

Is your wedding theme tacky or tactful?

*How your vision can stand
the test of time.*

Presentation by Krista Chapman of Jacob Marketing Inc, 2011



How many of you...

Are clueless when it comes your wedding theme?

Fear you will spend too much money on stuff
that doesn't matter to you?

Think your vision is leaning more tacky than tactful?

We know every wedding
has a Vision...



1. All Aboard!

- All Key Players Must be on Same Page
 - Bride, Groom, Parents, Valued Friends, Financial Contributors
 - Important! Key Players have an equal role in final vision... it is about compromise.

2. Top Priorities

- Each Key Player asks themselves...
 - *What is most important?*
- **Answer:** Top 3 Wedding Elements
 - Gorgeous Flowers, Open Bar, Live Band, Amazing Ceremony Space, Lots of Guests, Flawless Photos, An Amazing Dress
 - Compromise... create a final Top 3
 - Plays a important role in your budget



3. Wedding Mission Statement

- Each Key Player asks themselves...
 - What do you want to experience on wedding day?
 - What do you want guests to experience?
- **Answer: Five Words**
 - Fun, Elegant, Rustic, Modern, Comfortable, Vintage, Glamour, Warm, Garden Escape, Urban, Whimsical, Relaxing, Beachy, etc...
 - Remember... compromise to find your final 5 words.



Test your Defined Vision

Does this reflect the personalities of the
Bride and Groom?

Are all Key Players in consensus?

Consider your Top Priorities... Do they fit
your Mission Statement?

How does your Budget Fit?

Questions?

Please visit www.thepinkbook.com for daily blog posts, wedding planning tools or resources as well as a copy of this presentation.