



Progressive Education for
Event Professionals

Wedding & Event Design with Lindsay Landman

1

Week 7: Bringing Designs to Life

Week 7: Bringing Designs to Life From Design to Production

Design vs. Production

Design = Brainpower

Developing and conveying ideas, vision, creativity, innovation.

Production = Manpower

Using materials and services to bring the ideas and vision of the design to life.



4

Design vs. Production

- Will you produce everything you have designed?
- Will you team up with production partners?
- Will you hand off your entire design?



5

Design vs. Production

Consider ALL of the design elements to determine how you will work:

- Room layout/setup
- Hardgoods: Furniture and tabletop
- Softgoods: Linen, ribbons, fabrics
- Live goods: Flowers, plants and trees
- Lighting
- Graphics/branding
- AV and special effects
- Other experiences



6

Design vs. Production

- Will YOU produce everything you have designed?
 - Responsible for detailing, ordering, assembling, transporting, setting up, breaking down and removing everything you have designed
- Will you team up with production partners?
 - Responsible for some production elements, but will hand off others
- Will you hand off your entire design?
 - Someone else will execute your design in its entirety

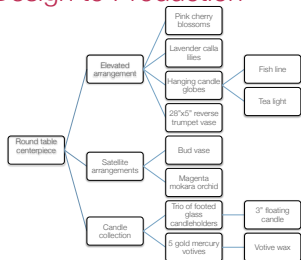
No matter what, YOU are responsible for the integrity of the design you sold to your client



Week 7: Bringing Designs to Life Production Process

From Design to Production

Step 1: Break it Down



From Design to Production

Step 2: Build a List

	Entrance table	Cocktail tables	Dinner tables	Escort table	Total needed	Total ordered	Total from inventory
Ivory votive candles	12	24	80	24	140	72	68
Silver mercury votive holder, 2"	12	24	80	24	140	140	0
Ivory pillar candles, 6"x6"	8	0	60	8	68	48	20
Ivory pillar candles, 5"x5"	0	0	0	12	12	12	0
Glass hurricane, 10"	8	0	0	0	8	0	8
Crystal footed pillar stand, 5"	0	0	0	12	12	0	12
Crystal footed pillar stand, 8"	0	0	60	8	68	12	56
Click lighter	n/a	n/a	n/a	n/a	8	8	0

From Design to Production

Step 3: Research

- Price
- Availability
- Shipping speed
- Item specifications (can the vase be used with water or does it require a liner which would add to the cost?)

Tip: do not present a completed proposal to a client before this phase — there is nothing worse than pricing an item based on a sample and then finding out the cost has gone up or that the item is no longer available.

From Design to Production

Step 4: Build a Team

- Employees
- Contractors
- Freelancers
- Outside companies

From Design to Production

Step 5: Create Budget, Proposal or Invoice

Proposal	Budget	Invoice
<ul style="list-style-type: none"> • Usually during a bidding process • Opens the door to dialog and revisions • Defines, but does not limit scope • Offers extensive details 	<ul style="list-style-type: none"> • Indicates estimated maximum expenditure • May be categories rather than line items • Top down or bottom up • May fluctuate based on additions or changes 	<ul style="list-style-type: none"> • Most specific in terms of prices, but least specific in terms of details • Requests payment • Details payment terms • Finality

13

From Design to Production

Step 6: Get Approval

- Don't make, buy or book anything before client approval
- Create a clear approval process
- Take a deposit

14

From Design to Production

Step 7: Shop/Rent


	Entrance table	Cocktail tables	Dinner tables	Escort table	Total needed	Total ordered	Total from inventory
Ivory votive candles	12	24	80	24	140	72	68
Silver mercury votive holder, 2"	12	24	80	24	140	140	0
Ivory pillar candles, 6"x3"	8	0	60	8	68	48	20
Ivory pillar candles, 3"x3"	0	0	0	12	12	12	0
Glass hurricane, 10"	8	0	0	0	8	0	12
Crystal footed pillar stand, 5"	0	0	0	12	12	0	12
Crystal footed pillar stand, 8"	0	0	60	8	68	12	56
Click lighter	n/a	n/a	n/a	n/a	8	8	0

- Return to Materials List and add columns for vendor, price, shipping info and delivery date
- Keep for tracking and future orders

15

From Design to Production
Step 8: Count and Organize

- Open every box as soon as it arrives
- Label, label, label, label
- Remove stickers and excess packing materials
- Log receipts

 16


From Design to Production

Step 9: Build

Step 10: Pack and deliver

Step 11: Set it up

Step 12: Break it down

 17

Week 7: Bringing Designs to Life
Sourcing and Managing Materials

Sourcing Materials

- Research
 - Local and online vendors
 - Materials and methods
- Pricing
 - Compare prices to understand what a "good deal" is
 - Consider tax and shipping when calculating total price
- Evaluating
 - Quality and value
 - Reliability
 - Customer service



Sourcing Materials

- Logging
 - Create historical data
 - Track pricing and delivery info
 - Build relationships through consistency



Managing Materials

- Transport
 - How materials get to and from events and/or storage
 - Packing and care
- Storage
 - Value
 - Re-usability
- Ownership
 - Determine who owns event materials
 - Define when ownership begins



Managing Materials

- Renting
 - Renting from others
 - Renting to existing clients
 - Renting to others
- Reusing
 - Design implications
 - Financial implications and benefits



Week 7: Bringing Designs to Life

Finding and Working with Vendors

Finding Vendors

- Research
- Understand the type of service you need
 - Interview your vendors
 - I always start with "tell me your story"
- Referrals
- Look at venue lists
 - Ask other event professionals
 - Review press



Finding Vendors

Vetting

- Test project
- Small event
- Collaborative project
 - Charitable contribution
 - Photo shoot



25

Working Well with Vendors

Be Collaborative

- Consider their experience and opinions
- Value their expertise

Be Transparent

- Allow your clients to understand who your partners are
- Share the credit and the liability

Be Gracious

- Your ideas are pretty much useless to your clients unless you have the partners to bring them to life!



26



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27
