



## DESIGN DEVELOPMENT SESSION

EVENT NAME: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_

EVENT LOCATION(S): \_\_\_\_\_

START TIME: \_\_\_\_\_

GUEST COUNT: \_\_\_\_\_

**Vivid Expressions LLC**  
& BAILEY-KEEN DESIGN SERVICE

**Artistic Event Design | Floral Design | Creative Solutions**

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***(Certified Floral Designer)***

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# Overview

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During our design session we will review these 10 facets of your event design:

1. Personal Flowers
2. Guest Arrival
3. Ceremony
4. Cocktail Hour
5. Amenities
6. Transitions
7. Guest Table – Reception
8. Accents
9. Personal Details
10. Room Décor & Focal Points

# Personal & Event Style

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## ***Preferences Note (Flowers, Blossoms, Colors, Styles):***

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Colors: Preferred (Color Palettes )	
Colors: Avoid	
Flowers: Preferred	
Flowers: Avoid	
Styles: Preferred (Shapes, Textures, Inspirations, etc.)	(Modern, Natural, Glamorous, Urban, Eclectic, Romantic, Bohemian, Classic)
Styles: Avoid	(Modern, Natural, Glamorous, Urban, Eclectic, Romantic, Bohemian, Classic)
Themes/Concepts	

# Personal Flowers

## Personal Flowers:

### *bouquet shape glossary*



**NOSEGAY**

A compact, cluster of flowers, wrapped tight and cut to one uniform length.



**POMPANDER**

A flower covered ball shape tied with a ribbon (great for flower girls).



**POSY**

One of the more popular options, it's a small, round bouquet tied with ribbon.



**HAND-TIED**

A classic choice, it's simply a dense bunch of flowers loosely tied together.



**COMPOSITE**

Made up of different petals or buds wired together on a single stem.



**CASCADE**

A waterfall-like "spill" of blooms either anchored in a holder or hand-tied.



**PAGEANT**

Similar in to the cascade, but slightly more compact and pulled-together.



**ROUND**

The more buttoned-up version of the hand-tied bouquet, tied with ribbon.

Attendant	Design Preference Notes:
Bride	
Maid/Matron	
Bridesmaids	
Mothers	
Flower Girl	

Bridal Party Flowers	Number	Description – Preference	Estimates
Bridal Bouquet			
Bridesmaid's Bouquet			
Groom Boutonniere			
Groomsmen Boutonniere			
Flower Girl			
Ring Bearer Boutonniere			
Mother's Corsage			
Father's Boutonniere			
Usher's Boutonniere			

Note:

# Guest Arrival

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1. Guest Arrival:

a. Welcome bags (Hotel)

c. Optional Event Welcome/Direction Signage

d. Entrance (Church or Ceremony)

Misc. Notes:

# Ceremony

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## 2. Ceremony:

### a. Alter

### b. Aisle Markers

### c. Aisle

### d. Ceremony Seating

Misc. Notes:

# Cocktail Hour

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## 3. Cocktail Hour:

a. Optional Additional Signage (example: Signature Drink Sign for bar)

b. Display Table(Personal Images or Focal Point)

c. Cocktail Table

i. Linens (and sash is needed)

ii. Decorative Accents

Misc. Notes:



# Amenities

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4. Amenities:

a. Bath Room Flowers or Décor

b. Bath Room Amenities basket

Misc. Notes:

# Transitions (Room)

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5. Transitions:

a. Seating Cards or Display Escort

i. Escort Cards, Place Cards, or Seating Chart Display

ii. Display table Linen (for Escort Cards)

iii. Display Focal Point (for Escort Cards)

b. Instructional Signage (example: “#” Hashtag Sign)

c. Guest Record (Guest book Item)

d. Gift Table – Linen

e. Gift Table – Card Receptacle

# Guest Table – Reception

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## 6. Guest Table – Reception:

### a. Room Layout

#### i. Head-table vs. Sweetheart Table

#### ii. Guest Tables size, number, and room configuration

#### iii. Additional Table (example: DJ, Activity, Vendor, etc.)

### b. Linens (Linens, Overlays, Runner, or other table top BASE elements)

#### i. Bridal Table or Head Table

#### ii. Guest Tables

### a. Cake Table (Linen and/or additional flowers for top and around cake)

### b. Centerpiece

#### iii. Size: High, Mid. Low

#### iv. Materials: Floral or Alternative

# Accents (Table)

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7. Accents:

a. Place-setting

i. Chargers

ii. Napkins

b. Table Numbers

c. Menu or other Cards

Misc. Notes:

# Personal Details

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## 8. Personal Details:

### a. Favors & Personal Touches

### b. Misc.

Misc. Note:

# Room Décor & Focal Points

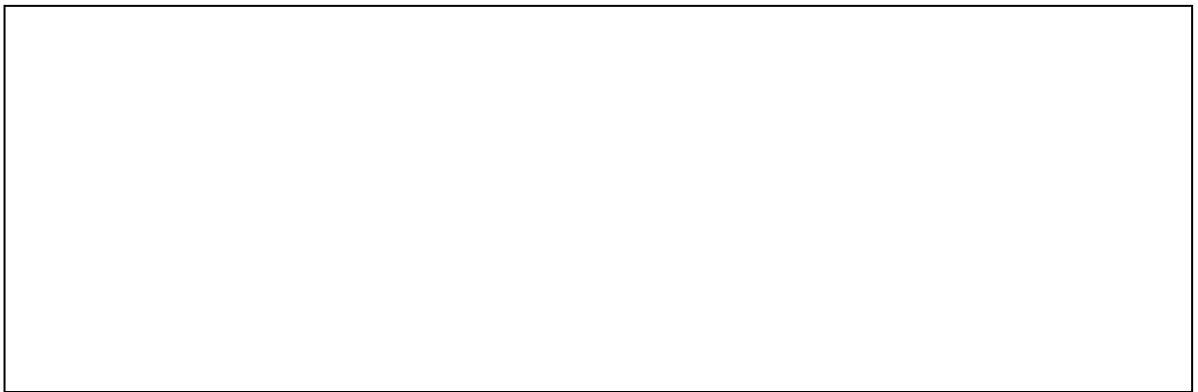
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## 9. Room Décor & Focal Points

### a. Lighting



### b. Room Backdrops (example: Wall Drape)



### c. Ceiling Décor (example: Ceiling Drape or suspended décor – Venue Qualified)



Misc. Notes: