

The background of the slide features a detailed, hand-drawn sketch of a floral arrangement. The sketch is rendered in dark brown or black ink on a light-colored surface. It shows various types of flowers, including what appears to be a large, multi-petaled flower in the center, and several smaller, more delicate blossoms. The lines are expressive and somewhat sketchy, giving it an artistic, hand-drawn feel. A paintbrush is visible on the right side of the image, with its tip touching the sketch, suggesting the process of creating the drawing. The overall tone is warm and artistic.

BLOSSOMS AND BRUSHES

Vivid Expressions LLC Floral Design & Art Classes

Class & Course Details

Event & Wedding Floral Budget Plan

- Educational Webinar -



Great Exceptions...

“What will you learn today?”

By the end of this session you will learn...

Note:

1.

2.

3.

4.

5.



Flower Frustration

What is a...
Event Floral & Décor
Design Plan?

Define:

Festivity Facts

Newest industry number

2017 NATIONAL AVERAGE WEDDING:

Numbers vary. Ex: NY vs ND

New industry reports –

Nationwide average wedding budgets for 2017 at: \$__,__

AVERAGE MILLENNIAL COUPLE:

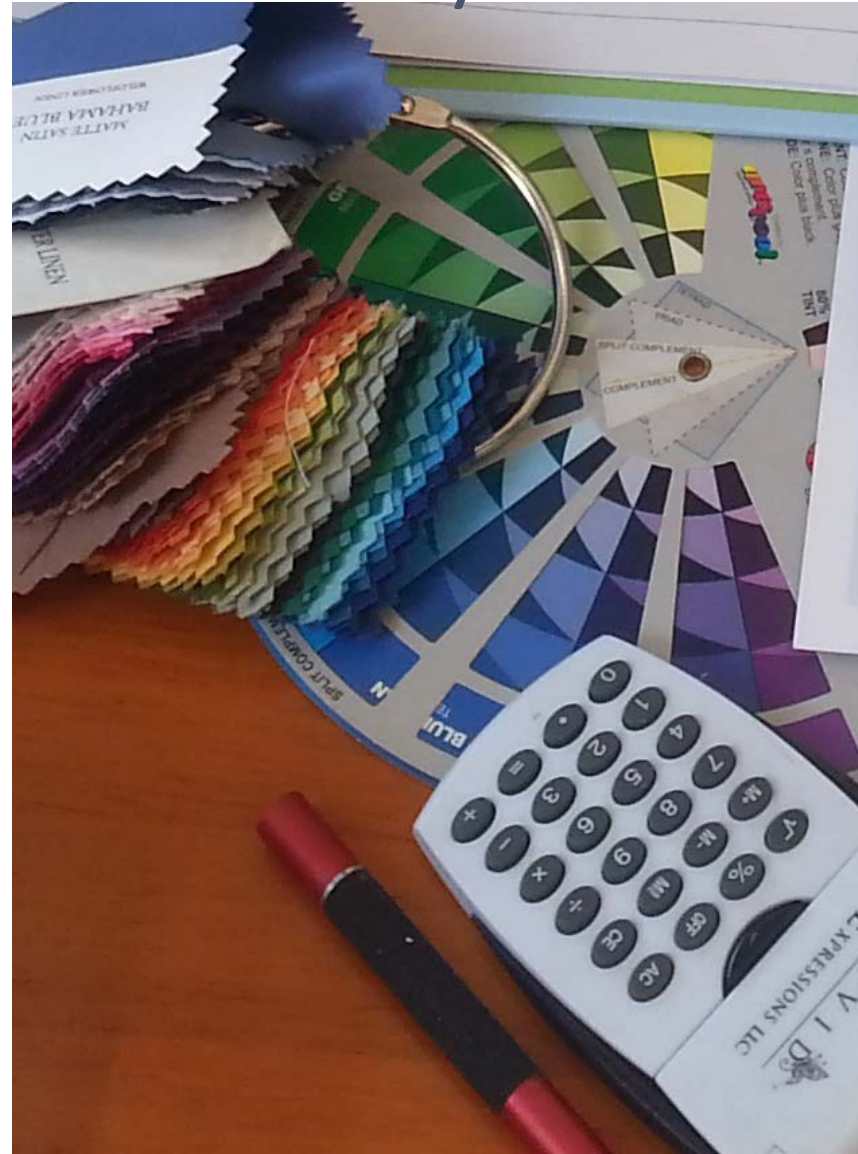
Millennial Couples

spending starts at ***slightly higher average with starting budget of \$__,__***

COSTS VARY BY LOCATION

Example: Coastal Virginia Couples:

The average couple that lives in Virginia can expect to spend between ***\$__,__ and \$__,__***



What may impact your planning

1 _____:

2 _____:

3 _____:

Well, what ARE you really paying with Wedding and Event Flowers?

Top 5 reasons:

1. _____

2. _____

3. _____

4. _____

5. _____

***** BONUS REASON!**



C

learing up confusion... **who does what** and who do you need?

Event (or Wedding) Planner



Event Designer

Day of Wedding Coordinator

Venue Wedding Coordinator

Floral Designer (Florist)

Do you have a Floral Plan?

“What to including in your Floral Budget Plan?”

So, what should you expect to pay for and include in your Floral Budget Plan?

PART I: Cushion –

- A. _____
- B. _____
- C. _____

PART II: Determine your Floral design look -

(These are “Starting points” for personal **flowers**, centerpieces, and other decorations)

- If the look of your wedding isn’t as important to you with a sparse, basic, or DIY look _____%

Note: _____

- If you like an average look with a simply but polished or cohesive look: _____%

Note: _____

- If you’d like a more popular, themed, or chic look like a well-styled Pinterest look _____%

Note: _____

- If you’d like a high-end couture bridal magazine, movies or even luxury look _____%

Note: _____

Continue next slide



About You Photography

What to including in your Floral Budget Plan?” Continue...

“These are some of the costs that may play in the cost of your estimate:

NOTE: Floral Designers will help you consider all of these elements, design solutions, and how to get the most impact for your budget

PART III: Floral and Décor Categories:

- **Personal Flowers -**

-

- **Ceremony Florals & Décor –**

-

- **Reception (In addition to centerpieces):**

-

- **Transitional & Room Elements**

-



Worksheet - What to including in your Floral Budget Plan?" continue...

***PLEASE NOTE:** *Your Floral Designer wants to help you!!* Ask them to help you consider all of the elements, design solutions, and how to get the most impact for your budget

[illegible]

#1 MISTAKE TO AVOID ... _____

Why is this a problem?

- _____
- _____
- _____

The answer

- _____



Questions or... need more help?

Me: Janel Bailey Keen,
Creative Director & Lead Designer

Direct email: JanelKeen@vividexpressions.com

Complete a ***Questionnaire*** or ***Contact*** us to schedule your
personal consultation at: www.VividExpressions.com



BLOSSOMS AND BRUSHES

Vivid Expressions LLC Floral Design & Art Classes

Class & Course Details





BLOSSOMS AND BRUSHES

Vivid Expressions LLC Floral Design & Art Classes

Class & Course Details





BLOSSOMS AND BRUSHES

Vivid Expressions LLC Floral Design & Art Classes

Class & Course Details



Additional Notes:

[illegible]