



MASTER OF EVENTS

Turning Moments into Memories

Full Service Wedding Planning ~ Wedding Day Management

When done correctly, a wedding is the jubilant celebration of two people entering into a lifelong, tender partnership witnessed by their closest family and friends. Not a horror story of a budget gone berserk, bouquets gone bad and a bride gone batty on the WE channel.

Planning a wedding can go one of two ways: A nightmarish period of seemingly endless anxiety, errands, phone calls, appointments and uncomfortable decisions (and therapy sessions); or a stress-free time of inspiration mixed in with little moments of laughter and tears of joy as you lovingly create a day that honors the dreams of the life you share with your partner.

Let Master of Events work with you to design a wedding that pays tribute to your vision while still respecting the size of your wallet. We work with the foremost designers, florists and other vendors in the Vail Valley to ensure that every event is extraordinary and extraordinarily unique.

Master of Events' Melissa Masterson is a wedding planner and consultant who recognizes that serious attention to detail is required to turn your vision into a breathtakingly lovely reality. Melissa's vast expertise and relationships with hotels, venues and vendors will ensure that the big picture, as well as each tiny moment, is nothing short of flawless.

Melissa has over 20 years experience in the hospitality industry, including at The Ritz-Carlton, Key Biscayne, as an event planner producing high end social events, charity galas and weddings for a varied clientele, including Grammy-nominated Mexican pop singer Cristian Castro. James Brown and Michael Bolton are just a few of the marquis names to have performed at events designed by Melissa.

A proud resident of the Vail Valley, Melissa worked most recently as a corporate event planner, developing lasting associations with the most sought-after vendors, suppliers and venues in the area. To each wedding she produces, Melissa brings her impeccable skills, discretion and tremendous knowledge of the latest industry trends to make your dream wedding a memory that will last a lifetime.

Melissa Masterson ~ 970-368-0992 ~ melissa@masterofevents.net





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WEDDING DAY MANAGEMENT • \$1,500

Preliminary event consultation

Typically 30 days prior to the event, meet with the bride and groom to discuss the wedding day details, including:

- ❖ *Timeline review*
- ❖ *Etiquette advisement*
- ❖ *Vendor and supplier review*

Event Review

An analysis of your wedding plan and the creation of an agenda that determines how the event will unfold.

- ❖ *Event set-up*
- ❖ *Recommendations and outstanding items to be addressed*

Schedule of events

Visualize wedding day events in advance to ensure flawless execution

- ❖ *Minute-by-minute timing and blueprint of your event*

Communication

Master of Events is your one stop shop for all correspondence with vendors

- ❖ *Unlimited planning meetings via email or phone*
- ❖ *Continual progress reports for the bride and groom*
- ❖ *Schedule of events to be distributed to all vendors and suppliers*

Leadership

Providing direction to your team of vendors toward the shared goal of meeting and exceeding your expectations. Master of Events will:

- ❖ *Make decisions and troubleshoot on-site to ensure the process flows efficiently and quickly*
- ❖ *Oversee vendors to ensure agreements have been fulfilled*

Ceremony Rehearsal

Personal on-site coordination of ceremony rehearsal.

- ❖ *Organization of rehearsal*
- ❖ *Communicate the schedule of events to bridal party and family members*

Event Day Coordination

Personal attention to detail as the event comes together.

- ❖ *Ceremony and reception on-site set-up*
- ❖ *Collection of gifts, personal belongings or décor items at the conclusion of the event*

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FULL SERVICE WEDDING PLANNING • \$5,500

Venue & Vendor Selection

Helping determine which venue is right for your vision and budget

- ❖ *Venue availability and cost analysis*
- ❖ *Venue and vendor site visits*
- ❖ *Contract review and negotiation*

Pre-Planning & Coordination

A well-organized event outline and planning timeline is essential

- ❖ *Menu Planning*
- ❖ *Printed materials, including save the dates, invitations and programs*
- ❖ *RSVP management*
- ❖ *Assigned seating assistance*
- ❖ *Vendor management*
- ❖ *Etiquette advisement*
- ❖ *Budget spreadsheet*
- ❖ *Transportation*

Event Design

Matching your vision and budget with the most talented, qualified designers in the area

- ❖ *Theme and style development: Florals, table design, ceremony and room decor*
- ❖ *Entertainment*

Guest Services

Pre-destination communication with guests is vital to an unforgettable experience

- ❖ *Information on weather and what to pack*
- ❖ *Air and ground transportation*
- ❖ *Lodging*
- ❖ *Welcome amenities*
- ❖ *Receiving and storage of packages*
- ❖ *Group and sightseeing activities*


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Deadlines

Stay in touch with vendors and on track with decisions and deposits

- ❖ *Venue food and beverage minimums*
 - ❖ *Final payments*
 - ❖ *Decision deadlines*
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MASTER OF EVENTS

FULL SERVICE WEDDING PLANNING CONTINUED

Communication

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- ❖ *Unlimited email and phone assistance*
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- ❖ *Wedding coordinator assistant to expedite setup*
- ❖ *Collection of gifts, personal belongings or décor items at the conclusion of the event*

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