

ELLEN ROBINSON
EVENTS



Services & Process
GUIDE



Table of Contents

Welcome to ERE	2
Services	3-4
The Process	5
Booking & Next Steps	6



Welcome

Planning and executing beautiful events has been my world for over two decades!

With a career spanning from the Walt Disney Corporation, to the Harbour Club, to being the Principal Planner for WED here in Charleston for 22 years.

With my two boys growing up quickly, it became the perfect time to enjoy the flexibility of establishing my own firm, and Ellen Robinson Events was launched in 2023! It has been a joy to create meaningful weddings for my brides and their families, and I can't wait to collaborate with you.

- Ellen





Services

- Consultation-assessment
- Contact and book all vendors - negotiate rates, oversee contracts, verify services & products
- Maintain ongoing budget reports & payments
- Provide preferred vendor list + additional vendor referrals
- Assistance securing accommodations/ hotel room blocks for guests
- Coordinate & schedule all vendor appointments & meetings
- Attend all appointments & meetings
- Create & manage a comprehensive design board
- Create & manage a comprehensive wedding week timeline



Services Cont.






- Work with vendors throughout engagement to ensure successful event.
- Provide wedding party & vendors with customized timelines.
- Deliver final items to vendors/staff (checks, contracts, materials).
- Wedding etiquette and advice.
- Assemble and mail invitations.
- Track RSVPs and provide weekly updates.
- Assemble all wedding day paper goods.



The Process

- Initial Consultation & assessment
- Proposal presented
- Contract and deposit received
- A detailed budget estimate is provided for your review/feedback. Once approved, this will serve as our guide when making vendor & design recommendations
- Vendors will be suggested from our preferred list and then selected.
- ERE will handle all contracts needed for each vendor (beginning with caterer, photographer/videographer, Band/DJ, and save the date design)
- Hotel and accommodations will be secured for family and guests
- After confirming your travel availability/schedule, we will arrange appointments to meet your remaining vendor team: stationer, florist, rentals, hair & makeup
- Wedding day timeline created for review
- Design board created...this is where you'll see it all come together!
- ERE will provide ongoing communication, guidance, payment reminders & timeline/budget updates
- We will confirm final timeline, details, and load-in schedules with all vendors 4-5 weeks prior to wedding
- Final meeting the week of the wedding
- Oversee all set up and vendor prep
- Coordinate ceremony rehearsal, ceremony, and wedding day (*And any other events contracted or agreed upon separately)
- Oversee event breakdown

HOW TO BOOK &
Next Steps

- 01  Request Contract for review and signing
- 02  Return signed contract & deposit (via mailed payment or emailed credit card information)
- 03  Receipt sent, along with counter-signed contract
- 04  Estimated budget guide sent for your review & approval
- 05  Preferred vendor list sent to you, along with custom recommendations so you can begin booking