

The Wedding

9.6.25

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Executive Summary:

This project aims to plan and deliver a joyful, meaningful wedding for Rachel and Cody on September 6th, bringing together approximately 300 loved ones for a celebration that reflects the couple's values and style.

The event will be executed within a budget of $70,000, with a strong focus on guest experience, vendor coordination, and on-time delivery of all key milestones. Deliverables include venue and vendor contracts, finalized guest list, printed materials, and a detailed event schedule.

With a fixed date and defined budget, success will be measured by smooth execution, guest satisfaction, and alignment with the couple's vision. This wedding is a milestone event, managed with care, intention, and a solid project plan.

Project Goal

- Plan and execute the wedding within a total budget of $70,000, tracking expenses monthly and keeping a 5% contingency fund for unexpected costs.
- Secure contracts with all major vendors (venue, catering, photographer, DJ/band, florist) by April (5 months pre-wedding).
- Finalize the guest list and send save-the-dates to all invitees by March 6th, with RSVPs collected by August 6th.
- Develop a master wedding timeline (including rehearsals, vendor delivery times, ceremony/reception flow) at least 2 months in advance and confirm it with all stakeholders.
- Launch a wedding website with all essential information (event schedule, travel/accommodations, registry) by March 6th, with updates as needed until the wedding.

Deliverables

Core Wedding Deliverables

1. **Signed Venue Contract(s):** Ceremony and reception locations confirmed and booked.
2. **Finalized Guest List:** Names and contact details documented.
3. **Save-the-Dates & Invitations:** Designed, printed, and sent.
4. **Wedding Timeline/Schedule:** Final version shared with vendors and bridal party.
5. **Vendor Agreements:** Contracts and deposit confirmations for:
6. **Seating Chart & Floor Plan:** Final layouts delivered to venue and vendors.

Attire Deliverables

1. **Wedding Attire:** Purchased, tailored, and ready (bride, groom, wedding party).
2. **Accessories:** Rings, shoes, veils, jewelry.
3. **Hair & Makeup Plan:** Schedule + confirmed stylist(s) with trial completed.
4. **Wedding Party Gifts:** Purchased and prepared.

Guest Experience Deliverables

1. **Wedding Website:** Live and updated with all event details.
2. **Hotel Block & Travel Info:** Secured and communicated to guests.
3. **Registry:** Published and linked for guests.
4. **Welcome Bags/Favors:** Designed, assembled, and distributed.
5. **Menu Finalized:** Including dietary preferences and RSVPs matched.
6. **Signage & Print Materials:** Programs, place cards, menu cards, etc.

Event Day Logistics

1. **Rehearsal Plan:** Time, location, and participants confirmed.
2. **Ceremony Script & Vows:** Final drafts completed.
3. **Vendor Timeline Packet:** Shared with all vendors/staff.
4. **Emergency Kit:** Assembled for day-of needs (band-aids, sewing kit, etc.).

Post-Wedding Deliverables

1. **Thank You Notes:** Written and sent to guests and vendors.
2. **Photo Album & Video:** Delivered by photographer/videographer.
3. **Budget Reconciliation:** Final costs tallied and logged.

Business Case / Background

Why are we doing this?

- By project managing the wedding, we can stay transparent on all details to relevant stakeholders, make payments on time and stay in-budget, and prevent tasks from running late.
- By project managing the wedding, we can relieve the typical stresses that come with wedding planning on all relevant parties.

Benefits, Costs, and Budget

Benefits:

- Supports meticulous budget tracking, reducing overall costs and helping avoid impulse spending.
- Enables proactive timeline management, ensuring all tasks are completed with minimal last-minute stress.
- Provides a structured, low-stress planning process through project management best practices.
- Delivers high value for money by managing the budget strategically and reducing waste.
  Ensures a high-quality guest experience with thoughtful details and seamless logistics.
- Minimizes risks and surprises through early planning and vendor coordination.

Costs:

- Vendors for venue & food, ambiance, collateral, recording, and misc. Spend
- Attire for Bride and Groom

Budget needed:

- $70,000

Scope and Exclusion

In-Scope:

- Wedding-weekend activities
- Visuals
- Bride & Groom attire

- Wedding weekend vendor management

Out-of-Scope:
- Bachelor and Bachelorette parties
- Bridal showers
- Bridal party and groom's party attire

Project Team

Project Sponsor: Laura Kaplan

Project Lead: Rachel Kaplan

Project Team: Cody VanZandt, Sarah Kaplan, Bridesmaids

Additional Stakeholders: Jeff Kaplan, Mike and Yvonne VanZandt

Measuring Success

What is acceptable:
1. Stayed within total budget of $70,000, including a 5% contingency buffer.
2. All key vendors contracted by April 6th, with no major delays or cancellations.
3. Guest RSVP rate of at least 85% by the RSVP deadline.
4. At least 90% of planning tasks completed on or ahead of schedule, based on project timeline tracking.
5. Event day ran within 15-minute variance of planned schedule, including ceremony start, meal service, and transitions.
6. No major issues or emergencies occurred that disrupted the event (thanks to risk mitigation).
7. All final deliverables completed (photo delivery, thank-you notes, etc.) within 6 weeks of the wedding.
8. Vendors meet or exceed expectations, with at least 90% rating of "satisfied" or better in post-event vendor reviews or feedback forms.