

The background of the entire page is a light blue watercolor wash. At the top and bottom, there are darker blue, textured shapes that look like torn pieces of paper or watercolor splatters, creating a layered, artistic effect.

K. ADAM EVENTS

Wedding Planning

WELCOME



Photo: Breanne Rochelle Photography / The Inn At St. Johns

say yes

A WEDDING IS A CELEBRATION OF A COMMITMENT THAT ALREADY EXISTS

There are so many wedding planners and event designers in the world. Yet you have found your way to me...

That's because you want to feel something you've never felt before.

Because we stand for what is next, not what is now.

It's because your wedding is about more than just the stuff...it's about how the "stuff" makes you feel. It's about you, as a couple.

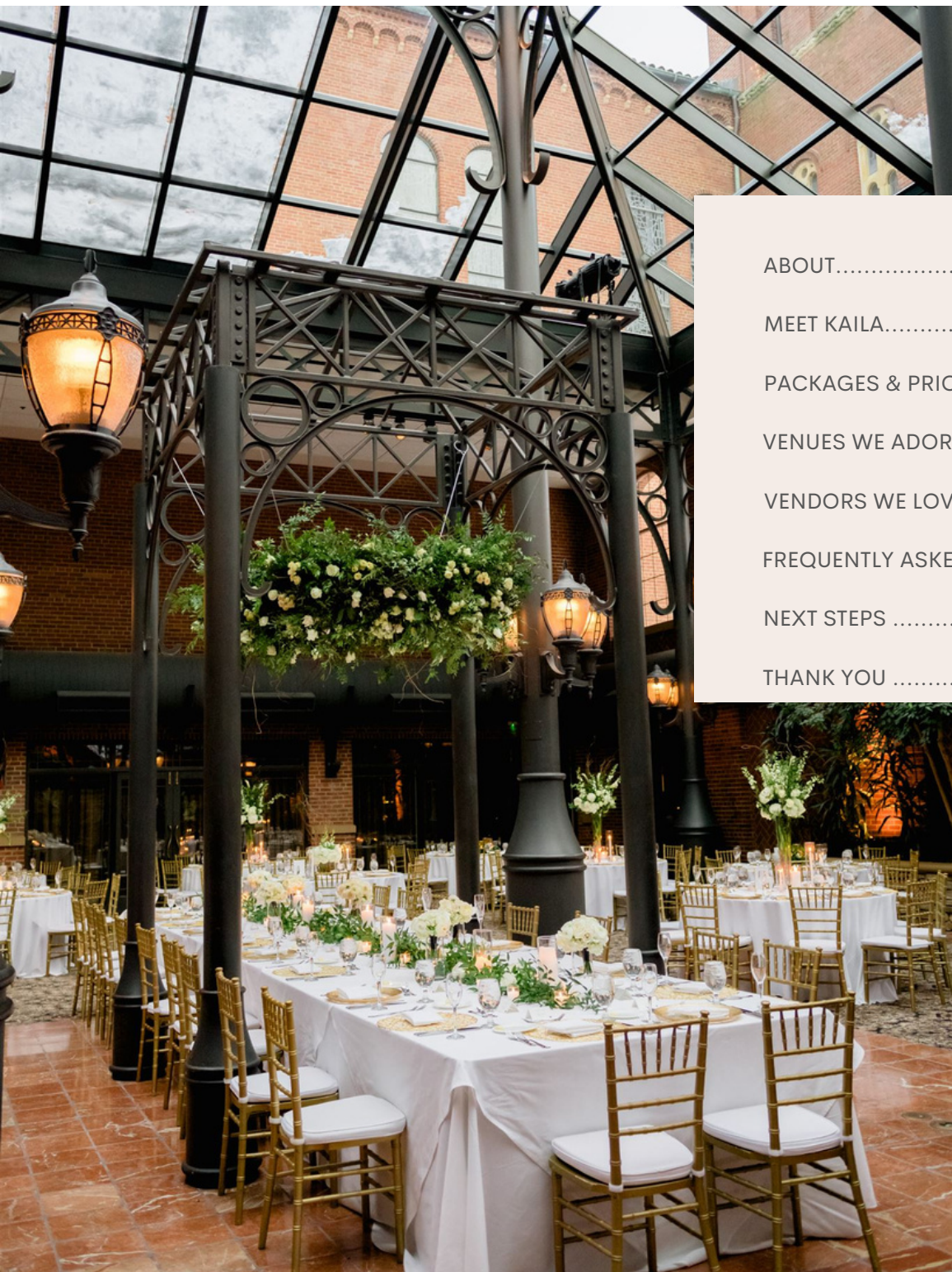
By enticing the five senses and infusing your experience with style, flawless service, and deep attention to detail your event will become more than just another evening out. It will become a memory, a part of your shared history, a benchmark in time.

Milestones like these are precious and come but once in a lifetime.

The opportunity to cultivate them is an honor and a privilege. It is with pleasure that I dedicate my life to these moments and to you!

Kaila Adam

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Saint Johns Resort | Jen Boris Photography

THE PROCESS

The pretty is great; we all love the pretty! But “pretty” without process falls flat every time!

Your experience with us begins with a phone call. If we have gotten this far, then we know that you like the work. The next step is to determine if we are a good fit.

Wedding planning is a full-contact sport. To do this properly, we need to be a team. You choose me and I choose you back. From that moment on I am on your team and by your side. Your job is to dream. My job is to get to know you so that I can create. As an artist, I see a world that does not yet exist. As a logistical expert, I am here to walk you and the team through the process of bringing that world to life.

I ask you to trust the process and to trust me. Our partners will bring together the absolute finest tables, chairs, and florals. We will set the mood with lighting and texture. Our catering partners, sommeliers, and mixologists will work together to build a progressive dining experience. The entertainers bring energy and excitement. All of these moving parts come together and establish the whole. Working in unison, each of these elements creates the feeling of coming home. For one night, the world is a perfect place.

Best Wedding Ever

What does all of this mean if your wedding has no soul? The goal isn't simply to spend money for the sake of spending it. Everything we do is in service of connection.

You want your family and friends to leave saying that this was the best wedding ever. To turn a moment into a memory so that your guests hail it as one of the greatest nights of their lives, we finalize the design with the guest experience in mind.



Photo: Jen Boris Photography | Saint Johns Resort



Photo: JLB Photography / Downtown Detroit (The Colony Club)

MEET KAILA



Photo: Clear Sky Photography

Kaila Adam is an event planner & hospitality expert with 13 years of experience, in design, experiential marketing, hospitality management, entertainment booking and wedding + event planning.

Kaila brings her sense of individuality and style to each of her events. With attention to detail and flair, Kaila creates events that awe guests while creating a seamless and enjoyable experience for clients.

With a background in live events and entertainment management, Kaila is able to blend her love of theater, cuisine, décor, and atmosphere into every event she creates. If you are looking for a very traditional planner, she's not it - why stick with traditional when you can have more?!

Bringing her enthusiasm to each and every client, Kaila strives for a refined, well managed and 'once in a lifetime' event experiences for each of her clients. At the top of her list are always: Customized Guest Experiences, Unbelievable Food & Beverage Options, World Renowned Entertainment Offerings and awe worthy design + decor.

With Offices in Detroit, Orlando and Nashville, K.Adam Events Serves the entire east coast but frequently plans in Park City UT, Napa Valley, Austin, Manhattan, Grand Cayman, San Diego, Through out Alaska, Bermuda, Bahamas, Miami and more

Available worldwide for all planning services and projects.

FULL SERVICE PLANNING & DESIGN

This level of service includes everything from start to finish ... custom event design, location scouting and venue contracts, assistance with the complete selection of your entire vendor team, budget management, logistical management, rsvp tracking and all the nitty gritty of a flawlessly executed event on the big day.

We will oversee all planning details, logistics, coordination of vendors and overall management necessary to ensure your custom design proposal comes to fruition and everyone involved is on the same page throughout the process.

This level of service includes custom event design, location scouting and venue contracts, assistance with the complete selection of your entire vendor team, logistical management, and all the nitty gritty of a flawlessly executed event on the big day (as well as surprises for the couple along the way!)

SERVICES INCLUDE

- Regular planning sessions and unlimited email availability
- Budget planning and management
- Vendor selection and contract negotiation
- Coordination of tastings, mock-ups, and vendor meetings
- Guidance establishing a vision and selecting aesthetic details
- Assistance with save-the-date, invitation, and day-of paper or signage selection and production
- Suggest, coordinate, assemble wedding party gifts, welcome bags and favors
- Serve as contact for vendors
- Payment management
- Assist with all out of town lodging and transportation
- Oversee execution of all aesthetic details day-of
- Full Design Overview: Rentals, Florals, Stationary, Lighting, Production, Installations and much more including layouts + floorplans
- All month-of services & much more
- Full Customized for the scope of each projects needs
- + Everything Listed In Partial Planning + Coordination
- Full Service Planning is Customized To Fit Your Individual Day!

Investment



Photo: Steph Photo Co / 5th of Novi



The Henry Ford Museum

Pricing is customized based on the scope of work that needs to be done and includes a design fee, and a production management fee ranging from 10% - 15%. This fee is applied to the overall cost of the wedding.

Full Service Packages Start at \$6,500+

** Off Season + Intimate Weddings Will Be Taken At Low Budgets At Case By Base Basis **

Travel expenses, administrative fees, and minimums may apply and will be disclosed for your approval in advance.

PARTIAL PLANNING

Have some of the work done but realize you need a cheerleader and coach to get you to the finish line? This is a perfect package for you. Based on where you are in the planning process, we'll work together to either divide and conquer or K.Adam Events can step in and take over where you're ready to leave off to make sure everything gets done before you hit burn out.

A custom quote is available upon a scheduled consultation and dependent upon event planning needs and where you are in the process.

SERVICES INCLUDE

typical services within this package include:

3-4 Key Vendors Sourced

Personalized Vendor recommendations

timeline development and management

Event Timeline development and management of actual event on event date.

Partial event design (linens, lighting, florals, additional rentals recommendations, designs floral installations, room layout and more.)

Partial event planning and coordination including event management on event date (includes set-up, event execution and strike). Package includes everything from 'Month of Coordination'

Advice and etiquette in regards to industry standards.

Full access to our planning website

INVESTMENT STARTS AT \$4,950



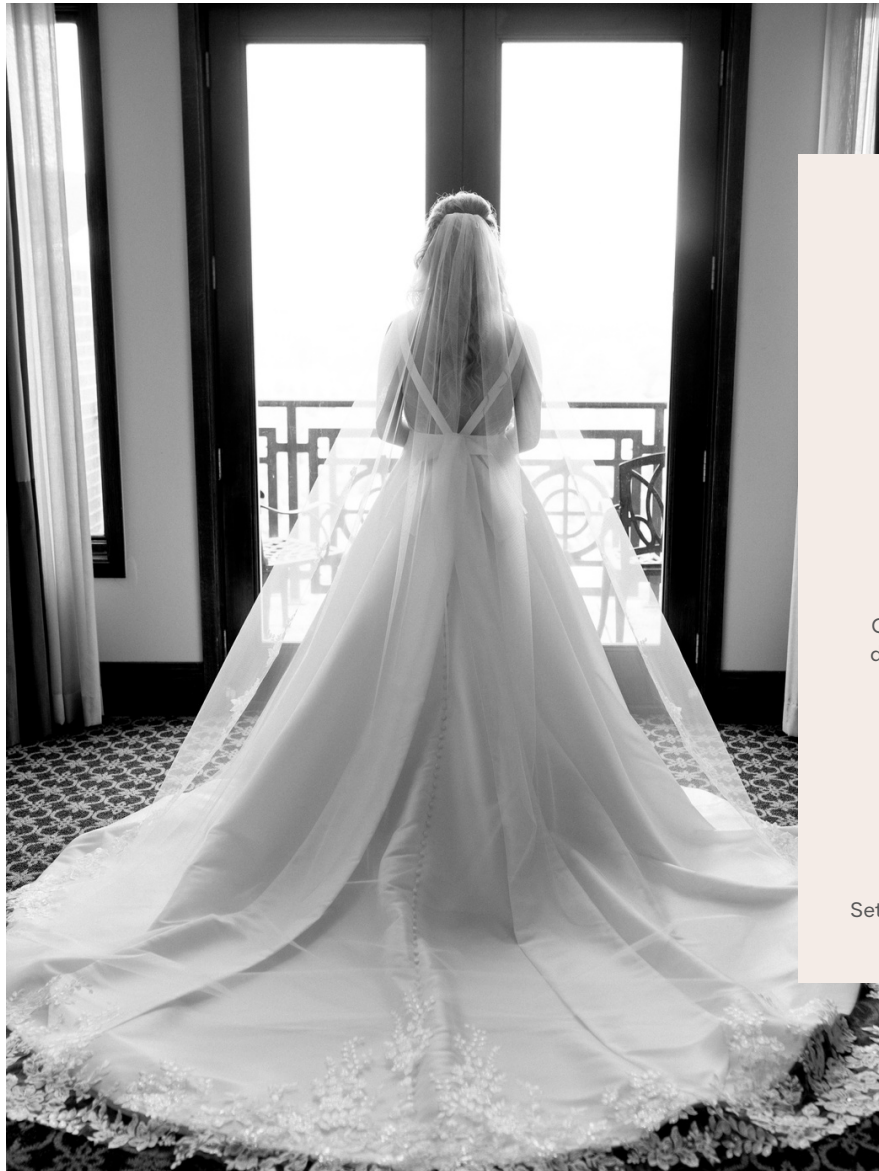
Photo: Erin Schmidt / The Atheneum

MONTH-OF COORDINATION

-- Sometimes referred to as "Day of Coordination" --

Your vendors are selected and the planning is complete, bring us in to tie up the loose ends for a successful wedding day!

We're there for you both during the last month prior to your wedding to ensure that you're able to sit back and enjoy your special day! We start this process at Two Months Prior to Your Wedding day to ensure success!



SERVICES INCLUDE

One planning meeting on-site (if needed)

Two Planning Meetings, Via Zoom

Full access to our online planning program

List of Preferred Vendors at Time of Booking

Vendor contract review

Layout review

Wedding Day timeline

Communication with vendors and wedding party to relay all details and timelines, Starting Two Weeks Prior to Wedding Day

Vendor payment distribution

One hour ceremony rehearsal

Oversee execution of all day-of events

Set up of personal decor items such as: Gift Table, Place Cards, Table Numbers, Candles, Pictures, Signage etc.

MONTH OF COORDINATION (INCLUDING REHEARSAL DAY) \$1.950

MONDAY - THURSDAY \$1650**

Photo: Breanne Rochelle / The Inn At. St Johns

VENUES WE LOVE

SAINT JOHNS RESORT

PLYMOUTH

SHINOLA HOTEL

DETROIT

THE HENRY FORD | LOVETT HALL

DEARBORN

THE INN AT BAY HARBOR

BAY HARBOR

THE COLONY CLUB

DETROIT

THE DETROIT CLUB

DETROIT

THE FILMORE

DETROIT

CUSHING FIELD HOUSE

HOLLY

JW MARRIOTT GRAND RAPIDS

GRAND RAPIDS

FORD HOUSE

GROSSE POINTE SHORES



A FEW VENDORS WE LOVE TO GET YOU STARTED...

VIDEOGRAPHY

BLACK TIE WHITE DRESS PRODUCTIONS
WWW.BLACKTIEWHITEDRESSPRODUCTIONS.COM

DJ

LUFURU
WWW.LUFURU.COM

PHOTOGRAPHY

SERJ ORTAN
WWW.SERJORTAN.PIXIESET.COM

EVENT RENTALS

MODERNLY EVENTS
WWW.MODERNLYEVENTS.COM

PHOTOGRAPHY

J & N STUDIOS
WWW.JANDNSTUDIOS.COM

LINEN AND RENTALS

LUXE LINEN
WWW.LUXEEVENTLINEN.COM

PHOTOGRAPHY

JLB PHOTOGRAPHY
WWW.JLBWEDDING.COM

WEDDING CAKE

BELLA E DOLCE
WWW.BELLAEDOLCECAKES.COM

DJ + PHOTOBOOTH

CC KING ENTERTAINMENT
WWW.CCKINGENT.COM

WEDDING DRESSES

BELOVED BRIDAL | ANN ARBOR



FREQUENTLY ASKED QUESTIONS

What Do I Do?

Whatever is necessary.

How many weddings do you take on?

My team works with a limited number of clients each year, and I personally design and manage each one. Our connection - yours and mine - is absolute and the foundation of all of the work we will be doing together. You will never work with a coordinator, an assistant, or any other representative during the planning process. When you call, I answer. When you DM me on Instagram, I respond. Tastings, meetings, demos, and more we will do together as needed. Onsite at the time of your event I will be at the helm of a full staff including coordinators, taskmasters, and representatives from all creative partners. But ultimately - it's you and me. We are in this together. Whether you are coming on as a Full Service Planning Client, Partial or Day of ... We spread out our calendar to ensure that all of our clients are treated with our absolute best availability and customer excellence!

How many additional staff will be with you on the day of my wedding?

This is fully dependent on your type of event and what is needed in terms of staffing. For full service weddings, we always bring on additional assistant coordinators as well as, our professional bridal dresser who is there the morning of for steaming dresses, making sure bride looks perfect and tying bow ties to avoid any attire mishaps however depending on the scale of the event and what type of event, additional staff will vary from 1 - 10+

Do you plan intimate weddings and social events?

Absolutely! We love beautiful elopements, milestone family celebrations, executive dinners and "at home" celebrations. These services are offered generally in our "off-season" however based on availability we gladly would love to hear about your event to see how we can assist!

But, what will my wedding cost?

The truth is, I don't know. How can I tell you the price of a wedding that I have not planned yet? The truth is, your wedding (or event!) will cost as much as you'd like it to, and as much as it needs to in order to do the work the way we need to.

Your budget will be driven by location, production, floral design, and audiovisual needs. Your food and beverage minimums and rentals will be factored in, as well as my fee. This is an inclusive estimate which will cover all of the costs associated with the production of your wedding experience.

- Ultimately, however, we are not driven by numbers. Ultimately, it isn't about the "stuff" - It is about how the stuff makes you feel. All of my designs are curated to tell a story tailored specifically to your taste and style. Pricing is impacted by the location, the number of guests, your menu selections, entertainment, design, decor, etc

NEXT STEPS

CONSULTATION

Before we send any quotes or proposals, we will schedule a "getting to know you" meeting to ensure that we're the right planner for you! This is an important step for both you as the client to get to know us, as well as us as the planner. The vibe between the planner + client is one of the most important parts of the planning process.

CONTRACT & DEPOSIT

The next step is to determine if we are a good fit. You choose me and I choose you back. From that moment on I am on your team and by your side.

After our meeting an initial conversation, if our services are an ideal fit for your special day, we will send our an initial 'welcome email' with more information about your customized package and your proposal.

When you're ready, it's time to book - a deposit is the only way that we hold available dates.

& SO IT BEGINS ...

we will begin to talk through the broad strokes of your experience. What do you want your wedding to look like, to feel like? We start with broad, sweeping gestures as we discuss seasonality, the time of day, possible locations.

I never knock off someone else's work and I refuse to do the same event twice. For that reason, it will be impossible for me to show you a photo of what your wedding will look like. Instead, we will work with mood boards, sketches, renderings, and narratives. To surprise and delight, some elements will be kept a secret, unseen until they are unveiled to you.

Photo: Aisles & Ivy / Estate on the Halifax

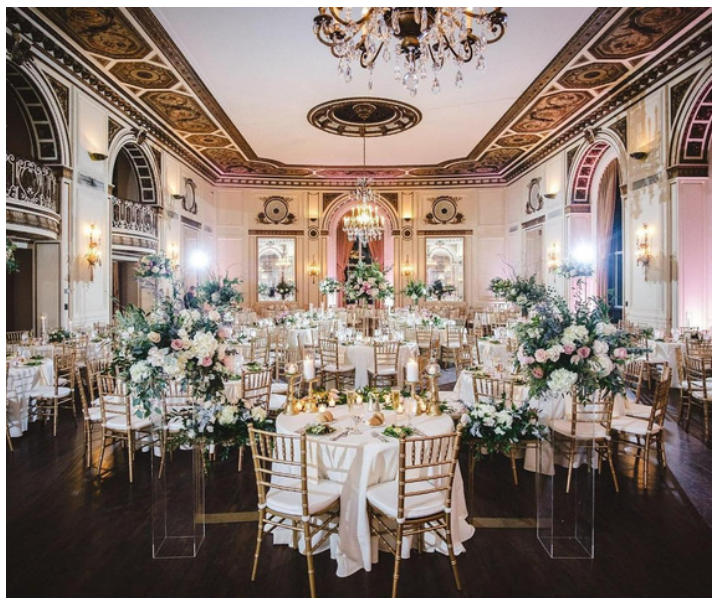


Photo: JLB Photo / Colony Club

THANK YOU



Photo: Lia Gianotti Photography / Cranbrook Art Museum

"Every love story is beautiful,
but yours is my favorite..."

Let's take this relationship to the next level...

Of all the wedding planners in the world, you have chosen to spend your
time with me...

Thank You!

Our connection is absolute. It is the cornerstone of my entire belief system
and the work we are about to do.

Kaila Adam

For questions and inquiries
info@kadamevent.com

For a Look into Our Day-to-Day
and Wedding Highlights
follow us on Instagram:
[@k.adamevents](https://www.instagram.com/k.adamevents)



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