just need someone to help you pull together the details, SLE can help.



What I Believe

- Every couple needs a WPB (wedding planner bestie) standing by their side to ensure that planning is as fun and stress free as possible.
- I've got your back. I will help you find your calm in this sometimes crazy process, and will always be there with you to find a solution to every problem. You always find me in your corner to listen to you, speak up for you, and ensure that you feel like the truly amazing bride you are.
- Details are your friend! It's the little touches we dream up that help to create an experience, not only for your guests--but for you and your fiancé.
- I strive to give back where possible and share my talents, knowledge, and skills with those who could benefit from them. When you feel lucky and blessed to do what you love you want to return the favor. I am connected with local nursing homes where I always take the wedding floral arrangements and any décor you do not want to take with you. This is a simple way to light up their days and make them smile!.
- My ultimate goal is to help you imagine a celebration that effortlessly captures your style and pulls in all of the details you love to create a day that is even better than you could have ever hoped.

Q & A With Susan

Want to know a little bit more about why I do what I do?

MY FAVORITE PART ABOUT A WEDDING

"I love watching the bride's entrance to the ceremony and see the groom's face when he sees her! I also adore their face when they see the ceremony and reception space for the first time. It not only means a job well done, but it is also is a lifetime of wedding dreams coming to fruition."

MY TOP TIP FOR BRIDES

"You should really consider a first look. I know it breaks tradition, but it also puts you at ease for the rest of your wedding and allows you lots of time for pictures--it's so worth it."

MY FAVORITE WEDDING DETAIL

"I love the combination of rich colors, mix of low and tall centerpieces with tons of candles and some kind of metallic for visual interest. Make it shiny!"

ON WHY I DO WHAT I DO

"Ever since I was little, my mom always said I used to organized all toys and cloths by color! During the years working for JW Marriott and Four Seasons I saw so many wedding planners handling weddings and all of them were the same set up and design over and over again. I knew I could dedicate my life to it by dedicating all the love and dedication to each client to make their wedding be a reflection of the, and giving them the service as if it was my wedding day"



Who a SLE Bride Is

We love working with clients who just get us! We are always looking out for "our people," because when you have a planner and a client who share the same aesthetic, communication style, and vision for their big day--absolute magic is created!

A SLE Couple Is:

- So excited about planning this momentous occasion, and is looking to have a fun, and enjoyable journey to "I do!"
- Looking for a planning experience and believes that each milestone in the planning process should be celebrated.
- Prioritizes a beautiful design scheme, complete with thoughtful details and stunning flowers.
- Understands the value in capturing the day through amazing photography and/or videography.
- Excellent at making decisions when presented with tailored options and thoughtful solutions.
- Communicative and responsive to emails, and able to prioritize and complete client specific tasks in a timely manner in order to stay on track in the planning process.
- Budgeting an average \$25,000 up to \$150,000 for events with approximately 50-200 guests.

An SLE Bride Is Looking For:

- A professional that feels like a trusted, knowledgeable friend that can help alleviate the stress and overwhelm that sometimes comes with wedding planning.
- A designer that can translate a client's personal style into their wedding day in order to create a uniquely beautiful celebration that incorporates distinct details and personal touches.
- A planner that is constantly striving to improve their skills, stay on top of the latest trends, and providing the most state of the art planning tools to create an efficient, enjoyable planning process.
- A calming, joyful presence on wedding day that is able to competently handle all vendors, guests, and potential deviations from the plan in order to orchestrate an incredible event experience for all involved.



Offerings

Your wedding should be as unique as you are, and as such I offer you the opportunity to customize your planning experience based on your needs.

Offerings include: Planning, Design, and Wedding Day Management. If you need a little more help in certain areas, additional services can be bundled together to provide just the right amount of assistance for your planning journey.

The Process

Let's get to know each other! We start the planning process with a phone or video call where you tell us all about the wedding plans you've made so far, and where your pain points are in the planning process. From there, we let you know a little bit about how we can help, and the ways in which we can make the process more enjoyable for you and your fiancé.

We take only a limited number of events each year to ensure the highest level of service for all of our brides. If we decide to move forward, SLE will draft up a proposal complete with an outline of the services you've selected, payment schedule, and agreement. As soon as we receive your retainer and signed agreement, we begin planning and designing your event right away.

We'll send you all of our welcome info and get you up and running on Aisle Planner right away, so that you can get acquainted with our planning portal before we dive in! Aisle Planner is an online tool you will have access 24/7 where we will have all the details of your big day, from budget, to the look, vendor orders, time line, contact list, check lists and more!

With Susan La Reau Events, you choose only the services you want, offering you a customized experience with just the right amount of support for your unique needs. Choose all three services, pick two, or select just one. It's up to you!



Full Planning Package

(Planning + Design+ Event + Day of)

Planning Phase

This service is for the client that wants assistance from the moment that ring is slipped on their finger! You want vendor and venue suggestions you know can trust so that you don't have to spend hours weighing potential options. You need realistic budget advice and suggestions to help you balance your event needs with your budget constraints. And you need a go-to for all of those questions and issues that come up during the planning process to keep things progressing smoothly throughout the journey.

Venue Selection, Vendor Procurement, and Contract Negotiation

Our first goal is to establish where this celebration is going to take place! We'll help you find your ideal location based on your guest count, personal style, and budget. We love venue scouting--whether it's virtual or in person and would be happy to attend up to three venue visits in order to help you choose the perfect location.

Your vendors are the fairy dust that truly makes your day amazing. From photographers to florists, hair and makeup to entertainment, we match you with vendors you'll love and trust. We offer you tailored suggestions in each category and set up virtual or in person meetings in order to make sure you truly click with the people you choose. We will also review and negotiate your contracts to ensure that your best interests are being protected.



The Money Stuff

Realistic Budget Consultation and Management Balancing your budget and your "must haves" are crucial to meet your event goals.

We readily provide realistic, honest advice given your guest count and overall target budget.

We'll provide suggestions for you to get the most out of your investment so that you know the right places to splurge, and the right places to save.

A Little Advice

Whether you need a suggestion for a bridesmaid gift, or advice on how to handle a rogue guest, we've got your back. Whether it's a delicate situation, or just an extra pair of eyes, we've got you covered!

We offer you advice as a trusted professional, and friend whenever you need it. Our goal is to be there to help you handle all of the tricky situations that come up--both big and small.

What to Expect During the Planning Phase:

- First things first! Budget isn't the most fun part of wedding planning, but defining and identifying your budget is one of the most necessary parts of this entire process. We'll provide you with realistic budget advice to keep you on track, and help you balance your wish list with your budget constraints.
- If you don't already know where and when, that's our next priority! Based on your budget and event style, we'll put together a list of incredible venues for you to consider. Once you narrow it down to your top three venues, we'll schedule visits at each one to help you find the perfect location.
- After we've determined your date and location, it's time to draft your vendor dream team! We'll help you selected key vendors based our tailored suggestions. *SLC* has a list of trusted, vetted professionals that we match to your personality, style, and price point.
- Knowing your to-do's from the beginning helps to keep you on pace so you are not overwhelmed and can enjoy the final weeks before the big day. We provide you with a custom event checklist to help keep you on track, and check in with you via regular "details calls" throughout the planning process. Our goal is to help you prioritize your to-do's and ensure that you're on track from day one.
- Need expert advice? Wedding planning may be uncharted territory for you, but thankfully you have us! You can rely our experience and expertise to help you troubleshoot any situation that you may need a little assistance with.



Design Phase

This is one of our favorite parts of the entire planning process! Nothing gives us as much joy as creating a beautiful design scheme that takes your event and makes it a true experience for you and your guests. We get to know your personal style and translate that to your wedding so that your event truly captures your personal style and essence as a couple.



Your Style, Your Day

Development of a full design scheme

We will create a custom design plan based on your answers to our comprehensive design questionnaire. This is when things start to come to life!

We define all of the details from what your ceremony decor will be, to what your tablescapes will look like.

The goal is to put together all of the elements and textures that we are incorporating throughout your event, so you can really get a feel for the design.

Your design plan also includes detailed descriptions of each design component, and hot links where you can purchase some of the decor items we've sourced for your day



Due to the amount of work involved, the design process takes around 4 weeks to complete.

Vendor and Design Sourcing and Management

We handle all of logistics, and you enjoy the process

We design every aspect of your event including florals, tablescapes, cake design, lighting, linens, stationery, and all other visual elements in direct consultation with your design vendors to ensure continuity and cohesion.

As the liaison for all of your creative vendors, we ensure that all of your design details are flawlessly executed exactly as you've been imagining.

On wedding day, we oversee all of your design vendors and facilitate the installation of each element.

We will ensure that every bow is tied, and every detail is straight because that's just how we do it!

What to Expect During The Design Phase:

- We want to see your event through your eyes. The first step in the design process is to fill out our comprehensive design questionnaire so that we can fully understand your taste and personal style preferences.
- We follow that up with a secret guided Pinterest board where we ask you to pin things from your own wedding board (if you have one), and provide you with other prompts for inspiration that will help us determine your overall aesthetic. Our goal is to design a day that truly captures your personal style in way that absolutely wows you.
- Once your vision is our vision, we get to work meeting with all of our favorite design vendors including florists, rental companies, and decor specialists to put together an incredible team that can flawlessly execute the design elements that have been developed based on your style preferences. These vendors will put together custom proposals with options for multiple price points so that you have choices that balance your budget with your wish list--because who doesn't love that!
- Now the fun starts! Once we've done the legwork, it's time for us to put everything together and create your custom design plan. Each design scheme is chock full of over 20 pages of hand drawn sketches, mood boards, and renderings so you can start to see what your event will look and feel like.



- Due to the amount of work involved, the design process takes around 4 weeks. Once the design plan is done, it's time to schedule one of our favorite parts of the entire planning process--the design meeting! At this time, we go through your design plan top to bottom and get feedback on everything, so we can be sure that you're completely over the moon! We'll include a floral mock-up, swatches of your linens, samples of chargers and other design elements, and discuss the proposals for each of the elements presented from each vendor. We'll top it off with something sweet, and maybe a glass or two of champs to celebrate!
- Once you approve the design plan and proposed budget, we enter into the production phase. After our design meeting, we'll gather all of our final proposals based on any changes discussed at our meeting. From there, you'll sign any remaining vendor contracts, and remit deposits to each creative vendor not already booked in order to secure them for your event. Your creative team of vendors then reserves inventory and builds the custom installations drawn up in the design phase. This is where the event details come to life! Are you excited yet? Because we are!

Event Management Package

Formerly known as “day of” or “month of” coordination, this phase of the planning process formally begins one month prior your wedding day; however, you have access to *SE* and our event management platform from the moment you sign your contract. These tools give you access to our preferred vendor guide, planning checklist, and email access to your lead planner. This service includes finalizing the logistics and timeline, making sure no details have been missed, and managing the run-of-show on wedding day so that you, your family, and guests can relax and enjoy their day.



Event Management on Wedding Day

You handle getting pretty and relaxing, and we handle everything else!

Event management is a lifesaver! It includes weekly or bi-weekly details calls throughout those last few weeks to update your planner about all of your wedding details--and so that we can ensure that you haven't missed any key steps in the planning process. During this phase we create all floor plans, room layouts, and vendor specific timelines. We also make sure that all of the final details for the day are accounted for with you, but also with every single one of your vendors. On the day-of, we are there to oversee each vendor, ensure that all details are properly executed, and to ensure that everyone's questions are answered so you're never bothered. We deal with any challenges that arise, keep everyone on schedule, and make sure that your event exceeds your expectations.

Making Things Easier

Access to your event tools on Aisle Planner
Why do we love Aisle Planner so much? It is our master wedding planning hub. All of your planning information is now in one place instead of multiple websites, folders, and programs. AP sends you reminders for tasks that need to be done, for payments that are due, organizes everything from vendor contracts to contact info, and allows you to monitor your overall budget all with a couple of clicks.



Support Throughout the Process

You've got this, but just in case, we are there if you need a little help
We will advise you as needed throughout the planning process, just to make sure you're on the right track. As soon as your vendors are booked, we review all of your contracts, and troubleshoot any issues. We like to be informed of the details as you make decisions so that we can help you avoid any planning pitfalls and provide recommendations to help you make the most of your planning process.

What to Expect During the Event Management Phase:



Around two months prior to your event, the event management process commences. This is where we start building the framework of the day and firming up the flow of events. We begin creating detailed lists of rental items, details, and vendor responsibilities so that each of your vendors is fully aware of their roles and responsibilities. We also begin troubleshooting any logistical issues that begin to arise as things come together.

Around thirty days prior to your event, our staffing needs are finalized. Should your event require the need to add any additional assistants due to the complexity of your event logistics, you will be notified at this time.

Two weeks before the event, your final headcount is due. At this time we provide you with a list of any remaining vendor payments still owed, confirm final logistics with each of your vendors, finalize all floor plans, and confirm all pertinent details with you in our final timeline meeting. Once the timeline is finalized after our final timeline meeting, we send it out to each of your vendors so they know exactly what to expect from the moment they arrive at the venue. We also provide you with a thorough, by-the-minute timeline for you, your bridal party, and your guests.

Wedding Weekend



SLC is there throughout your rehearsal to help wrangle your bridal party, family, and all other ceremony VIPs. If needed, we'll direct your run-through, or assist if your officiant is running the show. By the end of your rehearsal everyone will be a pro and you'll be ready to say "I DO!"

On your wedding day the *SLC* team is there the entire time to make sure every linen is straight, every boutonniere is pinned, and each detail is perfect until your grand exit at the end of your celebration. We are the point people for your venue, caterer, and all other vendors that have a role in your day. Our job is to ensure that every little thing is taken care of so you can focus on being with your friends and family on the most special day of your life.

Which Services Are Right For You?

SERVICE DESCRIPTION	FULL PLANNING DESIGN- DAY OF	EVENT MANAGEMENT
Venue/vendor procurement, selection, and contract negotiation on your behalf	X	
Site Evaluation + logistics assessment	X	
Project Planning Calendar	X	X
Realistic budget consultation + financial management	X	
Vendor liaison + communication of planning details to vendors in advance of meetings	X	
Inspiration board + color palette creation	X	
Floorplan design + presentation of visual elements in a design plan document	X	
Linen selection proposal, tablescape design, + floral and lighting design consultations.	X	
Sourcing of room decor, furnishings, and custom elements	X	
Tenting, staging, flooring and rental equipment	X	
Custom design for paper goods, printed accessories, and stationery	X	
Creation of cake design + dessert and beverage displays	X	
Consultation with event manager on logistics throughout planning	X	X
Unlimited professional vendor referrals	X	
Timely execution of production schedule with minimum two event managers on day of	X	X
Vendor confirmation, timeline creation + orchestration of ceremony rehearsal	X	X
Set up of all personal items on site at ceremony and reception locations	X	X
Breakdown + return of gifts/personal items at end of night to designated location	X	X
Complimentary booking transportation needs	X	
Attendance and consultation at menu, cake, and beverage tastings	X	X
Access to project management system Aisle Planner for communication + organization	X	X

Add on Services:

RSVP Management | Favor Sourcing and Assembly| Welcome Bag Sourcing and Assembly | Welcome Dinner, Rehearsal Dinner or Brunch Event Management | Welcome Dinner, Rehearsal Dinner or Brunch Planning & Event Management | Welcome Dinner, Rehearsal Dinner or Brunch Design

Need help deciding what services are right for you? We're happy to talk it through with you and give you personalized suggestions based on your needs. In our experience, most people choose event management and add planning, or planning and design depending on the amount of support they'd like throughout the process. The most popular package is:

Full Package: Planning + Design + Day of



Need to add services down the road? Many clients know from the minute the ring slips on their finger that they want assistance for their entire journey. Others find themselves realizing they need more support once life gets a busier, and they find themselves having less time to devote to the planning process than they had originally hoped. Please know that we can always increase the amount of support you need and add additional services to your contract at any time throughout the process.



Honesty is Our Policy



Transparency is paramount in our relationship with you, so each proposal and contract you receive is directly from your creative vendors. We do not accept commissions from any vendor as a rule. We want to assure you that all of the proposals you receive are the best prices possible from each vendor. We treat you the way that we would want to be treated if we were in your fabulous shoes!

Investment

SERVICE SELECTION	Up to 50 people	Up to 100 people	Up to 150 people	Up to 200 people
Event Management	\$2500	\$3000	\$ 3500	\$4500
Full Planning Includes: Planning + Design + Day of	\$4000	\$5000	\$6000	\$7000

Fee Schedule

SERVICE SELECTION	RETAINER At time of booking	FINAL PAYMENT 30 days prior the event
Event Management	50%	Remanding 50%
Full Planning Includes: Planning + Design + Day of	50%	Remanding 50%

- All of the payments will be invoiced separately and will be due upon receipt.
- This fee schedule chart applies for any additional services you add after the first services you book.
- *All payments can be scheduled with a credit card via Quickbooks or via check.*

Meet Susan

I was born and raised in Costa Rica, a town south of San Jose. Looking to seek a better future, I moved to the city to attend college. I majored in Communications with a specialty in Public Relations. After graduating, I began my career working as an Event Manager at the JW Marriott followed by Conference Service Manager and Wedding Specialist at the Four Seasons. After eight years in the hotel business, planning an average of four high-end events per month, I decided to venture off on my own and become a full time business owner. That decision has fulfilled my heart, providing me the opportunity to do every day what I love!

It took me 30 years to find the love of my life! I am lucky to be married to a wonderful man, a former Navy Seal and also an entrepreneur himself. He asked to sit with me at a small restaurant in a Costa Rican beach town and since that moment, we haven't left each other. Not long after, I traded my bathing suit for a winter jacket and moved to Massachusetts. I am now continuing my dream of planning weddings and events in the Boston, Cape Cod and South Shore areas to include Martha's Vineyard and Nantucket as well as organizing destination weddings in Costa Rica once in a while when it gets super cold in MA! 😊.

My sister, three brothers, mom, dad, nieces and nephew still live in Costa Rica. Adam and I spend our time enjoying the South Shore of Massachusetts, alongside friends and family.

My favorite things:

Dancing to Salsa music

Cooking Costa Rican dishes

Sampling cheese

Gardening Beach days & Sunset moments

Micheladas (Bloody Mary mix & beer)!

And especially orchids, lots of orchids!!





The next steps are as easy as...

1. Send me an email or call me when you are ready to move forward so I can send you the agreement of services.
2. Let's schedule a phone consultation call to meet you and your fiancé and chat about your wedding day details.
3. From there, I will send you an agreement and the invoice for the retainer.
4. Once you accept the contract, you sign it and the retainer payment is done, we get you off and planning together!

Your engagement is such a special time, so don't waste it being stressed! I love being involved from the beginning, but I am available to start working with you at any point in your wedding planning process. I can't wait to get started!

xoxo
Susan

Let's Connect

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