

Things to Remember - Floral Workbook

elegala.com

Floral Recap:

Getting Started:

- Discover Your Style – determine the “look” you’re going for – whether formal, casual, traditional, contemporary, etc.
- Pick Your Palette – Color scheme
- Choose Your Season
- Determine Your Budget
- Hire a Florist

Hiring a Florist

- Research
- Interview
- Work out the details

Budget

- Allocate 8-10% of your budget for flowers
- Ways to save:
 - Condense the Guest list
 - Have a smaller wedding party
 - Choose In season flowers (go to elegala.com for details or ask your florist)
 - Choose Less Complicated Flowers
 - Consider décor other than flowers – i.e. fruit, candles, greenery, etc.
 - Select a Naturally beautiful location

Trends – What’s Hot Now?

- Bold Colors
- Incorporating non-floral items – i.e. fruit and greenery
- Dynamic Tables
- Minimalism

Wedding Flowers

Notes on style: _____

The overall look I am going for is: _____

Colors I am considering _____

Flowers I am considering _____

Personal flower ideas:

Bridal Bouquet _____

Bridesmaids Bouquets _____

Corsages _____

Boutonnieres _____

Ceremony décor ideas: _____

Reception décor ideas: _____

Flowers/themes/styles I do NOT like and do NOT wish to see at my wedding: _____

**note – be sure to save images from Elegala.com and bring them with this document to your floral appointments.

The Numbers

Try to have an idea of these numbers prior to meeting with florists. Knowing this will help florists accurately determine a proposal estimate. While providing flowers for all of these items is not required, these are the types of flowers typically purchased for a wedding.

Personal Flowers

Number of Bridesmaids: _____
Number of Groomsmen: _____
Mothers: _____
Fathers: _____
Grandmothers: _____
Grandfathers: _____
Ushers: _____
Children (flower girl/ring bearer): _____
Any other honorary attendants (reader, soloist etc.): _____

Ceremony Flowers

Estimated number of rows/chairs: _____
Stage items (gazebo, huppa, podiums, etc): _____

Reception Flowers

Table centerpieces: _____
Guest Dining Tables: _____
Food tables (buffet, cake, etc.): _____
Other tables (gift, favor, etc.): _____

Other Room décor: _____
(consider any staircases, entryways, mantles, doorways, pillars, etc. that you would like decorated)

Potential Florists

Florist 1: _____
Appointment date and time: _____
Contact Name: _____
Address: _____
Telephone: _____
Email: _____
Website: _____
Notes: _____

Florist 2: _____
Appointment date and time: _____
Contact Name: _____
Address: _____
Telephone: _____
Email: _____
Website: _____
Notes: _____

Florist 3: _____
Appointment date and time: _____
Contact Name: _____
Address: _____
Telephone: _____
Email: _____
Website: _____
Notes: _____

Florist 4: _____
Appointment date and time: _____
Contact Name: _____
Address: _____
Telephone: _____
Email: _____
Website: _____
Notes: _____

Final Florist Selection: _____
Contact Name: _____
Address: _____
Telephone: _____
Email: _____
Website: _____
Notes: _____

Proposal: _____
(note – save and attach your final contract to this document)
Total Cost: _____
(make sure this includes any additional fees such as tax, delivery, overtime, or set-up fees)

Deposit \$ _____ Date Sent _____
Balance \$ _____ Due Date _____

Arrival times for setup at the ceremony and reception sites: _____

Where and when bouquets and boutonnieres will be delivered, if not to the ceremony site (to your home, for example) _____

Cancellation/refund policy: _____

** save copy of contract with this document

Flowers – Final Selection _____
Include name, number and colors _____
Bridal Bouquet _____
Bridesmaids Bouquets _____
Boutonnieres _____
Corsages _____
Ceremony Decorations _____
Reception Decor _____