

1. Event Date: \_\_\_\_\_ Referred by: \_\_\_\_\_
2. Bride: \_\_\_\_\_
3. Other Info (Future Spouse, POC, Event name): \_\_\_\_\_
4. Email: \_\_\_\_\_
5. Address: \_\_\_\_\_
6. Tel: \_\_\_\_\_
7. No. of Guests: \_\_\_\_\_
8. Ceremony Venue (and why): \_\_\_\_\_
9. Address: \_\_\_\_\_
10. Time (Ceremony): \_\_\_\_\_
11. Cocktail Hour Location: \_\_\_\_\_
12. Time (Cocktail hour): \_\_\_\_\_
13. Reception Venue(and why): \_\_\_\_\_
14. Address: \_\_\_\_\_
15. Time (Reception): \_\_\_\_\_
16. Type of Service (Initial): **Design Products vs Design Services** \_\_\_\_\_
17. Color preference (how did you select them): \_\_\_\_\_

18. Style:

<u>Natural/Rustic</u>	<u>Urban/Edgy</u>	<u>Bohemian/Artistic</u>	<u>Modern/Chic</u>
<u>Classic/Traditional</u>	<u>Eclectic/Whimsical</u>	<u>Romantic/Fairytale</u>	<u>Glamorous/Luxury</u>

19. Theme: \_\_\_\_\_
20. Dinner service: \_\_\_\_\_
21. SH vs Head table: \_\_\_\_\_
22. Guest Tables: \_\_\_\_\_ **Tall vs Low** Centerpiece Preference: \_\_\_\_\_
23. Cake: \_\_\_\_\_
24. Cocktail: \_\_\_\_\_
25. Gift/Other tables (ex: Memorial) \_\_\_\_\_
26. Overall Event Budget range: \_\_\_\_\_
27. % devoted to Design or overall Event Design Budget: \_\_\_\_\_

**PERSONAL FLWOERS - WEDDING INQUIRIES ONLY**

Bridesmaids	Groomsmen
Flower Girls/Jr BMs	Ring Bearer/Jr GMs
Mother/Family Corsages	Father/Family Boutonnieres
Other	Other

**Personal exploration:**

- How Did You Meet?
  
  
  
  
  
  
  
  
  
  
- How Long Have You Been Dating? What'd s typical date night (hobbies, interests, etc.)
  
  
  
  
  
  
  
  
  
  
- How Did You Get Engaged?
  
  
  
  
  
  
  
  
  
  
- Describe Your Personal Style In 3 Words Or Less:
  
  
  
  
  
  
  
  
  
  
- Is there any song, movie, or book that represents your personality? Describe your personal style or brand
  
  
  
  
  
  
  
  
  
  
- How did you know he/she was "the one"

**General Event Needs Exploration**

	<i>Questions:</i>	<i>Responses:</i>
<b>1</b>	What are your <b>biggest concerns about your wedding?</b> Is there anything NOT working well?	
<b>2</b>	What made you reach out to us? What are you looking <b>most</b> for in a Designer consultant? <b>- and -</b> What <b>about our services appeals</b> most?	
<b>3</b>	What do you <b>HATE?</b> <i>Flowers, trends, traditions...</i>	
<b>4</b>	Describe Your Ideas For Flowers And Décor	

5	"Imagine your Grand-daughter wants to see your wedding album..."	
6	Do You Have Any Inspirations For Your Wedding? Do You Have Any Pictures To Share With	
7	What kind of experience do you want your guests to have?	What kind of experience do you want your guests to have?
8	What's top 3 most important aspect of your wedding ( <b>dress, décor/flowers, food, venue, entertainment, cake, etc.</b> ) - and - What you will <b><u>not compromise</u></b> on.	What's top 3 most important aspect of your wedding ( <b>dress, décor/flowers, food, venue, entertainment, cake, etc.</b> ) - and - What you will <b><u>not compromise</u></b> on.
9	What Have You Done So Far In Planning By Yourself, If Anything?	
10	What Do You Want To See Happen As A Result Of Working Together On Your Wedding?	
11	<b>What do you anticipate paying for these services?</b> <b>What budget should I be mindful of as I develop your proposal?</b>	
12	I'm excited about the possibility of doing your event, but are you meeting with any other vendors? Can I make a suggestion? I'd love to get all of your info and get a real sense of what you envision for your event. Then, let's have another meeting after you've met with these other vendors.	