

# Event Coordinating

*“Why feel like the hosts,  
running around  
attending to every  
detail, when you can  
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you have planned?”*

## **Details, Details, Details!**

Envisioning the wedding of your dreams can be wonderful and exciting, but organizing it can be time-consuming and stressful. Don't be too stressed to enjoy the day you have been waiting for all of your life — your wedding!

On your wedding day, do you or your family want to be pulled away from your guests to handle last minute details? Should people be tugging on your sleeve requesting a change in seating arrangements? “Why feel like the hosts, running around attending to every detail, when you can feel like the guests of honor and enjoy the day you have planned?” says Tosca Clark, owner of *Tosca Productions*.

## *CONSULT A PROFESSIONAL*

If you are just starting or well on your way to planning the event of a lifetime, a professional can help. They can assist you with every aspect of your wedding. They will plan, consult and coordinate full wedding productions or simply orchestrate your wedding day. The professional wedding consultant will create a realistic budget and work within that budget to recommend reli-

able and professional vendors and locations that fit your style and personality.

This will help you avoid

weeks of legwork and telephone calls.

Hiring a professional wedding consultant can save you time and money, and the embarrassment of costly oversights and mistakes. Most people are able to plan a wedding given the time and resources; but the fact is, very few can relax enough to truly enjoy it. A professional wedding consultant will schedule the day's events and handle unexpected occurrences. They will be the first to arrive and the last to leave, attending to the smallest of details so that you and your families may truly relax and enjoy your day.

You might say, “Hiring a professional wedding consultant is expensive and we know exactly what we want for our wedding; besides, we have a strict budget.” In actuality, a professional wedding consultant will save you time and money and offer you some unique and personalized ideas. Wedding couples on a strict budget will need a consultant to get the most for their money. A consultant will review and negotiate vendors' contracts and offer affordable

alternatives and suggestions. With years of experience, they know what works and what doesn't. Vendors give consultants the best possible deals in the expectation of repeat business. These savings will defer the cost of hiring a consultant.

Most wedding consultants work one of three ways: an hourly rate, a flat rate, or a percentage of the total expenses. They can offer a la carte services or have several packages to fit your needs. You can plan as much or as little as you wish. Just leave the details to your consultant!

### WHAT TO LOOK FOR IN A CONSULTANT

- Attention to detail.
- Formal training and active membership in wedding organizations.
- Examples of their previous weddings and experiences.
- Complimentary initial consultation. Make sure you feel comfortable and confident that the

consultant can envision and orchestrate your wedding before contracting their services.

- ◆ Does the wedding consultant accept referral fees or commissions or recommend vendors solely on their judgement of quality and services?
- Every wedding takes time and devotion — how many full wedding productions do they book a week or month?
- ◆ Wedding Consulting should be their primary business. Many caterers, locations, photographers, disc jockeys, florists, etc, offer consulting services. These services, while beneficial, are usually only on the wedding day and very minimal. If a photographer is mending a zipper or seam, a perfect photo opportunity may be missed. If the caterers are attending to feuding mother-in-laws or to disputes about seating arrangements, who is monitoring the food and wait staff? Each professional needs to focus in on what they do best, so hire a professional wedding consultant! →



**Tosca**  
**PRODUCTIONS**  
**WEDDING**  
**COORDINATOR**

*Details! Details! Details!*  
*We pay special attention to details so you can feel like the "Guest of Honor".*

Let us:  plan  
 consult  
 coordinate  
 orchestrate

*the entire production or just your wedding day*

**(415) 992-1211**  
*(Complimentary Consultation)*  
*As a wedding professional,*  
*we can save you valuable time and money.*

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