



*Planning
packages*

Let's plan, so you can party!

Empowering modern couples to
plan their unforgettable
wedding day with guidance,
education & compassion.

Without the overwhelm.



Mo's Functional Fitness

1 review

★★★★★ 4 weeks ago

Ali was a huge help during our wedding planning process! She truly listens to her clients and shared so much helpful advice. Our wedding day felt seamless and I have so many amazing memories from our big day. The fact that I was able to even enjoy the day and take it all in says all you need to know about Ali's impressive coordinating skills!

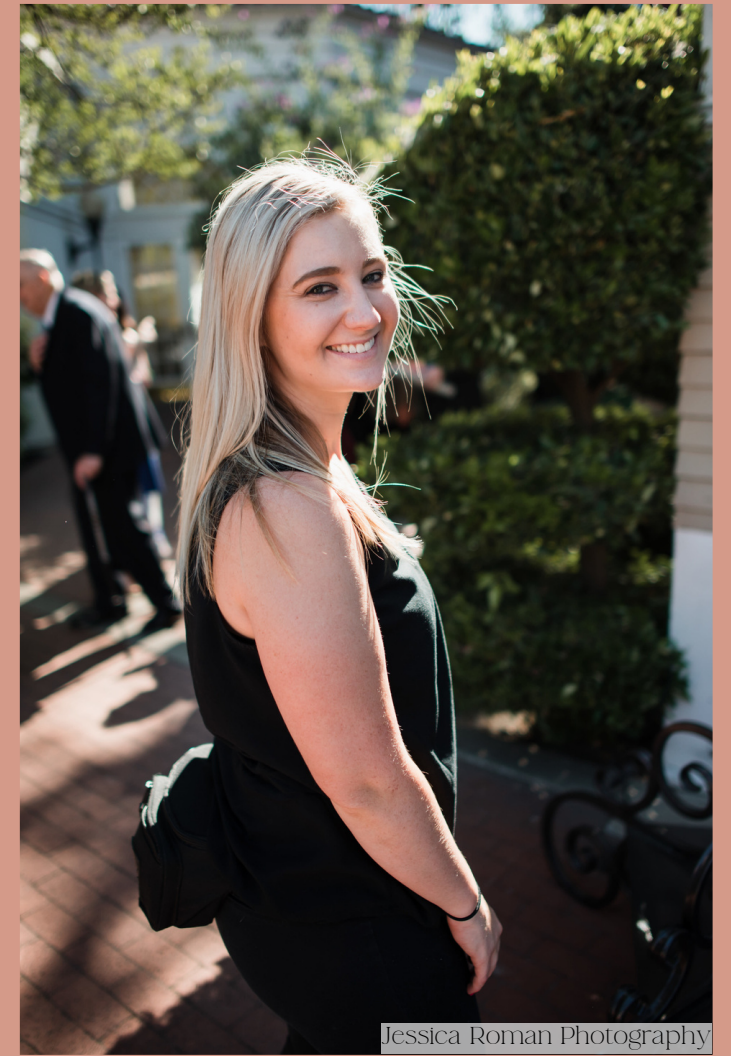


Allie Bognacki

3 reviews

★★★★★ 5 days ago **NEW**

If you are looking for an experienced, organized, and positive coordinator, Ali is your girl!! Ali took over for my wedding with just a few months left prior to my wedding date. She cleaned up all the errors that my previous coordinator made and ensured that everything ran so smoothly. She made me feel so much more comfortable leading up to my date and was prompt with all communication. My wedding day went off without a hitch and a lot of that was attributed to Ali. She definitely has a way of easing a lot of the stress. You can't go wrong with Ali as your coordinator :)



Jessica Roman Photography



Vanessa Lynn Photography



Hailey Ayson Photography

hi! i'm ali!

I've been involved in weddings for 4+ years after sparking my passion while planning my own wedding.

During that process, I found myself **overwhelmed** by the sheer volume of information on wedding planning, most of it conflicting with one another! I went through the **painstaking** process of doing everything myself and when it came time to execute? **I figured I could do that myself as well. I was so wrong.**

I spent so much **time & effort** planning every detail, only for some of those details to be **forgotten** on the big day.

And so my dream in
AB Event Co. was born!

I WANT TO HELP! I'm here to help you plan your wedding, with the **knowledge** and **expertise** to ensure you feel empowered to make the **RIGHT** decisions about your big day! I'll help **guide you** through the process so you **understand** how to focus your budget on the things that are **important to YOU**, and help you put together a **cohesive design** that reflects **YOUR unique vibe!** When it comes time for execution, let me worry about all the details so you can **sit back and enjoy your wedding day!**



Who our process works best for:

1. Couples who want to have a professional **guide them** through the planning process, but **enjoy having a hand** in the details!
2. Couples who have a vision of what they want their wedding day to look like, but need and desire some **help from an expert** in bringing it all together!
3. Couples who **trust the process**, and are excited to **trust US** with guiding them through that process!
4. Couples who want to host an **awesome party**, for ALL to enjoy **(including themselves)!!**



What makes us different?

- We value what's important to YOU **over anything else! No exceptions.**
- We understand how stressful it can be to plan a wedding for the **first time**, without intricate knowledge of the industry. **We have been there!**
- Things come up and **life comes first**. We'll work with you to figure out the best path forward!
- We consider what's **best for YOU** in the process, not what looks best in a magazine or on Instagram.
- We believe that **all couples are unique** and their weddings should be too! We aim to showcase **your personality** in your wedding design.

Stefany R. Married on 10/01/2022

★★★★★ 5.0 ∨

Ali made all my wedding dreams come true!

Ali is amazing! We got married at Monte Verde Inn in August 2022 & she was our coordinator. Ali was so detailed with our timeline & prep, so fun to be around/work with, and totally "on it" the day of. She responds to emails really quickly, gives great advice, and didn't get mad at me at all when I changed my seating chart 4 times 😂. She also knows how to command a room and get unruly groomsmen where they need to be at rehearsal! I had literally no stress on my wedding day, my vision came together perfectly, and I truly have to thank Ali for that! 10/10 would recommend!

Kristine Dunn

1 review

★★★★★ 3 months ago

Ali is the greatest! We felt that every detail of our wedding was taken care of. She helped us execute the aspects of the day we had a strong vision for, and gave expert advice on the things we were uncertain of. She was always very responsive when we had questions or last minute changes. On the day of the wedding, it was so nice to know we had someone in our corner who made absolutely sure we got to eat and hydrate, socialize with all of our friends and family, as well as build in private moments for just the two of us. Ali is so much fun to be around and makes every step of wedding planning stress-free and tailored to what you want (or didn't know you needed)!



Starting at \$2,400

Month-of Coordination

Our most basic planning package, including all things we know to be **essential** for a **successful** wedding day.

We'll do a **complete takeover** at 30 days prior to the big day, tying up all loose ends and ensuring **all details are accounted for**. We'll take everything you've planned up until this point and turn it into a **cohesive roadmap** for your wedding day. On the wedding day, we'll coordinate all the moving parts and **bring your plans to life!**

Month-of Coordination: *the details*

Before 30-day takeover:

- Private access to our **customized** online planning platform: **Aisle Planner**
- Access to preferred vendor list and **custom vendor recommendations** as-needed
- Two, **1-hour planning meetings** (one of the two must be onsite at your venue, while the other will be a video call)
- One, **1-hour phone call** focused on creating a skeleton timeline for your wedding day
- Wedding planning checklist to help **keep you on-track** with planning

Inside 30-day takeover:

We will fully take over **all aspects** of planning at 30 days prior to your wedding date.

- The takeover will consist of 3 key meetings:
 1. **Vendor review meeting** – we will go over your expectations of each vendor and find any gaps in their contract with you. All vendor contracts will be shared with me one week prior to this meeting.
 2. **Timeline review meeting** – we will firm up your custom timeline and ensure all aspects of your wedding day are accounted for within the written timeline.
 3. **Décor detail meeting** – we will chart out everything to do with the design including who is bringing the item, what happens to it at the wedding, and what happens to it at teardown.
- Once the takeover has been complete, there will be **unlimited emails and scheduled calls** with your Lead Planner to ensure everything gets done prior to the wedding day
- Final venue walkthrough and layout design
- We will direct your ceremony rehearsal (1 hour) with the wedding party and family
- Up to 10 hours of wedding day coordination coverage



Partial Planning

Starting at \$5,000

For couples who need **a bit more help** with the planning process, our Partial Planning package provides **consistent, monthly access** to your Lead Planner and assistance in developing and executing your **dream wedding design!**

We'll kick off with your **wedding design** within 1-2 months of booking and then transition into **monthly check-in meetings** complete with to-dos and goal setting for the next meeting. This package also Includes an **extended, 60-day takeover** as we approach your wedding day!

Partial Planning: *the details*

Everything inside Month-of Coordination, PLUS: Before 60-day takeover:

- Wedding design which includes:
 1. **Two, 1-hour design meetings** (one may be onsite with rental or specialty rental company, while the other will be a video call). Follow-up emails and calls as needed
 2. Up to **3 design boards** to hone-in on your design vision
 3. Assistance in booking the **five (5) key vendors** for the wedding aesthetic: **rentals, specialty rentals, linens, florist, and invitations** (as needed)
- Once your **five (5) key design vendors** are booked, design wraps up and you are transitioned to **monthly check-in meetings** with your Lead Planner
- Monthly one-hour check-in meetings via Zoom will include **goal setting and to-dos** to **keep you on track** for each meeting and **throughout the planning process**

Inside 60-day takeover:

- We will fully take over **all aspects** of planning **60 days** prior to your wedding date
- Once the takeover has been complete, there will be **unlimited emails and scheduled calls** with your Lead Planner to ensure everything gets done prior to the wedding day
- Ceremony rehearsal & wedding day – same as Month-of Coordination



Professional assistance from the moment you say "Yes!" all the way through to "I Do!" This package is designed for the couple who wants to **give the reins over to an expert**. Think of us as your guide, we'll be there **every step of the way!**

We'll be with you throughout the **entire planning process**. You're involved (because your wedding should be what **YOU** want), but in a way that allows you to actually **relax and enjoy** being engaged while we take on the **grunt work**.

Starting at \$8,000
Full Planning

Full Planning: *the details*

Everything inside Month-of Coordination & Partial Planning, PLUS:

- “Takeover” begins **immediately upon booking**
- Sourcing & procurement of all vendors **completely handled by us**, including contract review and negotiations on your behalf
- **Complete vendor management**, including general communication as well as **scheduling, attending and conducting** all vendor meetings
- Development, planning and complete execution of your **custom wedding design**
- **Budgeting guidance**
- Additional **onsite venue meetings** as needed
- **Unlimited** email communication and scheduled calls/video meetings
- Support in selecting your **wedding-day attire** and **styling of the wedding party**
- Ceremony rehearsal & wedding day: same as Month-of Coordination



Client Love

"The best wedding planner! Ali is an amazingly talented professional, she was exactly what we were looking for when we started to plan our wedding. From the start Ali was attentive, quick to respond to emails, calls, changes and concerns. She has a listed of trusted vendors who are all as amazing as she is. She helped review contracts, coordinate arrival times, and even developed our wedding day timeline so on the big day all I needed to do was relax and soak in every moment of such a special day.

I could not have asked for a more dedicated visionary working to make everything happen. It was truly a magical day. The details to the design and the execution of how everything turned out was beyond expectations. She deeply loves and enjoys what she does. That must be what makes the big magic of her weddings. Ali is someone you want and need for your wedding. Thank you so much Ali!"

Jessica & Everett

October 23, 2021



A La Carte Options →



Our **a la carte design services** work best for clients who don't need everything provided in our Partial Planning package, but **want expert help** creating and implementing their **dream wedding design**. This service is also designed for clients that have booked an **all-inclusive** wedding venue, but still want someone to **help them** with the wedding design!

A La Carte Design

Design services can be added on to our **Month-of Coordination** package, or **booked individually** for clients who just need design help!

A La Carte Design: *the details*

Design Services Include:

- A **2-3 month process** for wedding design which includes:
 1. **Two, 1-hour design meetings** (one may be onsite with rental or specialty rental company, while the other will be a video call). Follow-up emails and calls as needed
 2. Up to **3 design boards** to hone-in on your design vision
 3. Assistance in booking the **five (5) key vendors** for the wedding aesthetic: **rentals, specialty rentals, linens, florist, and invitations** (as needed)
- Once your **five (5) key design vendors** are booked, a detailed email will be sent **summarizing all design specifics and vendors** for you to move forward with.



Captured by Kay Photography

A woman in a black dress is celebrating with her arms raised in a wedding venue. The background is a blurred image of a wedding reception with white chairs and tables.

Want to work together?

Click the button below to fill out our contact form and get scheduled for a discovery call. On the call, we'll get to know you and ask some questions about your planning process thus far.

At the end of our call, we'll either be a perfect match and we'll extend an invitation to work with us as an AB Event Co. couple, or if we're not a match - that's totally okay too! We'll point you in the right direction for another way to achieve your wedding goals.

I'm ready to plan!