



# Weddings









# Welcome

WE ARE BEYOND THRILLED AT THE CHANCE TO WORK WITH YOU.

Creating unique, memorable events is what Cocktails & Details is all about. Tell us your love story,  
and we will make it come to life in your event.

From expert planning and creative design to event management and coordination,  
we infuse style and technology to create the perfect event.





*Bella*

*Congratulations!*

I know you must be excited (and maybe slightly overwhelmed) with the concept of planning your wedding. We're excited for you and would love to be a part of your event team.

Cocktails & Details is a boutique wedding planning firm whose sole focus is to translate love stories into event experiences. All weddings are different, but the need for expert guidance is the same. After all, fabulous weddings just don't happen. . . they're planned.

I originally hail from Baltimore— so I love a good crab cake, city lights and a delicious martini. Bringing metropolitan style to the low country is my thing, but I truly love all of the Southern charm that lies in the Golden Isles. I bring all of my experience in the fashion and beauty industries to create visually appealing events that transports your guests into a memorable experience.

I don't come alone— I have a team of amazing associates handpicked for their special talents and that truly round out the event staff at Cocktails & Details. We work together with you to make your wedding planning feel like a dream process. Additionally, we know and work with the best. Our team of vendors are phenomenal professionals with the talent and skill to make anything happen. So truly— the sky is the limit to your wedding planning.

I would love to get to know you and what you have in mind for your wedding. We work hard to not only capture your vision, but even harder to ensure that you and your guests can enjoy that vision in the moment. Let's work together to create an event that is true to you in every sense— style, taste and personality. With Cocktails & Details, it will happen.

Let's celebrate!







# planning

## *Full Service Wedding Planning*

*Monthly progress consults to discuss planning  
Monthly reports on budget and planning progression*

### BUDGET CREATION AND EXPENSE MAINTENANCE

*Assistance with identifying event priorities, tracking expenses and maintaining financial comfort zone*

### VENUE SCOUTING AND SELECTION

*Research and presentation of up to three venues within scope of vision and financial comfort zone with accompanied visits and post visit-reporting*

### VENDOR MATCHMAKING

*Research and presentation of three vendors per vendor type within the scope of vision and financial comfort zone with accompanied visits.  
Review of proposals and contracts prior to vendor securement.*

### EVENT EXPERIENCE DEVELOPMENT & DESIGN

*One consultation to discuss vision and event style  
One consultation to review Style Guides  
Creation of inspiration framework for each aspect of the wedding  
Design guide detailing all inclusive costs for suggested florals, linens, rentals and services  
Sample day to observe final sections*

### EVENT MANAGEMENT

*Logistics consult 3-4 weeks prior to wedding  
Vendor confirmation and communication  
Creation of Event Management Dossier (event overview, timeline, layouts, setup directives and vendor event sheets)  
VIP Itineraries for parents and bridal party  
Final walkthrough at venue (if necessary)  
Rehearsal attendance and direction  
Event Management to include vendor oversight, personal décor setup, wedding party coordination and liaison with vendors*





# coordination & design

## *Event Experience Development & Management*

*One consultation to discuss vision and event style*  
*One consultation to review Style Guides*  
*One logistics consult 3-4 weeks prior to wedding to review details of planning*

### INSPIRATION REVIEW

*Review of completed Cocktails & Details® design questionnaire and Pinterest boards to ascertain vision of event*

### STYLE GUIDE CREATION

*Creation of inspiration framework for each aspect of the wedding (color palettes, textures, florals, décor, etc.)*

### DESIGN EXECUTION

*Design guide detailing all inclusive costs for suggested florals, linens, rentals and services*  
*Sample day to observe final sections*

### EVENT MANAGEMENT

*Vendor confirmation and communication*  
*Creation of Event Management Dossier (event overview, timeline, layouts, setup directives and vendor event sheets)*  
*VIP Itineraries for parents and bridal party*  
*Final walkthrough at venue (if necessary)*  
*Rehearsal attendance and direction*  
*Event management to include vendor oversight, personal décor setup, wedding party coordination and liaison with vendors*





# destination weddings

## *Origin Side Destination Wedding Planning*

*One vision meeting to determine style and destination preference  
Client planning trip attendance (additional travel fees apply)  
One logistics consult 3-4 weeks prior to wedding to review details of planning*

## LOCALE PREVIEWS

*Destination and location suggestions complete with travel and wedding preview  
Best value travel and wedding offers*

## TRAVEL COORDINATION

*Management of couple and guest travel and accommodations  
Guest activities and excursions coordination*

## EVENT MANAGEMENT

*RSVP Tracking  
Marriage licensee requirements assistance  
Pre-residency travel assistance  
Vendor suggestion and guidance  
Contract review  
Creation of Event Blueprints (event overview, timeline, layouts, setup directives and  
vendor event sheets)  
Rehearsal attendance and direction  
Rehearsal / Welcome Party setup  
Event management to include vendor oversight, personal décor setup, wedding party  
coordination and liaison with vendors*





# *a la carte*

## *Service Additions*

### GUEST MANAGEMENT

*Assistance with room block formation at strategically selected hotels  
Event transportation schedule creation  
RSVP tracking and reporting  
Guest gift bag delivery to hotels*

### WELCOME PARTY / REHEARSAL DINNER PLANNING

*Assistance of venue selection and liaison with vendors for event production*

### WELCOME GIFT BAG DESIGN

*Creation of unique gifts for wedding guests aligned with theme and location of event  
includes delivery to guest hotels*

### WEDDING DAY CONCIERGE

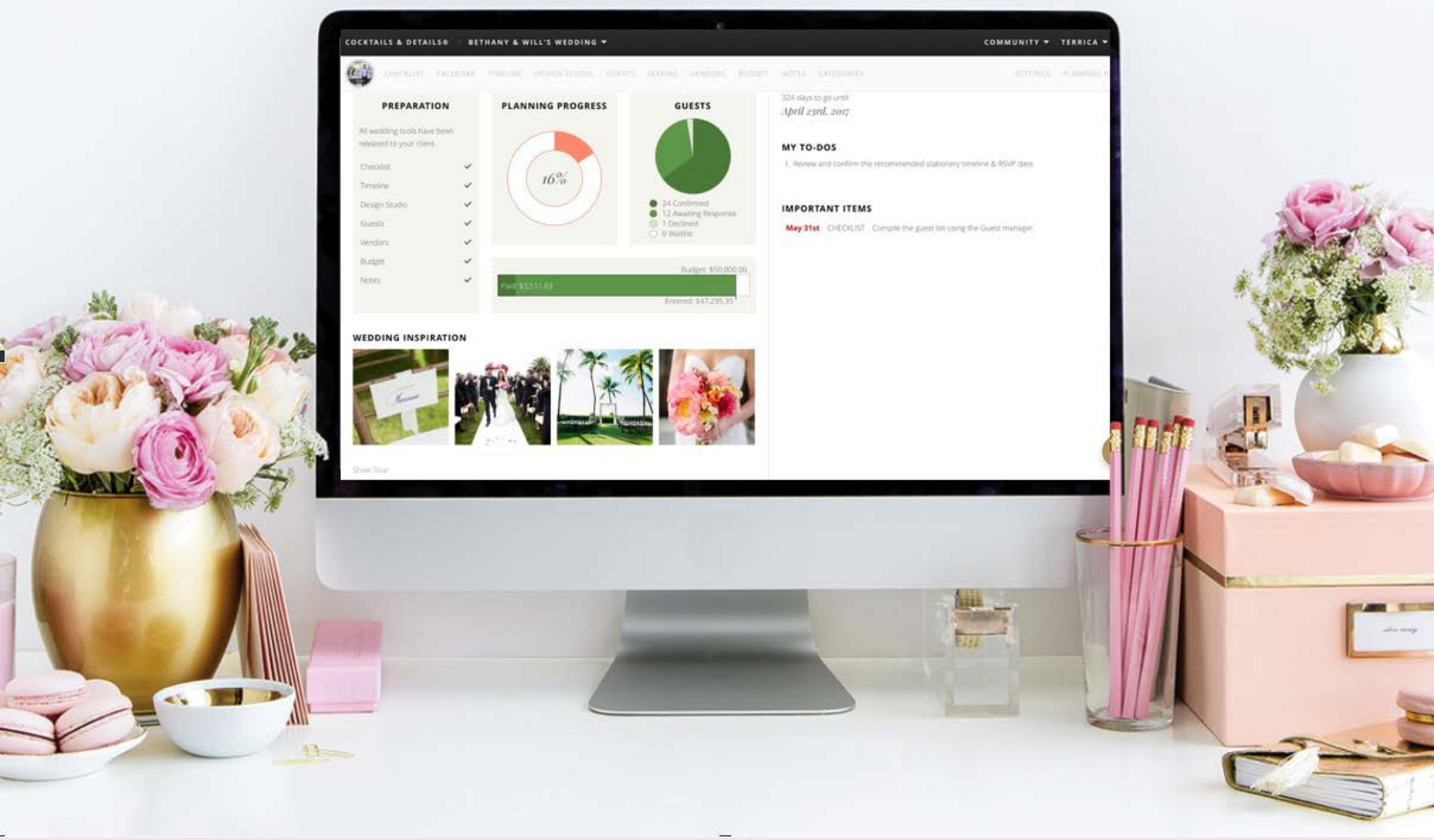
*Personal attendant on wedding day to run personal errands, assist with dressing and photographs, includes light lunch of fruit, sandwiches and wine.*

### EVENT MANAGEMENT ONLY

*Wedding coordination, orchestration and production is handled by The Golden Aisle, our event management division.*







## *at your service*

Long distance destination wedding planning is a breeze with Cocktails & Details®. Work closely with your event team in your personal wedding center that puts everything at your fingertips: wedding guest management, check lists, vendor management, design and more.

In addition to unlimited communications regarding your secured services via phone, email and virtual office during business hours (Tuesday - Friday, 9 AM - 6 PM), every service collection comes with the following amenities to enhance your wedding planning process:

*Virtual Office*  
*Wedding Website*  
*Honeymoon Registry*







## Frequently Asked Questions

### WHAT MAKES COCKTAILS & DETAILS DIFFERENT?

*We take everything about you personally. Your wedding is just as important to us as it is to you. Bringing your love story to life in event form is our primary goal. We've spent years perfecting the destination wedding planning process and equip you with the tools and team of experts to plan the wedding of the year.*

### MY VENUE SAYS THEY HAVE AN ON-SITE COORDINATOR. WHY DO WE NEED A PLANNER?

*An on-site coordinator that comes with a venue will assist you, but their primary focus and priority is the venue. You need someone to be an advocate for your interests and knows every aspect of your wedding. Since we know how all the pieces fit, we are able to create the event you want.*

### WHAT IS THE DIFFERENCE BETWEEN EVENT MANAGEMENT AND FULL SERVICE PLANNING?

*Event Management is perfect for those couples who want to handle the research and planning of venues and vendors. Your Cocktails & Details team will be on hand to assist with design and managing the coordination of your vendors and event. With Full Service Planning, your Cocktails & Details team remains as a supportive advisor, guiding and managing major details of your event from start to finish.*

### WHAT DO YOU NEED TO KNOW TO WORK WITH US?

*Three major things will always affect your wedding planning: your vision, your guest list and your financial comfort zone. Knowing these things will allow us to tailor services to your needs and provide creative, yet realistic, feedback.*

### WHAT IS THE EVENT MANAGEMENT FEE?

*The event management fee covers the work and staff needed to produce your event— this entails management of your entire event team, creating your production schedule and event day management. This fee is determined by a small percentage of your managed vendor contracts and billed on your final invoice.*





## Frequently Asked Questions

### HOW DO WE GET STARTED?

*After we've worked together to create a custom proposal to fit your event needs, we'll supply you with a contract. We require a \$500 save the date retainer to reserve your event on our calendar.*

### HOW MUCH COMMUNICATION WILL WE HAVE?

*You will have unlimited communications with us regarding your secured services via email, phone and virtual office during our business hours. Full service planning include monthly meetings during the planning process. Event management include 2 design meetings and 1 logistics meeting. Event management clients may add additional consulting at \$100 per hour.*

### WILL YOU ATTEND VENDOR MEETINGS WITH US?

*We would adore an opportunity help you plan with some of our amazing event professionals. Accompanied meetings are included with full service planning collections. Event management clients may add additional consulting at \$100 per hour.*

### WHY IS DESIGN SO IMPORTANT?

*Your wedding is not just an every day event. Whether you want an intimate affair or a large festive party, creating an experience is important. Being able to transport your guests to another time period, location or vision is truly the key to a great party. Because our design process is so intricate, we can help you infuse your vision into details to make your wedding unforgettable.*

### WE'VE DECIDED ON A DESTINATION WEDDING ABROAD. CAN YOU STILL HELP?

*With pleasure! We have experience with events in the Caribbean and México, with great vendor contacts and location options in those areas. We will help you determine which location is perfect for you and your guests, manage your guests' travel and lodging as well wedding details unique to you. We're also passport ready—your event team is ready to travel with you to ensure everything flows smoothly during your stay.*



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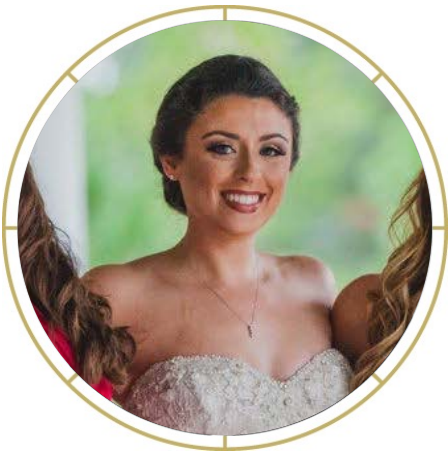


WEDDING COLLECTIONS



II LOVE NOTES II

BETH & JASON



## *Love Notes*

"I HAD THE BEST TIME!"

The one thing that was really important to me was being able to spend time with my family and friends. With so many tragedies and illnesses, having my wedding as a time to celebrate with everyone was a big deal. You took care of every detail and we were able to really relax and enjoy the special day.

COCKTAILS & DETAILS®

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WEDDING COLLECTIONS







II LOVE NOTES II

# CHERYL & DEVIN



## *Love Notes*

"COULD NOT HAVE DONE THIS WITHOUT YOU"

There is absolutely no way I could've done this without you! You took me through a stressful period and really made me feel so much better (even excited) about my wedding day again! You were so great-- Thank you!





COCKTAILS & DETAILS®



WEDDING COLLECTIONS



II LOVE NOTES II

ASHAKI & EMBRY



## *Love Notes*

"EVERYTHING I ENVISIONED AND MORE"

Planning a wedding in Jekyll Island from Atlanta was rough and I was so happy I found you! It was like you crawled into my head and knew exactly what I wanted even when I couldn't pinpoint it. The fact that you took so much time to get to know us, our personalities and families really meant a lot. My mom loves you and still talks about your special song together! You brought out so many elements of our relationship in our details and turned our wedding into an experience.

COCKTAILS & DETAILS®

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WEDDING COLLECTIONS



Stephanie W. Photography



Stephanie W. Photography



COCKTAILS & DETAILS®



WEDDING COLLECTIONS





|| LOVE NOTES ||

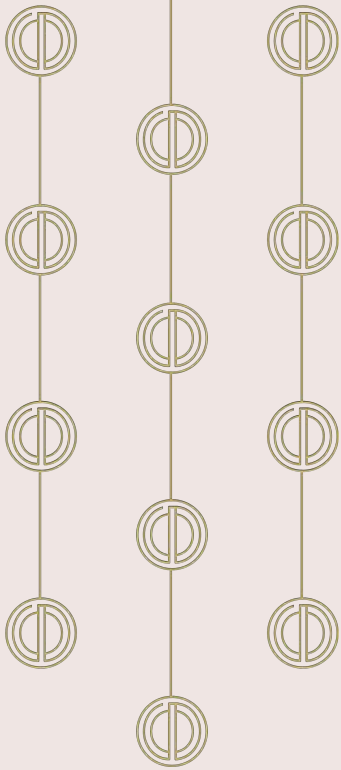
TARA & TOM



## *Love Notes*

"MY FRIENDS STILL TALK ABOUT OUR WEDDING"

I wanted you to know that you have a true gift. You put me at ease so many times and made me feel so much better when I felt frazzled and pulled in all directions. The way that things came together on my wedding day showed how much you listened to me and my vision. I wanted to make sure my guests enjoyed themselves and they truly, truly did. They all said I had the best wedding planner...and I really did!



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