



Service Guide

2024



www.inreviewweddings.com

Hello & welcome!

First and foremost, congratulations on your engagement. We hope you've taken the time to soak up this incredibly exciting season in life, and we are thrilled you're considering us to be part of making your wedding day unforgettable.

In this service guide, you will find a breakdown of what each of our three services include. Should you feel ready to start the planning process with In Reverie, please visit our [Get in Touch](#) page to fill out your inquiry form and schedule a connect call!

We can't wait to meet you,

Kylen & Cynthia

04

Our Beginning



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Our Beginning

"In 2018, our journey started at a Houston Marketing firm, where we forged a close friendship over our shared creative instincts and love for project details. A year later, we became a dynamic wedding planning duo, infusing our imaginative roots into every detail. Our distinct yet complementary skills amplify the service we provide, ensuring a high-touch, intentional experience for each couple.

Through this process, we aim to deeply understand both of you—the real you. The you who might tear up during friends' speeches or share a belly laugh. We want you to feel connected to us, sharing your excitement, stressors, and vision. By fostering this authentic connection, we guarantee a seamless, personalized experience that feels right from beginning to end, creating memories that last a lifetime."

what you can Expect

01. connection

Our relationship with you is foremost the key to our success. We understand the overwhelm that can ensue when faced with seemingly countless decisions at hand. Our mindset always returns to the approach that investing the time in fostering a genuine connection with our clients, enables us to tailor the planning journey in a way that gets to the root of your stressors and brings ease to the entire process.

02. commitment

Call us obsessed, but simply put, we're passionate about our work, making sure you both feel you are truly heard with regards to your wedding day needs and vision, and that the execution is seamlessly orchestrated. It's our promise to embrace creativity and precision to ultimately produce a day that allows you to be a guest at your own wedding, and to focus on being in the moment with your loved ones.

03. storytelling

Each of our couples' weddings share one commonality: they are all unapologetically true to their love story and reflective of their individual expression. No detail is too small to add intentional touches that allow guests to feel a meaningful connection. No matter the venue, scale of the event, or size of the guest list, our clients will never compromise on the quality of design or guest experience.

Our Process

Schedule a connect call and say hello!

During this conversation, we'll get to chat about what you envision your perfect day to entail, you'll learn more about our service offerings, and you will have the chance to ask us anything. We'll collectively determine which service is the best fit for your needs, and then create your proposal!



Secure your day on our calendar.

After your Connect Call, you will have three days to accept our quote, or request an extension. Once you have decided to move forward by accepting the quote, we will send you the service agreement to sign, and an invoice to complete your first deposit, locking in your date.

It's official! Let's get acquainted.

At this point in the process, your wedding day is officially reserved and we will begin to gather more details surrounding your communication preferences, wedding planning stressors, the level of involvement you'd like to maintain, what planning progress you've already made, and other information that allows us to shape the process to the both of you!



Let's create your dream day!

As we move through the planning process, we incorporate a combination of collaboration using our online wedding platform, handy in-depth questionnaires, virtual meetings, phone calls, and weekly/monthly task lists. These are meant to guide discussion, encourage organization on both ends, ensure we're staying on track with the cadence of task completion, and facilitate thought-provoking conversation and ideas when we connect.

how our process Stands Out

Stuffy limits don't exist.

Organically developed connections can't be fostered when restricted. It's imperative that you feel supported through this journey, and that may not be between the hours of 9-5 PM. There is never a limit to the amount of times we meet, the frequency of communication, the number of vendor consults we attend, or the hours we spend present on wedding day.



We discover the possibilities, you make the decisions.

We see ourselves as collaborators and guides who will always advocate for your best interests. Because of this, we will provide honest suggestions and feedback if beneficial to your wedding day. While our main goal is to give you the tools to empower you to make confident decisions regarding your day and assist in the process, the last say will always be yours.

The process is tailored to you.

We recognize that all our couples differ when it comes to how they like to communicate - if they're visualizers or see clearly through numbers, if they have more flexibility to meet face-to-face or would rather fill out a questionnaire. and sync via phone call. There's no debating that the process is better when it fits, and we strive to learn your preferences up front in order to shape your journey.



We're not just planners, we're problem solvers.

Our approach focuses on proactivity, not reactivity. Through the duration of the planning, and most importantly on the day-of, we look for the intricacies that are commonly forgotten, but essential to the flow of your day. While there are always last-minute and unforeseeable hiccups, we work diligently and quickly to correct concerns before they ever become an issue.

NO. 1

FULL-SERVICE PLANNING & DESIGN

— begins 12+ months prior to wedding day

BEFORE WEDDING DAY

Client Resources | Clients are given access to exclusive planning resources, including a thorough planning checklist, a budget prioritization worksheet, & insightful tips and reads. They will also gain access to an online management tool that houses all contracts, payments, guest list info, design blueprints, vendor contact information, ceremony and reception layouts, and more!

Budget Creation & Expense Management | Comprehensive budget mapping centered around your wedding priorities, periodic expense tracking/check-ins to keep you on track, and upcoming payment reminders.

Venue Scouting | Curation and presentation of ideal venue locations based on wedding needs, includes planner attending in-person touring.

Vendor Curation | Curation and presentation of all vendor partner recommendations based on wedding needs.

Vendor Communication & Consultations | Planner-managed vendor communication on your behalf, including consultation scheduling and assisting in securing vendor partners. Our priority is to accompany you in as many consults as our schedule permits, enabling us to expertly guide the conversation with tailored questions and essential resources, including your design blueprints and budget insights.

Design | All features included in our full-service design offering (see Design Conception breakdown).

RSVP Management | Meticulous handling of all aspects of guest responses, both mailer and digital RSVPs, including the tracking of plus-ones and guest's meal preferences.

Timeline Creation | Crafting of the master timeline that will be referenced by all vendor partners for wedding day setup, breakdown, execution and flow, including clients' final review prior to distribution.

the planning

BEFORE WEDDING DAY (CONT'D)

Hotel Block Management | Finding and assisting in contracting your guests' accommodations.

Contract Review | Proactive review of each contract, identifying and addressing any potential issues well in advance for your peace of mind and seamless execution day-of.

Tailored Task Reminders | These monthly reminders are meant to guide you through each step of the planning process, ensuring that every detail is attended to, help guide our conversations, and keep you on track with outstanding tasks.

Rehearsal Orchestration | You will have two planners present to direct your ceremony rehearsal either the night before the wedding or morning-of, as needed.

Venue Walkthroughs | Planner-facilitated venue walkthroughs - one upon service start and one before wedding day to finalize day-of setup logistics and design details with the venue team.

ON WEDDING DAY

On-Site Support | Unlimited on-site service time on your wedding day with the presence of two dedicated lead planners, overseeing a flawless setup, breakdown, and timeline execution. Serving as the primary point of contact, we liaise with your vendor team, bridal party, and guests.

Styling | Tasteful placement and styling of all favors, signage, guest book, and décor pieces, seamlessly enhancing the ambiance during the setup process.

Wedding Emergency Kit | Clients will have access to an emergency kit that anticipates possible needs, from minor touch-ups to unforeseen circumstances.

Procession, Recession, & Grand Exit Direction | Planner led directing of the procession and recession of clients' ceremony, as well as the grand exit following the conclusion of the reception.

Gratuity Distribution | Vendor gratuity envelopes will be properly managed and distributed to all vendors following the completion of their services and prior to their departure.

Timeline Management | Should there be any deviations from the planned timeframes, planners will skillfully handle adjustments, allowing you and your guests to remain immersed in the day.

Bridal & Groomsmen Suite Tidying | The bridal and groomsmen suites will be tidied, ensuring personal items are either loaded into the getaway vehicle or given to a designated family member for safekeeping.

FULL-SERVICE PLANNING & DESIGN (CONT'D)

design conception

1

Design Exploration

Together we delve to the roots of your story by exploring the places that hold sentimental value, your shared interests, the unique tastes of both partners, and the milestones that have shaped your love. This ensures we infuse your wedding design with personal touches that resonate with the essence of your relationship.

2

Design Collation & Vendor Consultations

With your feedback and collaboration, the details uncovered will be carefully refined into design blueprints - our living collections that capture the evolving design concept. These visuals serve as a shared language between us and all creative vendor partners, fostering effective communication and a cohesive understanding.

3

Floorplan Visualization

Using an intuitive software, we translate your floorplans and secured design elements into a 3D digital walkthrough that allows you to step into your ceremony and reception spaces long before wedding day arrives. Both you and your vendor partners can proactively envision the placement of floral, the layout of tables, and the ambiance created.

4

Design Check-ins

We prioritize scheduling dedicated time to connect with you and confirm that every element aligns seamlessly with your expectations. You're encouraged to share your thoughts and any new feedback to ensure that the design remains a collaborative effort, and adjustments can be made in real-time to address any emerging considerations.

5

Final Walkthrough & Execution

Lastly, we convene at your venue for a final walkthrough. Together, we carefully review the layout, discuss any final adjustments, and address any potential challenges that may arise. We then transition from the final walkthrough to the execution phase, where we take a hands-on approach to the day-of setup, execution, and completion.

the design



amy c.

"FROM HELPING ME FIND GREAT VENDORS TO USE FOR THE BIG DAY, TO DAY-OF COORDINATION, THE IN REVERIE LADIES WERE SO ORGANIZED AND HELPFUL.

They were always responsive to my questions and took care of everything so I could truly enjoy the day-of and not have to worry about anything."

NO. 2

PARTIAL PLANNING & DESIGN

begins 6 months prior to wedding day

BEFORE WEDDING DAY

Resources | Clients are given access to exclusive resources, including a thorough planning checklist with suggested completion timeframes and a budget prioritization worksheet to assist in the crafting of their personalized budget.

Initial Consultation | The service begins with an in-depth discussion devoted to understanding your vision and budget, current planning progress and pinpointing the outstanding details yet to be secured.

Remaining Vendor Curation | With your budget and defined design direction in mind, we leverage our extensive network to handpick professionals whose expertise mirrors your remaining needs.

Vendor Communication & Management | Our team proactively assumes the role as point of contact for vendors on your behalf. We reach out to each partner, introducing ourselves, delving into the specifics of contracted services, and kickstarting the coordination of wedding day logistics.

Remaining Consultations | Planners will assist in facilitating remaining consultation scheduling and prioritize attending.

Design | All features included in our Partial Planning design offering (see Design Review & Refinement breakdown).

Timeline Creation | Crafting of the master timeline that will be referenced by all vendor partners for wedding day setup, breakdown, execution and flow, including clients' final review prior to distribution.

Contract Review | Proactive review of each contract, identifying and addressing any potential issues well in advance for your peace of mind and seamless execution.

the planning

BEFORE WEDDING DAY (CONT'D)

Tailored Task Reminders | These monthly reminders are meant to guide you through each step of the planning process, ensuring that every detail is attended to, help guide our conversations, and keep you on track with outstanding tasks.

Rehearsal Direction | You will have two planners present to direct your ceremony rehearsal either the night before the wedding or morning-of, as needed.

Final Venue Walkthrough | Planner-facilitated venue walkthroughs - one upon service start and one before wedding day to finalize day-of setup logistics and design details with the venue team.

ON WEDDING DAY

On-Site Support | Unlimited on-site service time on your wedding day with the presence of two dedicated lead planners, overseeing a flawless setup, breakdown, and timeline execution. Serving as the primary point of contact, we liaise with your vendor team, bridal party, and guests.

Styling | Tasteful placement and styling of all favors, signage, guest book, and décor pieces, seamlessly enhancing the ambiance during the setup process.

Wedding Emergency Kit | Clients will have access to an emergency kit that anticipates possible needs, from minor touch-ups to unforeseen circumstances.

Procession, Recession, & Grand Exit Direction | Planner led directing of the procession and recession of clients' ceremony, as well as the grand exit following the conclusion of the reception.

Gratuity Distribution | Vendor gratuity envelopes will be properly managed and distributed to all vendors following the completion of their services and prior to their departure.

Timeline Management | Should there be any deviations from the planned timeframes, planners will skillfully handles adjustments, allowing you and your guests to remain immersed in the day.

Bridal & Groomsmen Suite Tidying | The bridal and groomsmen suites will be tidied, ensuring personal items are either loaded into the getaway vehicle or given to a designated family member for safekeeping.

PARTIAL PLANNING & DESIGN (CONT'D)

————— *design review & refinement*

1

Design Review

Together we delve into the design pieces you've already arranged, scope out the remainder of your needs, and uncover where we can provide the most value. Each detail unveils a bit more of your vision, your personal style, and the nuances that make your love story uniquely yours.

2

Adjustments & Refinement

With the foundational pieces of your design in place, our collaboration serves to polish these concepts where needed by refining and enhancing your existing inspiration pieces with an elevated touch. We then transform them into a comprehensive design blueprint to serve as representation of your aesthetic preferences vision to your creative vendor partners.

3

Floorplan Finalization & Visualization

We will assist in crafting custom ceremony and reception layouts with a focus on the atmosphere you want to create for your guests and the flow of the night. If already completed, we will review the layouts and make any relevant recommendations. Once your design details are finalized, we use an intuitive software to translate your floorplans into a 3D digital walkthrough that allows you to step into your ceremony and reception spaces before wedding day arrives. Both you and your vendor partners can proactively envision the space and ambiance created. We will provide one edit to this floorplan, as necessary.

4

Final Walkthrough & Execution

Lastly, we convene at your venue for a final walkthrough. Together, we carefully review the layout, discuss any final adjustments, and address any potential challenges that may arise. We then transition from the final walkthrough to the execution phase, where we take a hands-on approach to the day-of setup, execution, and completion.

the design

A close-up photograph of a wedding centerpiece. On the left is a large bouquet of white roses of various sizes, some fully bloomed and others as buds, with green leaves. To the right of the bouquet are two elegant crystal champagne flutes with gold-colored rims and stems. The glasses are empty and reflect the light. The background is dark and out of focus.

Cici n.

"CYNTHIA AND KYLEN PROVIDED ALL THE TOOLS I NEEDED TO SUCCESSFULLY PLAN MY WEDDING, AND HELPED EVERYTHING GO SMOOTHLY.

Their communication with all vendors helped take off the extra stress from my while I enjoyed my engagement and wedding planning experience."

NO. 3

WEDDING MANAGEMENT

———— 2 months prior to wedding day

BEFORE WEDDING DAY

Client Resources - At the time of signing, you are given access to exclusive resources, including a thorough planning checklist with suggested completion timeframes, budget prioritization worksheet to assist in the crafting of their personalized budget, and our trusted vendor referral PDF to assist you in selecting a reputable core vendor team.

Initial Consultation | The service begins with an in-depth discussion devoted to understanding your vision and budget, current planning progress and pinpointing the outstanding details yet to be secured.

Vendor Communication | Planners promptly initiate personal introductions with each of your secured vendors, delving into the contracted services and coordinating their piece of the wedding day logistics.

Timeline Creation | Crafting of the master timeline that will be referenced by all vendor partners for wedding day setup, breakdown, execution and flow, including clients' final review prior to distribution.

Contract Review | Proactive review of each contract, identifying and addressing any potential issues well in advance for your peace of mind and seamless execution.

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the planning

BEFORE WEDDING DAY (CONT'D)

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ON WEDDING DAY

On-Site Support | Unlimited on-site service time on your wedding day with the presence of two dedicated planners (either a Lead and an Associate, or both Leads), overseeing a flawless setup, breakdown, and timeline execution. Serving as the primary point of contact, we liaise with your vendor team, bridal party, and guests.

Styling | Tasteful placement and styling of all favors, signage, guest book, and décor pieces, seamlessly enhancing the ambiance during the setup process.

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andrea m.

"THE IN REVERIE LADIES RELIEVED A LOT OF STRESS AND ASSISTED IN ENSURING WE HAD ALL OF THE LITTLE PIECES OF THE EVENT TOGETHER.

of the little pieces of the event together. Ease of mind was the biggest thing for us, and they made it happen. Their wedding coordination was fantastic, and we loved having them as part of our big day!"

ADD-ONS

rsvp management

Full RSVP management including the tracking of guests' meal selections/dietary preferences. Applicable to all RSVP responses including those that come via wedding website and by mail. 3-4 weeks prior to RSVP deadline date we will send contacts who have not responded a courtesy reminder.

CAN BE ADDED TO OUR
PARTIAL PLANNING &
WEDDING MANAGEMENT
OFFERINGS

digital floorplan walkthrough

We will craft your ceremony and reception floorplan focused on the desired guest experience and flow of the night with a virtual rendering of both spaces featuring your complete wedding day design (3D Floorplan Visualization). This includes one build of both spaces, and one edit of both spaces, as needed.

CAN BE ADDED TO OUR
WEDDING MANAGEMENT
OFFERING

venue scouting

Our team will curate and present five venue options that are a best fit for your desired venue aesthetic, budget, location, and wedding day priorities, including key venue features and highlights. We will attend up to (2) site visits from the curated list provided.

CAN BE ADDED TO OUR
PARTIAL PLANNING &
WEDDING MANAGEMENT
OFFERINGS



"THE EXPERIENCE I HAD THROUGH THE WHOLE PLANNING PROCESS WITH YOU LADIES WAS WONDERFUL. YOU DEFINITELY EXCEEDED MY EXPECTATIONS."

The whole experience made it stress-free for me. I am a big planner myself and it was really nice to have everything taken care of for me."

carla s.



READY TO INQUIRE?

Once you fill out our contact form designating the type of service you're interested in, we will reach out to schedule a chat. During this conversation, you will learn more about our wedding planning services and will be able to ask us any questions you might have. After collectively determining which service offering might be the best fit for your needs, we'll create a custom proposal to be sent your way!

[INQUIRE WITH US](#)