



WELCOME

eventful

· BY ALEXA ·

eventful weddings

EVENTFULBYALEXA.COM | ALEXA@EVENTFULBYALEXA.COM | (631) 339-0439

hi there! behind the scenes

I'm no mind reader, but a guess? *You're engaged!* Congratulations!!

You're probably on cloud 9 right now, so soak it all in! My goal? For you to *stay on cloud 9* throughout the entire wedding planning process. As for the stress and hair pulling; that's exactly what we *don't* want! As an *Eventful* couple, we're with you every step of the way. We want you to feel confident in every decision, walking down the aisle to the love of your life. Nothing would make me happier than that first decision be starting with me!

I'm Alexa, but you can also call me your ultimate confidant, BFF, voice of reason, and all around wedding guru. When the last details are finalized and your wedding agenda is closed, my hope is that you'll look back knowing how present you were through the entire engagement – because I was with you every step of the way.

While big dreams and a bubbly personality are engrained in me, my passion lies within designing beautiful events that translate to unforgettable memories. My goal in life is simply to make people happy; There is nothing more gratifying than creating something beautiful and watching a vision come to life in unexpected ways.



thank you

for following along my *Eventful* journey. I am so excited to be share this experience with you!

alexa ferraro

FOUNDER + EVENT DESIGNER



our wedding *process*

01.

CONSULTATION

In our 30-minute complimentary call, we'll bring the coffee (or champagne) to our virtual date and dive into all the exciting details of your wedding day. Together, we'll navigate the best way to assist you in your wedding planning process!

02.

MAKE IT OFFICIAL

Once your date is locked to our calendar with a signed contract and retainer, we will begin to create your custom client portal. Then headed straight to your mailbox is a client folder filled with everything you will need for a seamless planning experience, before scheduling your onboarding call to kick it all off!

03.

DESIGN + PLANNING

Depending on your package, we'll put on our creative hats and get to work! Your dream wedding aesthetic and design direction is where all the magic comes alive – making your wedding everything you hope for and more!

04.

THE BIG DAY

Drumroll, please – your big day is finally here! Get ready to kick back, relax, and savor every moment. We've been eagerly anticipating this day, meticulously planning and preparing to ensure a flawless experience from start to finish.



grand exit |

Even when the wedding planning is over, that doesn't mean we won't miss you. We hope you will stay in touch; feel free to email us photos, mail us a card, or write us a review! And don't forget about us for any future event needs.

full service

wedding bliss

for the couple that wishes to have professional assistance every step throughout the planning process & be present to enjoy every moment

PRE-PLANNING & DESIGN

- Access to a custom client portal for a seamless & organized planning experience
- Venue research & accompaniment on choice of (3) 1 hour venue site visits
- Vendor recommendations, contract review, negotiation, and hiring
- Assistance with developing and tracking the wedding budget
- Customized client planning checklist
- Management of all wedding stationary and RSVP tracking
- Task management and milestone building
- Choice of Design Package Concept 1 or Concept 2 (*exclusive pricing offered with full service package*)

PLANNING + PRE WEDDING

- (6) planning video meetings with your planner
- Email communication during business hours
- Accompaniment on your choice of (3) final vendor meetings
- (2) 1 hour site visits at your venue
- Coordinate the catering selection, proposals, menu creation, and tastings
- Coordinating guest accommodations and transportation logistics
- Creation of the master timeline for the wedding day; catering, photo/video, transportation
- Curating and communicating the wedding weekend itinerary, and morning of timeline
- Designing the floorplan and wedding layout diagram
- Ongoing communication and coordination with vendors & venue
- Coordinating the ceremony rehearsal with wedding planning team
- Monthly project status updates via email

WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (2) assistant wedding coordinators on-site
- Management of all on-site communication with the venue & contracted vendors
- Directing the ceremony processional and all reception traditions
- Assisting the couple, family, wedding party, and guests as needed
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



partial service

sweet soiree

With our partial service package, we'll handle all the nitty-gritty planning details so you feel back on track about nine months pre-wedding day

PRE-PLANNING

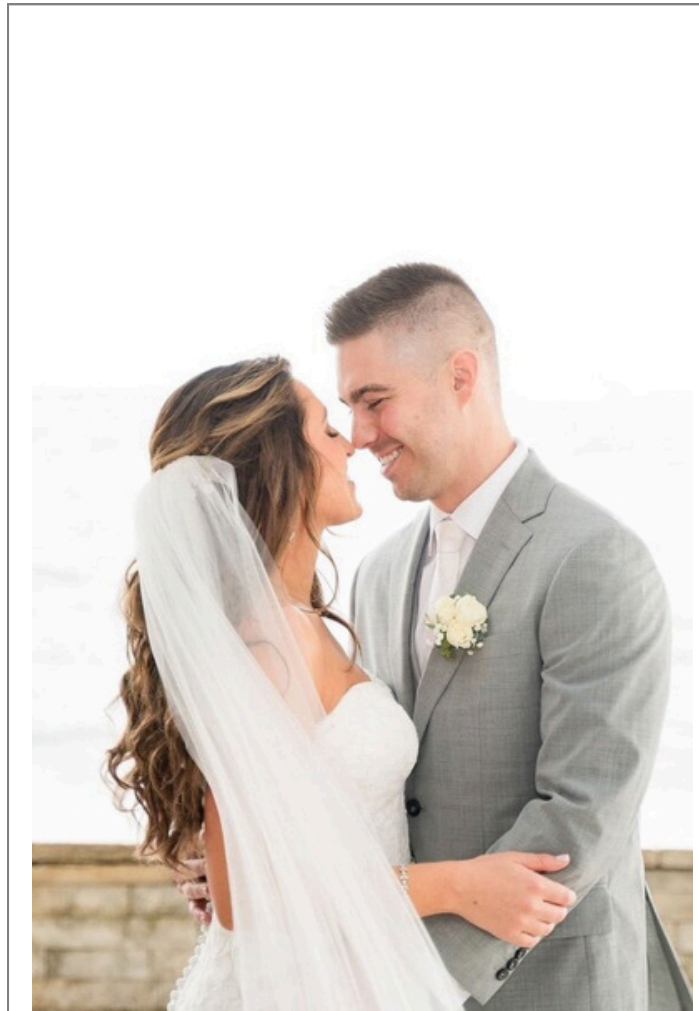
- Access to a custom client portal for a seamless & organized planning experience
- Review of all vendor contracts and invoices for vendors hired thus far
- Vendor recommendations, contract review, negotiation, and hiring (up to 6 vendors)
- Assistance with managing and tracking the wedding budget
- Organization of all vendor logistics regarding next steps and deadlines
- Customized client planning checklist

PLANNING + PRE WEDDING

- (4) 1 hour phone/video meetings with your planner
- Email communication during business hours
- (2) 1 hour site visits at your venue
- (2) 45 minute virtual meetings with vendors of your choice
- Assistance with decor placement guidance within your floorplan
- Coordinating guest accommodations and transportation logistics
- Creation of the master timeline for the wedding day; catering, photo/video, transportation
- Curating and communicating the wedding weekend itinerary, and morning of timeline
- Designing the floorplan and wedding layout diagram
- Ongoing communication and coordination with vendors & venue
- Organize all final vendor payments
- Gather all vendor insurance information, licensing and permits as necessary
- Coordinating the ceremony rehearsal with wedding planning team

WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (1) assistant wedding coordinator on-site
- Management of all on-site communication with the venue & contracted vendors
- Directing the ceremony processional and all reception traditions
- Assisting the couple, family, wedding party, and guests as needed
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



month of management

*forever &
always*

Feeling stuck on how to wrap up your final wedding steps? This package comes with all the logistical bells & whistles to coordinate your perfect wedding day.

PLANNING + PRE WEDDING

- Access to a custom client portal for a seamless & organized planning experience
- (2) 1 hour planning calls starting 3 months prior and (2) during the month of the wedding
- Introduction email with venue and all hired vendors
- Email communication during business hours with planning/admin team
- (1) 30 minute final details call with a vendor of your choice
- Finalize logistics of guest accommodations and transportation
- Creation of the master timeline for the wedding day; catering, photo/video, transportation
- Guidance on your floorplan and wedding layout diagram
- Ongoing communication and coordination with vendors & venue
- Assistance with creating and organizing your photography shot list and groups
- Organize all final vendor payments
- Gather all vendor insurance information, licensing and permits as necessary
- (1) hour ceremony rehearsal with wedding planning team (if schedule allows)
- Provide suggestions for vendor gratuities
- Review all client and vendor provided inventory to ensure nothing is missing
- Distribution of all necessary event paperwork to vendors (such as; contact list, production timeline, load-in and parking information, floorplan and seating chart, photography shot list, rental lists)

WEDDING DAY

- (10) hours on-site with your planning team
- (1) lead wedding coordinator and (1) assistant wedding coordinator on-site
- Management of all on-site communication with the venue & contracted vendors
- Directing the ceremony processional and all reception traditions
- Assisting the couple, family, wedding party, and guests as needed
- Assistance with decor placement the day of (ie; place cards, favors, guest book)
- Collect any personal items at the end of the wedding
- Distribution of any final payments or gratuities to vendors
- Fully equipped "Wedding Day Emergency Kit"



design concept 1

wedding bells

we bring your your wedding day vision to life by curating intentional and detailed designs, keeping you as the focus, always

DESIGNING

- Access to a custom client portal for a seamless & organized planning experience
- (1) initial design consultation meeting to review the client questionnaire
- (2) follow up design meeting to review the event presentation
- A custom wedding mood board to establish the wedding aesthetic and design direction
- Source vendors that fit the wedding style, aesthetic, and client budget
- Vendor recommendations, contract review, negotiation, and hiring
- Accompaniment on your choice of (2) design or rental meetings
- (1) site visit at your venue to review the design direction and options
- Floorplan and wedding layout design diagram
- Assistance with curating your wedding stationary
- Customized client planning checklist
- Assistance with the delegation of the overall design budget to each decor category
- (2) rounds of design board revisions



design concept 2

party of 2

This design concept provides you with all of the beautiful details you desire, and the tools to help you achieve them. We get the ball rolling so can take care of the rest

DESIGNING

- Access to a custom client portal for a seamless & organized planning experience
- (1) 1 hour initial design consultation meeting to review the client questionnaire
- (1) 1 hour follow up design meeting to review the event presentation
- A custom wedding mood board to establish the wedding aesthetic and design direction
- Choice of 5 categories plus an overall direction and color scheme slide, included in your mood board
- A list of 2-3 vendor recommendations per category
- Source vendors that fit the wedding style, aesthetic, and client budget
- Vendor recommendations, contract review, negotiation, and hiring
- (1) 1 hour site visit at your venue to review the design direction and options
- Floorplan and wedding layout design diagram
- Customized client planning checklist
- Assistance with the delegation of the overall design budget to each decor category
- (1) round of design board revisions



a la carte add on services

We believe in giving you the freedom to customize and choose the exact services you need to make your dream day come to life. For any budget or need, you can cherry-pick from our a la carte services to add a dash of magic wherever you desire.

- Guest list and RSVP management
- Venue research
- Vendor appointment scheduling
- Accompaniment on additional meetings
- Menu curation, tastings and cake design
- Event budget management
- Assistance with guest seating arrangements
- Assistance with vendor form completion (ie; music list, permits or licensing)
- Additional on-site wedding day coordinators



Whether it's assistance with finding the perfect venue, crafting your seating chart, or curating a delectable menu, our team is here to make your wishes come true. So, go ahead and indulge in a planning experience tailored just for you.



final notes & farewell

office hours

Monday: closed

Tuesday: 10 AM - 3 PM

Wednesday: 10 AM - 6 PM

Thursday: 10 AM - 6 PM

Friday: by appointment only

Saturday- Sunday: let's party!

contact info

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631-339-0439

PO Box 309, Shoreham
New York 11786

Email is the preferred method of communication; text may be utilized in emergency situations or event day. Phone calls or emails past office hours will be responded to Monday-Thursday, outside of emergency cases.

BASED IN LONG ISLAND, NEW YORK
SERVING THE TRI-STATE AREA & DESTINATION

   @EVENTFUL.BYALEXA

payment information

Credit cards accepted for first payment/retainer only with a waived processing fee. A 3.5% processing fee applies to all subsequent payments paid with a credit card. Zelle, Venmo, cash and check are also accepted forms of payment. The final balance is due no later than 2 weeks prior to the event date.