

A wide-angle photograph of a grand, ornate staircase in a ballroom. The staircase is made of light-colored stone or wood. At the top of the stairs, a large, lush archway of white and blue flowers and greenery frames a small table covered with a dark, patterned cloth. On the table sits a multi-tiered wedding cake. The walls are a light, neutral color with decorative moldings. Large, stylized 'S' logos are visible on the walls, flanking the staircase. The scene is illuminated with soft blue light, creating a romantic and elegant atmosphere. The floor at the bottom of the stairs is highly reflective, showing the lights and the staircase above.

Southern

— APPROACH —

E V E N T P L A N N I N G

2024

INVESTMENT GUIDE



Welcome!

WE'RE SO HAPPY YOU FOUND US!

Since 2014, we have been
planning the best parties your
guests have ever been to!



The Southern Approach

CHARM - HOSPITALITY - DECADENCE

These are just a few words that may come to mind when you think of a celebration in the South!

As Louisianans, we pride ourselves on being excellent hosts and definitely the life of the party!

Our Approach to event planning celebrates each of our client's individuality with joy & respect, while guiding them through the planning process with our experience & expertise! Throw in a few cocktails, some delicious food, and great music & you've got a New Orleans party to remember!!

We don't have one aesthetic or style that we produce for our clients events, but you'll probably notice that we love a vibrant color palette and a great theme!

While we produce mostly weddings, we also plan other celebrations and social events! Our services can be customized to meet your specific event needs.

Each event is uniquely tailored to our client's personalities & preferences! Our main goal is to meet the expectations of your vision, while ensuring everyone has an amazing and stress-free time!



*"We dance even if there's no radio. We drink at funerals.
We talk too much and laugh too loud
and live too large and, frankly, We're suspicious of others
who don't." — Chris Rose*





OUR IDEAL CLIENT

We support everyone's right to celebrate their love and be married! In the last 10 years we have celebrated over 300 couples from all walks of life, various faiths, and diverse cultures.

We are proud to support each of our clients with love and respect as we work through the planning process for their events!

Our planning client's budget range from \$500-\$1,500 per person, while our management client's budgets range from \$60k-\$150k+ for 150-250 guests.



Meet the Team

PROFESSIONAL - PERSONABLE - PASSIONATE



CHRISTIE

OWNER | PRINCIPAL PLANNER + DESIGNER

Christie ventured into Event Planning 10 years ago and has made a name for her team as one of the top planning companies in the New Orleans area. Her favorite part of the planning process with her clients is bringing their design inspiration to life!

While creating floor plans and design mock-ups are her specialty, she also enjoys the production on the day of the event - overseeing the logistics of set up & executing the timeline with enthusiasm!



LINDSAY

PLANNER | LEAD EVENT MANAGER

Lindsay brings 12 years of hospitality experience to our team and has a wealth of knowledge from the catering & beverage side of the industry. Her experience allows her to assist our clients with the intricate details of their day, from menu selection to the perfect cocktails and accoutrements!

As a queer woman in the wedding industry her priority is helping to create the most affirming & enjoyable experience possible for all of our clients!



THE SOUTHERN LADIES

Our team is ready to ensure your wedding day is completely stress-free! Each team member is trained to handle any problems that may arise, while executing the logistics of your timeline flawlessly!

Your family & friends will be greeted by our team with smiles and the southern charm we are known for in New Orleans! They'll walk away at the end of the night exclaiming it was the best wedding they have ever attended, and we hope that's partly because of our service!

Our Services



SERVICE - SOLUTIONS - SUPPORT

From Full Planning & Design to Event Management services, our team is ready to support you throughout the planning process!

We provide full service teams for each event or wedding day, with additional support for destination wedding weekends!



Manageable Approach

EVENT MANAGEMENT

INVESTMENT VARIES - \$2,150 - \$3,150

Typically called "Day-of Coordination", our Event Management Services are for the client that wants to put the details in place on their own but needs help executing the final plans.

Once booked, we will kick off the process with an introductory phone call and then you will receive access to our online planning platform, which includes our preferred vendor list & other tools to keep you on task while you plan. You'll get monthly email check-in's from your planner to ensure that you're staying on track and to answer any questions you may have as you work through the details.

Starting 90 days before the event, we take over the details and tie up the loose ends so you can enjoy the final days before your celebration. We will create a timeline for the day's events and communicate with all of your vendors to ensure your day runs smoothly, so you can relax and enjoy every moment!

Includes Rehearsal & one Lead Planner and one Event Assistant for the full event day.





Accountable Approach

EVENT PLANNING

INVESTMENT - \$6,850+

This package is for clients that want a higher level of attention and assistance throughout the planning process, but still want to plan parts of the event themselves! Our base level Planning services includes Event Management and focuses on the vendors and logistics.

Starting with our initial discovery call, we will learn about your vision for the event. We will create a budget to guide your spending in each category & procure an ideal vendor team that's tailored to your spending range and vision.

As we work on your event we will present proposals for vendors, negotiate contracts & invoices, and create floor plans for each aspect of your event. With monthly check-in's from your Planner, our experience will give you the peace of mind you need to perfectly plan the day with us before we take over the details and execute the day of your dreams!

Includes Rehearsal & one Lead Planner and two Event Assistants for the full event day.





All-In Approach

PLANNING & DESIGN

INVESTMENT - \$10,850+

Full Planning and Design Services for clients that want extensive, hands on service with our team throughout the entire planning process.

We begin with creating a budget, gathering information on your personal style, and learning more about you & your event vision!

Once we have completed the discovery phase we will create a design board for your event & begin to secure a team of vendors we feel will help us execute your vision.

From there we will schedule what we like to call Planning Palooza! During your Planning Palooza we will meet with you and your vendors to make final selections on rental items, floral design, stationery, visit your venues, schedule cake and catering tastings, arrange a hair & make up trial, and set up any other necessary appointments.

Includes Rehearsal & one Lead Planner, two Event Assistants and a Personal Attendant for the full event day.

Contact us for a custom proposal





Customize Your Approach

Second Line

\$1,000

We will plan the parade route, book the band, secure the permit & police escorts, & make sure you are set for a fun experience with one of New Orleans' most beloved traditions!

Welcome Gifts

\$750+

Surprise your guests with a special gift when they arrive to their hotel room for your event! Let us build & deliver gift bags to really make them feel welcome!

A La Carte

\$450+

- Planning Consultation
- Personal Attendant
- Rehearsal Dinner
- Accommodations
- Stationery, Guest List & RSVP Management



Let's Get This Party Started!

Get In Touch

Office: 504-475-3990
info@southernapproach.com

Schedule Online
www.southernapproach.com

