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## *Wedding Planning Brief Document*



*Belle Doux Events is a small, owner-run company who has, at the heart of its business, a true love for making things beautiful. Belle Doux translates to "beautiful and sweet" in French, describing exactly what the love between two people and their wedding is all about.*

*We know that planning a wedding can be stressful and our Wedding Planning package is aimed at providing you with a full-service solution, allowing you to enjoy the journey.*

*We are proud to be a well-respected wedding supplier with great reviews and many recommendations by clients.*

*We walk the journey with you step-by-step to ensure that even the smallest of details are taken care of. With many "best friend" relationships within the industry, you can trust that we will plan your wedding exactly as you want it.*



## *Congratulations*

You are recently engaged! Congratulations! But what now? Where do you even start?

Don't fret, we have all the answers for you. With our experience in the wedding industry and keen eye for detail, we will leave no stone unturned when walking the planning journey with you. This document sets out, in detail, what you can expect from us as your wedding planner. It has never been easier to get married.

## *Pricing*

The most important question for you is probably "What will it cost?". We believe that it is important to be transparent about pricing so that the client knows and understands exactly what it will cost and, more importantly, what you can expect from us for the amount you pay.

- Our fee for wedding planning services is calculated at 10% to 12% of the overall cost of your wedding (as planned by us and detailed in the Wedding Budget). This is subject to a minimum fee of R20,000 and a maximum fee of R45,000\*<sup>1</sup> excluding disbursements (other than those specifically set out in this Brief Document) ("**Service Fee**").
- At our first consultation with you, after having a better idea of your vision for the Wedding, we will agree with you the percentage fee. This is decided at our discretion, considering the amount of work likely to be done, the amount of Suppliers likely to be required, the size of the Wedding, time limits and other relevant information. This fee may be subject to change where the wedding details later changes significantly from what was discussed with you at the first consultation.
- We thrive on client satisfaction and imperative to this is good communication with our clients. Rest assured that there are no hidden costs in our packages – all fees and disbursements are dealt with in detail in this Brief Document and will be discussed at the first consultation. This document will be incorporated into our Contract with you as the scope of our services ("**Services**").

With the uncomfortable "What does it cost?" out of the way, we can now delve into the best part of it all: "What does it work?" Let us just say upfront that we want you to be part of the wedding planning journey as much or as little as you like. Have very specific ideas and somewhat of a control-freak? No worries, we love you just the way you are and will plan your wedding just the way you want. No time to be too involved? Also perfectly fine – trust the process and our creativity and we will not disappoint.

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<sup>1</sup> There is no maximum fee for weddings at destinations that would require extensive travel arrangements such as flight bookings, shuttle transfers and the like. This will be discussed at the first meeting.



## *First Meeting*

- We will set up an initial meeting with you either virtually or at a venue of your choice, subject thereto that it is within 40km of our premises at 607 Pam Str, Rietvlei View Country Estate, Pretoria ("our Premises").\*<sup>2</sup> Expect us to ask you a few questions before this meeting to get to know you and your vision a bit better.
- We will come armed with some ideas and venue proposals based on discussions with you. We will listen, drink some coffee (or wine if you are, like us, a wine lover), talk plenty, share ideas and finally, agree a fee and sign the Contract.\*<sup>3</sup>
- We will also discuss your budget for the wedding – here we recommend that you have a range between a lower value (what you wish to pay) and a higher value (your absolute maximum) to allow us to make recommendations of necessities as well as wish-list items.
- Once the Contract is signed, we are at your disposal for any and all questions, queries, discussions and soundboarding. You will have unlimited telephone calls, WhatsApps and e-mails – no extra costs, but do allow us to respond during business hours only.\*<sup>4</sup> Virtual and in-person meetings will be as set out in this Brief Document.

<sup>2</sup> If you elect to meet at a venue further than that, a fee of R15 per km will be charged and invoiced to you for payment prior to the meeting.

<sup>3</sup> We will send you a copy of the Contract before the First Meeting for you to consider.

<sup>4</sup> Our business hours are Monday to Friday 08:00 to 17:00 with delays to responses Fridays and Mondays when we are focusing on other weddings and décor returns.

## *Choosing the venue - kicking off the process*

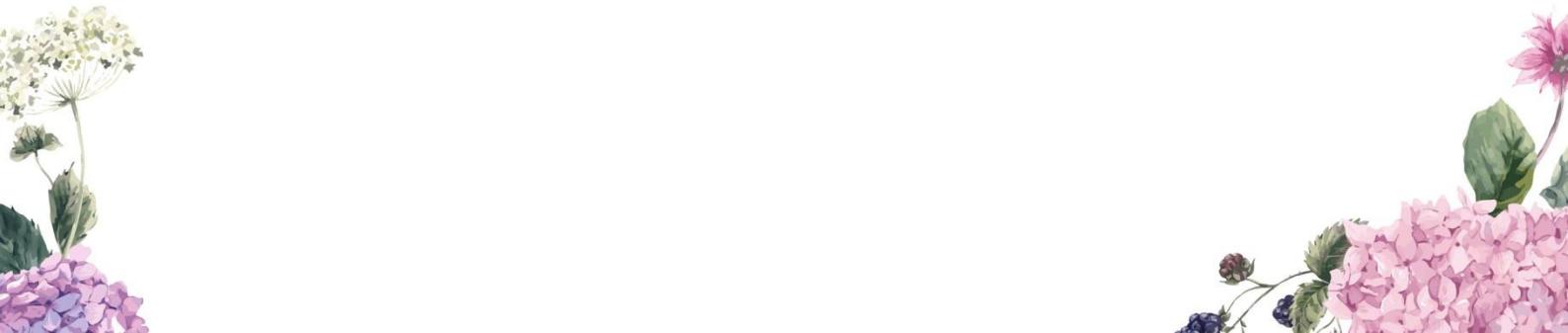
- This is the most important step! So we confirm the venue as the very first step in the planning process.
- We have been so fortunate to have worked with some of the top wedding venues in South Africa. We know what the spaces look like, how they work, who they are and what they provide. Based on this we recommend only those venues that will ensure a drama-free Wedding day and, more importantly, that do not surprise you with hidden costs! If you are still flexible on your Wedding date, we will recommend a number of venues that fit your vision. If you have already decided on a Wedding Date, our recommendations will be made based only on the venues that have availability for your date.
- After our First Meeting, we will send you 5 to 6 recommendations of venues. If none of these appeal to you, we will send you a further 3 to 4 venue recommendations. From these recommendations, we shortlist 3 venues to visit (either in person or virtually\*<sup>5</sup>).
- We will attend a maximum of 3 site visits, subject thereto that venues within 60km of our Premises will be visited at no additional charge to the client, but venues farther than 60km from our Premises will be charged at a disbursement rate of R10 per km over and above the 60km return trip. We do not charge for our travel time – this is our freebie to you!
- At each site visit we will discuss a list of pertinent questions with the venue coordinator/manager and discuss their terms and conditions to ensure we can advise you of any additional costs or less favourable terms.
- After all site visits, we set up a meeting with you to discuss which venue you prefer, weighing up the pros and cons of each venue. We also agree the date for the Wedding (if not yet agreed) at this meeting. Once the venue and date is agreed, we will negotiate the contract with the venue and invoice you the amount due to confirm the booking. We sign the contract and make payment to the venue.
- Let us state here up front that all travel for meetings with Suppliers or Client is free where the venue is 40km from our Premises. For venues farther, we charge R12 per kilometer over and above 40km as a disbursement, subject thereto that venues farther than 100km from our Premises will only be attended in person if specifically so agreed with the Client and at an additional cost. These are referred to as our travel terms.



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<sup>5</sup> Venues farther than 100km from Pretoria East will be visited virtually, unless we specifically agree to an in-person site meeting which will be charged for additionally.





## *Moodboard & Suppliers*

- Time for the moodboard. Here we really let the creative juices flow! We work off the venue spaces to create a detailed moodboard setting out the Wedding's colour scheme, look & feel, decor & floral requirements, and any additional items required. This moodboard is sent to you for approval. If necessary, we have another meeting to discuss the Suppliers required for the Wedding based on the moodboard.
- Once the moodboard and requirements are approved by you, we prepare a detailed spreadsheet of all the Suppliers we recommend be used, each of their scope of work, an estimate of the costs to be allowed for each Supplier and an overall budget for the Wedding ("Wedding Budget"<sup>\*\*6</sup>) including our agreed fee. This initial Wedding Budget is approved by you before we start sourcing the other Suppliers, but will change from time to time as Suppliers, cost and requirements are confirmed and payments are made to Suppliers. Once the Wedding Budget is approved, we start sourcing the other Suppliers. These include:
  - ❖ Photographer, videographer, hair & makeup, decor & flowers, entertainment, marriage officiant, jewelry, accommodation for guests, guestbook, wine / champagne or other alcoholic beverage supplier ("First Category")<sup>\*\*7</sup>
  - ❖ Caterers, stationary & designs, other rentals, DJ, cake, gifts, ante nuptial contract, non-alcoholic beverage supplier (water) ("Second Category")<sup>\*\*8</sup>
  - ❖ Any other Supplier not specifically excluded below.
- We do not make recommendations for wedding gowns, groom's suit or attire for any other member of the bridal party. However, we are happy to appoint such Supplier, make appointments on your behalf and manage them the same as the other Suppliers once you have elected a designer / shop, including arranging delivery of the attire to the venue, dry cleaning and return afterward. We will also attend any fittings with you and make recommendations if you so wish (up to a maximum of 2 fittings subject to our travel terms and only for the bridal gown and groom's suit). We also assist you with a checklist of what the couple will need in terms of personal items: garter, jewelry, shoes etc
- Recommendations for the honeymoon is specifically excluded, but we can assist the couple with these recommendations and arrangements from start to finish at an additional cost to be discussed. We love planning trips and also know a few travel agents, so feel free to ask about this.
- We will send you a detailed brief of the recommended First Category Suppliers and preferred Second Category Suppliers as soon as possible. We guide you through choosing the First Category Suppliers and seek your approval of the Second Category Suppliers.
- Once all Suppliers have been agreed, we obtain quotes from the Suppliers. If any of the Suppliers cannot assist on the Wedding date or with the products required, we will discuss this with you and agree an alternative Supplier. All quotes are sent to you for approval (if they fall within the agreed estimate per the Wedding Budget) or discussed with you (if they exceed the agreed estimate per the Wedding Budget). Suppliers' quotes are only accepted (and terms negotiated) once we have approval for that Supplier from you.

<sup>6</sup> We will send you an updated Wedding Budget as and when necessary, but at least once a month, allowing you transparency of costs and payments made.

<sup>7</sup> For these Suppliers we will make recommendations based on our discussions with you and guide you through deciding who to use – they will only be booked once discussed and confirmed with you.

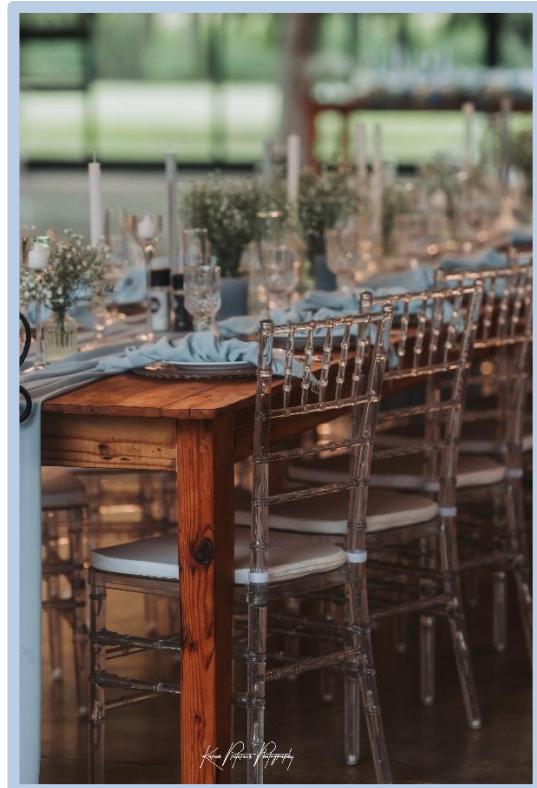
<sup>8</sup> For these Suppliers we ask that you trust our recommendation of Supplier – we will send you the details of one preferred supplier for approval; however, if you prefer to have more than one option for these Suppliers, we will approach it the same as the previous categories of Suppliers.

- Where it is necessary to meet with a Supplier or to attend a tasting before confirming a booking, we will arrange the meeting/tasting and attend either on behalf of or with the Client. This is subject to our travel terms.
- Where a Supplier is required to setup/install something at the venue, we discuss with them the details of this, ensuring that they will have sufficient staff on the day to do the setup/installation within the time required. We will also make necessary arrangements with the venue for additional staff and setup/installation days.
- All approved quotes are confirmed with the Supplier, and deposit payments are invoiced to the Client and paid to the Supplier in accordance with the Contract.
  - The Wedding Budget is updated and circulated to you.



## *Save the Date and Guest list*

- What will a wedding be without the guests? This is the reason why it is important to get your Save the Dates out to guests as soon as possible – at least 6 to 8 months before the Wedding.
- First we work with you to finalise your guest list. Too many guests on the list? No problem, we have some helpful tips. We'll guide you through the process of finalising the guest list, including drawing up a list of the most important guests and the bridal entourage.
- We will work with your stationer on a design for both the Save the Date and Wedding invite that fits your Moodboard and send through designs for discussion with you. Once the designs are approved, we will send Save the Dates to all guests. This will be followed by a formal invitation to those guests who have confirmed indicated that they are able to attend (this is sent 2 to 3 months before the Wedding).
- We will confirm attendance with each guest and also liaise with the guests regarding their accommodation and transport needs and start booking same. Guests may contact us directly for any questions regarding the Wedding – we will provide assistance.
- If there is a Wedding registry, we will confirm the details of the registry with you and share this with the guests. We will continue to manage the Wedding registry.
  - If you elected to have a wedding website and/or dedicated e-mail address for the Wedding, we will manage these on your behalf and keep you updated.
  - After receipt of the final guest count, we will draw up a draft seating chart to be discussed with you. The seating chart will be finalised 4 weeks before the Wedding when all stationary designs will be sent to print.



## *Almost there - 2 months before the Wedding*

- We will prepare a detailed timeline for the Wedding, for Suppliers and for guests, including a floor plan to be confirmed with the venue.
- We liaise and meet with the MC to finalise the arrangements and provide advice and/or guidance where required. We finalise the MC's brief for the Wedding day and provide him/her with a copy.
- We assist you with a Wedding playlist and meet with the DJ to go through the playlist and provide them with a final brief.
- We set up and attend, with you, a mock-up of your guest tables – this is held either at the venue or at our Premises. The decor & flower Supplier's brief will be finalised and issued to them. Where you use Belle Doux for this service, we will issue a final invoice to client for approval based on the final brief agreed at the mock-up.
- We set up and attend the final meeting with the photographer and videographer to confirm the timeline of the day and finalise their briefs.
  - We set up and attend, with you, meetings with the marriage officiant and lawyer to finalise all legal documents.
  - We finalise the menu with the venue, including arrangements for outsourced foods / drinks.
- We finalise all stationary items based on designs approved by you and send to print. We will arrange for the stationary and gifts to be delivered to us or the venue. This includes Wedding programs, seating charts, welcome signs, table numbers, menu's, thank you gifts and tags, getting-ready attire and the like.
- A final checklist will be prepared with the updated Wedding Budget showing items outstanding and items completed. We set up and attend final meetings with any other Suppliers where necessary and make final payments to Suppliers. This is followed by a meeting with you to go through the checklist and answer any questions you may have.
  - If you decide to host a rehearsal dinner, we will assist with the guest list, planning and necessary arrangements and send out the invitations.
- Ps. Did you know that we can plan, style and coordinate your bridal shower? This includes finding a suitable venue, choosing a menu, managing the guest list, coordinating the proceedings on the day, managing a gift registry, arranging a photographer etc. As a wedding planning client you will receive 20% discount on the planning, styling, coordinating and decor & flowers for your bridal shower from Belle Doux. Ask us for more information.





## *Final arrangements - the week of the Wedding*

- This is where you start relaxing and leave everything to us. We try our very best to finalise all checklist items with the bridal couple before the final week before the Wedding. This is your week to put up your feet, pamper yourself and soak it all in. We are happy to arrange a spa day or other type of relaxation day for the bride and the groom with their respective VIP guests / entourage.
  - We set up appointments for the brides nails and final dress fitting (if not done earlier).
- If there is a rehearsal dinner, it will likely be held a day or two before the Wedding. We put the final details together and ensure everyone knows when and where.
- We confirm the timeline with all Suppliers for setups and breakdowns. We confirm all accommodation booked and transport arranged for Suppliers and guests. We send the final arrangements through to all guests again.
- Our brief ends the day before the Wedding unless you also book our on-the-day coordination services described below\*<sup>9</sup>. If the bridal couple is using the venue for the weekend, we attend at the venue the day before the Wedding to meet with the couple to give through final details (subject to our travel terms). We also then oversee whatever setups are scheduled for that day (maximum 2 hours). Where the venue is booked only for the day of the Wedding, we meet with the couple at their home or other venue (subject to our travel terms) to give through final details (maximum 2 hours).
- If you did not book our on-the-day coordination services, we will handover all documents and have a handover meeting with the venue the day before the Wedding and they must coordinate on-the-day. If you did book our on-the-day coordination services, we will execute the brief as set out below. However, for certain destination weddings\*<sup>10</sup>, it is required that you book our coordination services as well.
- After the Wedding we check-up on clearing and breakdown by all Suppliers. We do a full reconciliation of costs, recover refundable breakage deposits, deal with damages/losses of items and send a final report to the bridal couple. All amounts due to you will be released with 7 (seven) days of approval of the final report.



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<sup>9</sup> Save for the final reconciliation phase which is included.

<sup>10</sup> Weddings at destinations that would require extensive travel arrangements such as flight bookings, shuttle transfers and the like. This will be discussed at the first meeting.

## *On-the-day coordination services*

- This is an optional service provided at an additional cost of R10,000. Clients who use Belle Doux as their decor & flower Supplier, will receive a 25% discount on this price.
- We will attend the venue from early on the day of the Wedding in order to direct Suppliers where to set-up / deliver. We will work with the decor & flower Supplier to ensure there is enough hands on deck to finish styling in time according to the Wedding day timeline. We will ensure that the DJ and any other Supplier has the necessary to execute their briefs. We will attend at the venue and be visible to all Suppliers the whole morning to guide, help and direct. Our main focus will be to help Suppliers execute their briefs in accordance with the Wedding Timeline.
- Once the decor and flowers are styled, we will take delivery of all bouquets and boutonnieres ensure that they are delivered to the bridal party. We will go through the table styling to ensure that table numbers, seating names and styling has been done right. We will also ensure that the ceremony area is ready in time.
- We will ensure that the photographer and videographer gets detailed shots of all decor and flowers, as well as all special moments during the day before the Wedding starts.
- We will be at the beck and call of the bride and groom and tend to their every need (or ensure that the venue does so if within their brief). Including making sure that the bridal party receives adequate snacks and drinks throughout the day. We will do a walk through with the bride and/or groom if they wish to see the styled venue before the ceremony starts.
- We will meet with the MC, run through the program a final time and give necessary instructions to him/her.
- If guests are sleeping over at the venue, we will welcome them and show them to their rooms. Guests who required transport, will also be assisted by us to ensure they arrive safely and on time. VIP guests will be seated at preferred seats at the ceremony and receive their boutonnieres / corsages or the like.
- Before the ceremony starts, we will line-up the entourage and do a final hair, make-up and dress/suit check with the bride and groom. We will ensure to have some powder available to refresh the bride's make-up throughout the day.
- After the ceremony we will ensure that all decor and flowers used at the ceremony area be moved to other respective areas. We will make sure that the canape's are served and that the bridal party has snacks and drinks during their photo shoot. We will tend to the guests during the bridal photo shoot and ensure that gifts are placed at the gifts table, light the candles and seat the guests prior to the bridal couple's grand entry.
- We will coordinate the grand entry, the formalities and ensure that dinner is served and speeches etc are made on time. We will stay until the first dance, when we will do a final check with the bridal couple before we leave for the night. We will attend on the day for a maximum of 12 hours (usually 08:00 – 20:00).
- The day after the Wedding, we will attend at the venue to ensure that Suppliers clear and de-install in accordance with agreed time frames. We will also assist, where possible, with counting items before they are returned to Suppliers and will inspect and sign for any damaged or lost items to be replaced.



