

# EXPERT EVENT PLANNING

*For Every Occasion*

## 5 ESSENTIAL QUESTIONS TO ANSWER BEFORE YOU PLAN ANY EVENT

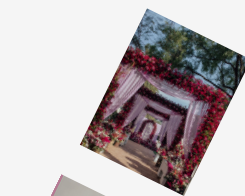
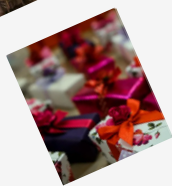
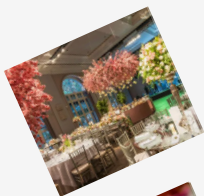
THIS GUIDE WILL WALK YOU THROUGH THE FIVE  
ESSENTIAL QUESTIONS I ASK CLIENTS BEFORE WE  
CREATE A SINGLE MOOD BOARD.

ANSWER THESE HONESTLY, AND YOU'LL HAVE A  
ROCK-SOLID FOUNDATION FOR YOUR EVENT.

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# 5

## ESSENTIAL QUESTIONS TO ANSWER BEFORE YOU PLAN ANY EVENT



### INTRODUCTION

YOU'RE EXCITED. YOU HAVE IDEAS. MAYBE A PINTEREST BOARD THAT'S SPIRALED OUT OF CONTROL. BUT BEFORE YOU BOOK A VENUE OR BUY A SINGLE DECORATION, YOU NEED CLARITY.

AS A PROFESSIONAL EVENT DESIGNER, I'VE SEEN DIY PLANNERS JUMP INTO EXECUTION MODE TOO EARLY—AND WASTE TIME, MONEY, AND ENERGY ON DECISIONS THAT DIDN'T SERVE THEIR OVERALL VISION.

THIS (DOWNLOADABLE) GUIDE WILL WALK YOU THROUGH THE FIVE ESSENTIAL QUESTIONS I ASK EVERY CLIENT BEFORE WE CREATE A SINGLE MOOD BOARD. ANSWER THESE HONESTLY, AND YOU'LL HAVE A ROCK-SOLID FOUNDATION FOR YOUR EVENT.

### Let's Begin!

#### QUESTION 1

##### WHAT IS THE SINGLE FEELING YOU WANT GUESTS TO EXPERIENCE?

**THIS IS THE MOST IMPORTANT QUESTION, AND MOST PEOPLE SKIP IT. NOT "WHAT SHOULD IT LOOK LIKE." NOT "WHAT SHOULD WE SERVE." BUT HOW SHOULD IT FEEL?**

- INTIMATE AND COZY?
- ELEGANT AND SOPHISTICATED?
- FUN AND ENERGETIC?
- RELAXED AND CASUAL?

**WHY THIS MATTERS:** EVERY DECISION—FROM LIGHTING TO MUSIC TO TABLE SETTINGS—SHOULD SUPPORT THIS FEELING. WHEN YOU'RE TORN BETWEEN TWO OPTIONS, ASK: "WHICH ONE CREATES THE FEELING I WANT?"

**YOUR ACTION:** WRITE DOWN ONE WORD THAT DESCRIBES THE FEELING. THEN WRITE A SHORT SENTENCE: "I WANT GUESTS TO FEEL \_\_\_\_\_."

**EXAMPLE:** "I WANT GUESTS TO FEEL WARMLY WELCOMED, LIKE THEY'RE AT AN INTIMATE DINNER PARTY IN MY HOME."

#### QUESTION 2

##### WHO IS THIS EVENT REALLY FOR?

**YOU MIGHT THINK THE ANSWER IS OBVIOUS: "IT'S FOR ME!" BUT DIG DEEPER.**

- IS THIS PRIMARILY TO CELEBRATE A MILESTONE WITH CLOSE FAMILY?
- TO IMPRESS COLLEAGUES AND NETWORKING CONTACTS?
- TO CREATE A MAGICAL EXPERIENCE FOR YOUR CHILDREN?
- TO HONOR SOMEONE ELSE, LIKE A PARENT OR PARTNER?

**WHY THIS MATTERS:** THE AUDIENCE DETERMINES THE TONE, THE FORMALITY, THE ACTIVITIES, AND EVEN THE TIMING. A CHILD'S BIRTHDAY PARTY FEELS DIFFERENT FROM A CORPORATE HOLIDAY PARTY FOR A REASON.

**YOUR ACTION:** LIST YOUR TOP THREE AUDIENCE PRIORITIES.

**EXAMPLE:**

1. MAKE MY PARENTS FEEL HONORED.
2. ENSURE MY COLLEGE FRIENDS HAVE FUN.
3. CREATE PHOTO MOMENTS MY PARTNER WILL LOVE.



# "EVERY DETAIL MATTERS"



## QUESTION 3

WHAT ARE YOUR NON-NEGOTIABLES?

EVERY EVENT HAS A BUDGET. EVERY EVENT HAS CONSTRAINTS. BUT WITHIN THOSE LIMITS, WHAT ARE THE THREE THINGS YOU ABSOLUTELY MUST HAVE?

THESE ARE NOT THE NICE-TO-HAVES. THESE ARE THE ELEMENTS THAT, IF MISSING, WOULD MAKE THE EVENT FEEL INCOMPLETE TO YOU.

- LIVE MUSIC INSTEAD OF A PLAYLIST?
- A SPECIFIC FLOWER IN YOUR BOUQUET?
- AN OPEN BAR?
- A PARTICULAR PHOTOGRAPHER?
- ENOUGH TIME FOR A SPECIFIC TRADITION OR ACTIVITY?

**WHY THIS MATTERS:** WHEN YOU'RE MAKING TRADE-OFFS (AND YOU WILL), YOUR NON-NEGOTIABLES GUIDE YOUR SPENDING AND ENERGY. EVERYTHING ELSE IS FLEXIBLE.

**YOUR ACTION:** WRITE DOWN YOUR TOP THREE NON-NEGOTIABLES. BE HONEST. THIS IS YOUR EVENT.

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

## QUESTION 4

WHAT TASKS ACTUALLY BRING YOU JOY?

AS A DIY PLANNER, YOU'LL BE DOING A LOT OF THE WORK YOURSELF. BUT YOU DON'T HAVE TO DO ALL OF IT.

BE HONEST WITH YOURSELF:

- DO YOU LOVE HUNTING FOR VINTAGE DECOR ON FACEBOOK MARKETPLACE?
- DOES CREATING PLAYLISTS ENERGIZE YOU?
- DOES ADDRESSING INVITATIONS FEEL MEDITATIVE OR TEDIOUS?
- ARE YOU EXCITED TO ARRANGE FLOWERS, OR DOES THAT FILL YOU WITH DREAD?

**WHY THIS MATTERS:** OUTSOURCE OR ELIMINATE THE TASKS THAT DRAIN YOU. FOCUS YOUR LIMITED TIME AND ENERGY ON THE PARTS YOU GENUINELY ENJOY. THIS KEEPS PLANNING FUN INSTEAD OF BECOMING A SECOND JOB.

**YOUR ACTION:** MAKE TWO LISTS: "I LOVE DOING THIS" AND "I DREAD DOING THIS." KEEP THE FIRST LIST. FIND HELP (A FRIEND, A VENDOR, A VIRTUAL ASSISTANT) FOR THE SECOND.

"I LOVE DOING THIS" \_\_\_\_\_

\_\_\_\_\_

"I DREAD DOING THIS" \_\_\_\_\_

\_\_\_\_\_



*"LET'S BRING YOUR VISION TO LIFE."*



## QUESTION 5

**QUESTION 5: WHAT DOES "DONE" LOOK LIKE?**

**CLOSE YOUR EYES. IT'S THE MOMENT RIGHT BEFORE THE EVENT BEGINS. EVERYTHING IS SET. WHAT DO YOU SEE?**

- ARE YOU CALM AND READY TO GREET GUESTS?
- ARE YOU STILL ARRANGING CENTERPIECES?
- IS YOUR PARTNER HANDLING LAST-MINUTE CRISES?
- ARE VENDORS SETTING UP WHILE GUESTS ARRIVE?

**WHY THIS MATTERS:** THIS VISION REVEALS WHAT NEEDS TO HAPPEN IN THE HOURS AND DAYS BEFORE. IT EXPOSES GAPS IN YOUR PLANNING. IF YOU SEE YOURSELF CALM, THEN YOUR PLAN NEEDS TO INCLUDE ENOUGH BUFFER TIME AND HELP. IF YOU SEE CHAOS, YOU KNOW WHAT TO FIX.

**YOUR ACTION:** WRITE A SHORT PARAGRAPH DESCRIBING YOUR IDEAL "MOMENT BEFORE." THEN WORK BACKWARD: WHAT NEEDS TO HAPPEN 24 HOURS BEFORE TO MAKE THIS POSSIBLE? 48 HOURS? ONE WEEK?

## NEXT STEPS

**TURN YOUR ANSWERS INTO ACTION!**

**YOU NOW HAVE THE FOUNDATION. YOU KNOW:**

- THE FEELING YOU'RE CREATING
- WHO THE EVENT IS FOR
- YOUR NON-NEGOTIABLES
- WHERE TO FOCUS YOUR ENERGY
- WHAT "DONE" LOOKS LIKE

**YOUR NEXT STEP IS TURNING THESE ANSWERS INTO A REAL PLAN.**

**THAT'S EXACTLY WHAT MY 3-HOUR VIRTUAL PLANNING CONSULTATION IS DESIGNED TO DO.**

**TOGETHER, WE'LL TAKE YOUR ANSWERS AND BUILD:**

- A COHESIVE DESIGN CONCEPT WITH IMAGES AND VIDEOS
- A CUSTOMIZED TIMELINE AND CHECKLIST
- A CURATED VENDOR LIST TAILORED TO YOUR VISION AND BUDGET

*"BIG DREAMS. BIGGER CELEBRATIONS!"  
"LET'S MAKE IT UNFORGETTABLE"*

**— JATAUN NOELLE, IN THE CITY DESIGNS AND EVENTS**

**BOOK YOUR VIRTUAL PLANNING SESSION TODAY**