

Sandra Gaitan Estrada

Tuesday, November 6, 2017

Destination Wedding

1. At least 100 guests
2. Must also include additional weekend activities
3. Must include travel section

Section 1:

Name of the event:

Date of the event

Time of the event

Define the Event

- Outline your purpose, goals and objectives
 - Intent
 - Extent
 - Content
- Identify the needs
- Target Audience
 - Who is this targeted at?
 - What does this audience need to know?

- What will hold their interest?
- Message
 - What do you want to say to the targeted audience?
 - What do you want them to know?
- Resources
 - Time: Must provide a timeline (starting a year earlier) and a day of event production schedule
 - Money: Provide a budget outline
 - Personnel – Outline staff needed
 - Space – Provide Floor plan and seating plan
 - Suppliers/Vendors – who else do you need to make this event a success.

Six Dimensions of the Event Experience

- Anticipation
 - Include an invitation, flier or event brochure
- Arrival
- Atmosphere
 - Must select a real venue – provide all the details.
- Activity
 - Entertainment?
- Appetite
 - Design a menu
 - Must include appetizer(s), meal, dessert

- Bar or drinks?
- Amenities

Develop a Theme

- Incorporate the 5 senses

Décor

- Describe your event using the 7 layers of event décor.
 - **Must create an ideas board**
- Must include a Tablescape ideas
- Include images, color palettes, etc.

Events are about the details – what else will you include? (for example: Event Signage; Attendee Services, etc)

DESTINATION WEDDING

Juan and María's wedding

Saturday November 10th, 2018

Wedding ceremony 7pm

Juan and María met 15 years ago, when they were in high school in Bogotá. They are both Colombians and grew up in Bogotá. When they graduated from high school they decided to move to the United States and attended to college in Boston. When they graduated from college, they moved in together but never got married. Last month Juan and María finally decided to get

married and celebrate with all their friends and family. Since they grew up in Colombia and most of their history together is there, Juan and María decided to organize their perfect wedding in Bogotá, the city where they met. They want to show to their international friends the most important parts of Bogota, how a real Colombian party is, typical Colombian food and dances, and what Colombians do in a party weekend.

The wedding is going to be for 150 people, 50 people that live in Colombia and 100 that will be flying from the United States to Bogota. The plan is that everyone arrives to Colombia on Wednesday 7th, to have some time to visit some museums, restaurants and visit around Bogotá, before the actual wedding.

The 100 guest that are going to fly from the US are going to stay in different hotels in the city, even though Juan and María will recommend 3 different hotels, the guest can stay in anywhere in the city but if they do so they will have to arrange for their own transportation.

Juan and María know that their guest are already spending a lot of money in their tickets so they will pay for the wedding dinner and party, the dinner on Thursday and a brunch on Sunday.

The ceremony of the wedding will be in a catholic church in the North of Bogota and the party will be hold in a country club. The room will have 15 tables of 10 people, both the church and the club will be fully decorated with flowers and candles.

The club will supply all the tables, chairs, linen, glassware, plates and cutlery. There are two flower vendors that are willing to fully decorate both the church and the room, matching the colors of the room and the linen.

The ceremony and the party will have live music; the ceremony will be done by to people playing violins and one singer; and the party will be accompanied by a Latin group and a Dj.

The main goal of the wedding is to show their international friends a typical Colombian wedding, full of color, music, dancing and drinking. While showing infinitive gratitude for their families for being always there. Juan and María left Colombia when they were young and feel that having their wedding in their city is a way to thank their family. Juan and María are not only going to show some of their Colombian culture trough the wedding but also with the different plans that will happen before the wedding, such as visit to museums, walk in the city center or going to famous restaurants.

Since Juan and María, want to thank their family for all their support and want to show all their friends a little bit of their city and culture, they decided to celebrate their wedding in Colombia. They want to show the most authentic things of Colombia, but they want to conserve a classy and elegant environment during their ceremony and party. During all the activities that they want to organize before the wedding they want to show their guest some museums and important places of Bogotá, the city where they grew up. Giving their guest an idea of what Colombia is, changing the bad reputation that the TV shows and some movies has left about Colombia.

The target of this wedding are all their friends that are coming from the United States and all the family members that already live in Colombia.

Even though Juan and María want to thank their family with this wedding the special guest are all the foreign that are coming to Colombia for their first time. Their idea of danger and drugs about Colombia has to change with this wedding, while enjoying their time. All the guests are going to have many different new things to try and are going to experience a whole new city for a couple of days.

Even though all the guest that are coming from the United States are going to spend a couple days in Colombia, visiting around and getting to know the city, the main event of the trip is going to be the wedding. The wedding is going to be full of music, colors, lights, food and drinks. There is going to be enough entertainment to have one of the best nights of their lives.

Is important that Juan and María thank all their guest for coming all the way from the USA to celebrate their wedding with them. It is very important that they enjoy the trip especially the wedding ceremony and party, which is the highlight of the trip.

The purpose of doing the wedding in Colombia is to show all their guest the reality of the country and how Latin American people actually party. It is going to be a very different wedding from what they are used to and that is the idea. Enjoying every detail of something elegant, classy and different.

- **Timing:**

Decide the place where the wedding is going to be, reserve it and pay the first down payment.

The save the date invitations need to be send on November 10, 2017 (one year in advance)

Book ceremony musicians (7 months in advance)

Book rooms in 3 different hotels in Bogotá (7 months in advance)

Order invitations (7 months in advance)

The invitations need to be send on May 10, 2017 (6 months in advance)

Decide what wedding cake Juan and María want and order it (4 months in advance)

Decide the menu and the cocktails that are going to be served in the wedding, together with the country club (4 months in advance)

Book the busses (4 months in advance)

Book dinner for Wednesday and Thursday at "Club Colombia" and "Andres Carne de Res" (4 months in advance)

Date	Task
Oct-17	Decide the place where ceremony and the wedding are going to be.
Oct-17	Reserve the location and pay the first down payment
Oct-17	Order send the date invitations
10-Nov-17	Send save the date invitations
Apr-18	Book ceremony musicians
Apr-18	Book rooms in 3 different hotels in Bogotá
Apr-18	Book photograph
Apr-18	Order invitations
10-May-18	Send invitations
Jul-18	Decide wedding cake and order it
Jul-18	Decide the menu, cocktails and drinks
Jul-18	Book the busses
Jul-18	Book restaurants for Wednesday and Thursday ("Club Colombia" and "Andres Carne de res")
Jul-18	Decide flower and candles for the center pieces

Wedding day timeline

Time	Task
12:30 PM	Club starts setup
1:00 PM	Flowers and candles setup
1:00 PM	Hair and makeup start
5:30 PM	Pre-ceremony photos
6:30 PM	Pick up guest from hotels
6:45 PM	Guests begin to arrive/Couple arrives
7:00 PM	Ceremony starts
8:00 PM	Ceremony end
9:00 PM	Pictures at the church
9:30 PM	Driving to the “Country Club de Bogotá”
10:00 PM	Cocktail/Toast
10:45 PM	Guest move to dinner
11:15 PM	Cake cutting/Dessert served
5:00 AM	End time/Guest out
7:00 AM	Breakdown done

- Budget:

When thinking about a wedding in a different location there are so many things that need to be considered regarding the budget.

Since Juan and María know that going to Colombia for a wedding can be really expensive for their guest they are willing to pay transportation for everyone from Wednesday until Sunday.

- The transportation is going to be 20.000 COP per person per day, that is 2'000.000 COP per day. For the 4 days that would be 8'000.000 COP that would be around \$2,700 USD.
- The dinner on Wednesday is going to be in a very famous restaurant in Bogota called “Club Colombia”. Juan and María, together with the restaurant designed 3 possible menus for dinner that would cost 300.000 COP per person that would be around \$100 USD per person.
- The only thing that Juan and María are willing to pay on Thursday, is the dinner/party in the

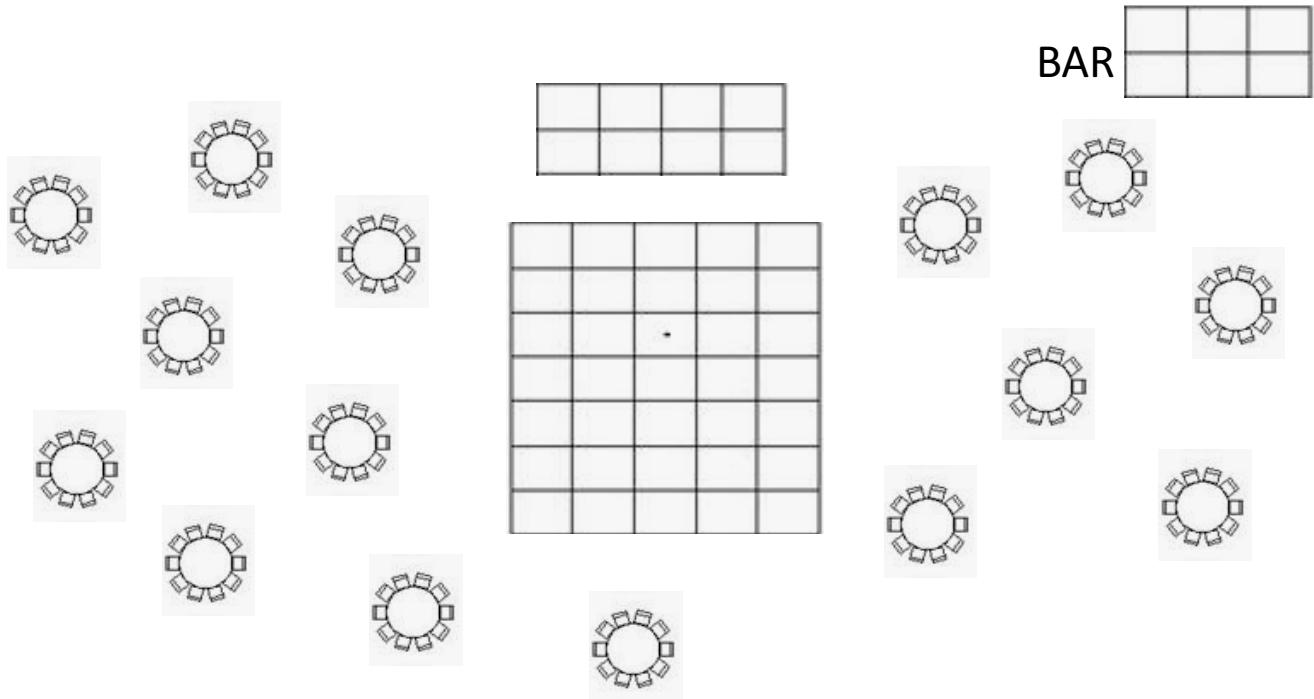
typical restaurant/club out of Bogotá “Andres Carne de Res”. This restaurant is something that every person that goes to Colombia has to visit; not only because of the food but for the location and decoration. It is something fantastic and magic. Juan and María, together with the restaurant designed 3 possible menus for dinner that would cost 450.000 COP per person that would be around \$150 USD.

- The ceremony is going to be in a catholic church near the country club that costs 300.000 COP that it is around \$100 USD.
- The flowers and the music for the ceremony are going to be about 1'000.000 COP that corresponds to \$350 USD.
- The reception is going to be in a very famous country club in Bogotá and the club gave a specific quotation that includes the price of the room, all the tables, chairs, linen, glassware, plates, cutlery, food and beverages. The club will charge 900.000 COP per person that corresponds to \$300USD.
- The flowers for the wedding are going to be about 5'000.000 COP that corresponds to \$1'600 USD.
- The music for the wedding is going to cost about 10'000.000 COP that corresponds to \$3'500 USD.
- The photographer signed a contract to photograph all of the events of the wedding and charged 6'000.000 COP that corresponds to \$1'900 USD.
- To conclude the wedding weekend Juan and María want thank all their guest offering a brunch on Sunday after the wedding. The brunch is going to be full of fresh fruit, different kinds of breads, pancakes, Nutella crepes, fresh juices and mimosas. The Catering that is going to serve at the brunch is going to charge 450.000 COP per person that would be around \$150 USD.

Task	Per day COP	Per Person COP	Total COP	Total USD	Total Guest 150
Transportation	COP 2,000,000.00	NA	COP 8,000,000.00	\$2,700.00	
Dinner Wednesday "Club Colombia"	NA	COP 300,000.00	COP 45,000,000.00	\$15,000.00	
Dinner Thursday "Andres Carne de Res"	NA	COP 450,000.00	COP 67,500,000.00	\$22,500.00	
Catholic Church	NA	NA	COP 300,000.00	\$150.00	
Flowers and Music Ceremony	NA	NA	COP 1,000,000.00	\$350.00	
Wedding location (Includes: tables, chairs, linen, glassware, plates, cutlery, food and beverages)	NA	COP 900,000.00	COP 135,000,000.00	\$45,000.00	
Flowers wedding location	NA	NA	COP 5,000,000.00	\$1,600.00	
Music wedding party	NA	NA	COP 10,000,000.00	\$3,350.00	
Brunch	NA	COP 450,000.00	COP 67,500,000.00	\$22,500.00	
Photograph	NA	NA	COP 6,000,000.00	\$1,900.00	
TOTAL	COP 2,000,000.00	COP 2,100,000.00	COP 345,300,000.00	\$115,050.00	

- Personnel needed:
 - -10 people at the club for the floor set up (lights, sound and mic)
 - -2 servers per table for a total of 30 servers
 - -3 barman
 - -3 photographers

- Floor plan:



- Suppliers/Vendors

The flowers and candles will be delivered from a vendor that the club recommended

The music, sound and light will be provided from a Colombian firm that organizes sound for most of the weddings

The calligrapher will do the invitations and the save the date cards

The wedding planner team is made of 3 people.

This four-day celebration is going to be full of fun, love and memories.

Around October 2017, Juan and María decided and reserved the location of the ceremony and the wedding. They decided to get married at the catholic church of “Santa María de los Ángeles” in Bogotá (Calle 79B #7-52) at 7:00 PM, and celebrate it in the “Country Club de Bogotá” (Calle

127C #15-02) in the “Comedor principal” or “Main dining room”. On October Juan and María are also going to order the save the date invitations that are going to be send to all the 150 guest on November 10th, 2017. With the save the date invitation, their guests are going to receive all the details of the trip, and what they need to bring and buy in advance to the big celebration. This card is going to give all the guest, enough time to buy the plane tickets, make reservation in the hotels, but the dresses and formal attires they are going to wear during the party and the events before and after the wedding.

Six months in advance of the wedding, on May 10th, 2018, the couple is going to send the actual invitation, with an all the specifications of the actual day of the wedding, assuming that every one of the guest has already saved the date and bought the plane tickets.

Save the date invitation:



Formal invitation:



Finally, the day is here, and it is time to flight to the Bogotá. It is Wednesday 7th of November and all the guest are fling to Colombia, since there are 100 guest coming mainly from the United States, each person is responsible of getting to the airport and catch their own flight. In the International airport of Bogotá “El Dorado” are going to be the busses to pick up all the guest and take them to each of the three hotels that Juan and María proposed to their guest. All the 50 guest that are already in Colombia are going to join all the travelers for dinner at the typical restaurant “Club Colombia”.

By 6 pm, when all the guests are already checked in in the hotel, and feeling comfortable, the busses are going to take them to the restaurant “Club Colombia” (Calle 82 # 9-11). Juan and María are going to wait for them there and are going to officially start the wedding trip. The couple together with the restaurant designed 3 possible menus for dinner includes a vegetarian option, and different sides that will help Juan and María to give an official welcome to all their guests. Since all the guests traveled all day long, after dinner the busses are going to take them back to the hotel to get a full night of rest and sleep.

The next morning, since the main idea of doing the wedding in Colombia is understand the Colombian side of Juan and María. Thursday and Friday are going to be full of tourist activities and trips around the city. All the guests should get their breakfast and be ready by 11 am to go to “The salt cathedral of Zipaquirá”, which is a famous underground Roman Catholic church inside of the tunnels of a salt mine 220yd underground. It is one of the most touristic places near Bogotá and it is a very special place for Juan, because his dad helped in the construction of the New Cathedral back in 1991. It is going to be a very special day for Juan because he has always been proud of all the engineering projects that his dad has developed. The visit of the Cathedral should be around 3 hours and then everyone would have enough time to visit the center of the

town and buy some souvenirs. After visiting the Zipaquirá, everyone should go back to the busses to go to one of the most iconic restaurants/party places in Colombia “Andrés Carne de Res”. It is a crazy place full of traditions and magic; and Juan and María loved to go while they lived in Bogotá. “Andrés Carne de Res” is a crazy place that is completely impossible to describe and they always talked about it to their friends. For this reason, they wanted to do a part of their celebration there, spreading part of this magic to their friends and family.

The next morning, (Friday) since the party at “Andrés Carne de Res” is supposed to last long, everyone should be ready in the hotel by 12pm to visit the center of Bogotá and the Botero Museum, one of the most important museums Bogotá. This museum consists of more than 100 works of Fernando Botero and his private collection that contains works by Pablo Picasso, Salvador Dali and Joan Miró. Since on Saturday is the big day, Juan and María decided have a relaxed night going to have dinner in Usaquen. It is a famous colonial neighborhood in Bogotá that has many restaurants and bars, to have a fun but relaxed night. Their guest can decide to stay in the hotels or to join them for dinner.

The next day is finally the big day, the wedding day, since the party is going to be all night long, the guest are free to chill around the city and be ready for the ceremony at 7 pm. There is going to be a list in each of the hotels with salon recommendations in case someone wants to get a manicure, pedicure, make up or hair done by professionals before the wedding ceremony and party.

Since the ceremony is at 7:00 pm in the Catholic Church “Santa María de los Ángeles” in Bogotá (Calle 79B #7-52) everyone should be ready by 5:30 – 6:00 pm in the lobby of the hotels, to have enough time to get the busses and go to the church. The guests are expected to wear long dresses and black tie but all should be ready to eat, drink and dance all night long. The church is going to

be fully decorated with white flowers, candles and one singer with two violinists are going to accompany the ceremony. After the ceremony, the guest and the couple are going to take some pictures and are going to go to the “Country Club de Bogotá” (Calle 127C #15-02), the dinner and party is going to be in the main dining room of the club. Before all the guests enter to the room, there is going to be a toast with champagne and some appetizers. The cocktail is going to be accompanied by two saxophonists and a pianist playing musing until everyone goes to the dinner salon. At 10:45 pm, all the guests will start moving to the dinner salon. The salon is going to have 15 tables of 10 people, decorated with colorful natural flowers and candles. The dinner consists of an entree, a main dish, a variety of cheeses and a sweet table, with cakes, cheesecakes and personal desserts for everyone to enjoy some sugary options. Around 11:30 pm Juan and María are going to cut the cake and officially open the bar. Juan and María are going to open the dance floor and start the party with their first dance. The party is going to be accompanied with a Dj and a live band of 10 people, they are going to sing and play American and Colombian music. Juan and María together with their friends and family are going dance and celebrate all night long to celebrate love and their relationship.

The day after the official party is sadly the last day of the event, and most of the guest are leaving Bogotá at night, so the couple decided to host a brunch for everyone. The brunch will be full of fresh fruit, different kinds of breads, pancakes, Nutella crepes, fresh juices and mimosas. Since the brunch is expected to last all day long, food will be served through the day, and there is going to be an open bar serving cocktails and mimosas for every one of the guests. A dj is going to be playing music, to dance and enjoy the end of the week-end wedding. After lunch, everyone will be riding the shuttles from the hotel to the airport to catch their flights back home, after a lovely weekend in the Colombian capital.

- Menu:
 - Drinks:
 - Champagne
 - White and red wine
 - Whiskey
 - Vodka
 - Aguardiente (typical Colombian drink)
 - Gin
 - Beer
 - Non-Alcoholic cocktails
 - Fresh juices (variety of tropical Colombian fruits)
 - Sodas
 - Mixers
 - Snacks for the cocktail and toast:
 - Mozzarella and tomatoes with a basil vinaigrette
 - Clam dip with pretzels
 - Mini wild mushroom tartlets
 - Meatball bubble biscuits
- Standard menu:

Entrée 1:

- Melon wrapped in prosciutto

Entrée 2:

- Seafood salad: shrimp, calamari, octopus, and mussels with lemon and extra-virgin olive oil

Main course:

- Baby rack of lamb: three double cuts of rack of lamb coated in an aromatic blend of fresh herbs and spices

Cheese plate

- Vegetarian menu:

Entrée 1:

- Avocado pomegranate crostini

Entrée 2:

- Tuscan garden salad: romaine lettuce, Bibb lettuce, radicchio, tomatoes, and radishes with balsamic vinaigrette

Main course:

- Cous Cous & Quinoa Blend with Sweet Peppers & Toasted Almonds served with fried slices of tofu

Cheese plate

- Sweets table:

- Wedding cake
- Red velvet cupcakes
- Vanilla cupcakes
- Chocolate cupcakes
- Macarons
- Canoli

- Nutella brownies
- Key lime pie
- Apple pie
- Cheesecake variety

The theme of the wedding will be Sophisticated, elegant and full of love. The colors of the wedding are going to be black and gold together with a matching color palette. Since Juan and María want to incorporate the 5 senses in their wedding by memories and little details that would make the wedding ceremony and party more warm and memorable.

- Sight: Juan and María are going to incorporate love memories with colors (white, gold and black). They want to add a wall full of pictures of their relationship, families and friends. Adding some pictures of the trip that the photographer took during the adventure in Bogotá.
- Hearing: Since the couple wanted to incorporate the 5 senses, they thought the perfect way to include hearing was through music. They are going to officially open the party and the dance floor with their favorite song, while having their first dance. Since María's mother is a writer, she decided to write a poem for her daughter and her son in law to read during the toast.
- Taste: Juan and María wanted to celebrate their wedding in Colombia, because it was special for them, to show their friends what Colombia really is and wanted to change the idea they already may have because of TV series such as "Narcos". They want to add some Colombian taste to their wedding adding some typical Colombian sweets, "Aguardiente" a typical Colombian anise-flavored liquor and the typical after party snack

“Caldo de papa” it is a potato broth that is usually served after big parties to sober up the guests and make them feel better before leaving the party.

- Smell: To continue with the smell sense, Juan and María are going to add flowers and scented candles, that would make more warm the ambiance.
- Touch: Lastly Juan and María want to add some touch to the wedding adding some texture to the linen and a silky felling to the seat covers and napkins.

Since the invitations of the wedding are black and gold, those are going to main colors used in the decoration, and background. The “Comedor principal” or “Main dining room” where the wedding is going to be has a classic decoration, full of windows that face the golf course that will be full of lights, flowers and candles, to make it look more pretty. Since Juan and María wanted to do the wedding very formal but keeping a warm environment they are going to base their focal points in some cute details. Since one of the most important things in this wedding are the bar and the dance floor, because those two are the places where the guest are going to spend more time on, they are going to slightly decorate those, adding some light, color and flowers.

However, Juan and María wanted to make their wedding full of details and there are going to be many different focal points or points of attractions that are going to create memories. In one of the walls of entrance corridor they are going to add a wall full of pictures of their relationship, families and friends. With some pictures of the trip that the photographer took during the adventure in Bogotá. Next to this they are going to put 3 polaroid cameras so all the guests can take pictures of the wedding and add it to the picture wall. Next to this Juan and María are going to put a book to leave messages and a fingerprint stamp that creates a tree full of colors. Since nowadays social media is very important to everyone, the couple are planning to have a snapchat filter with their names and the wedding date, they are also going to ask their guest to use the

#juanNmaria on every picture they post on social media, to create albums full of pictures and memories of these memorable trip.

The linen that are going to be used in the wedding are all going to be white with a texture on in to generate a feeling and create a memory in the guest. The napkins and the seat covers are going to have a silky feeling to make it more elegant. Since the wedding is going to be in a country club they already have the 16 folding round tables that are going to be used during the wedding, the have the 150 chairs for each one of the guest and the silky seat covers. The sweet tables are going to be in 3 different rectangular folding tables, all covered with white and black tablecloths. That are going to follow the color palette. Since the wedding is going to be at night the room will be fully illuminated with candles and ceiling yellow lights, the lights are not going to be too bright to keep a warm experience.

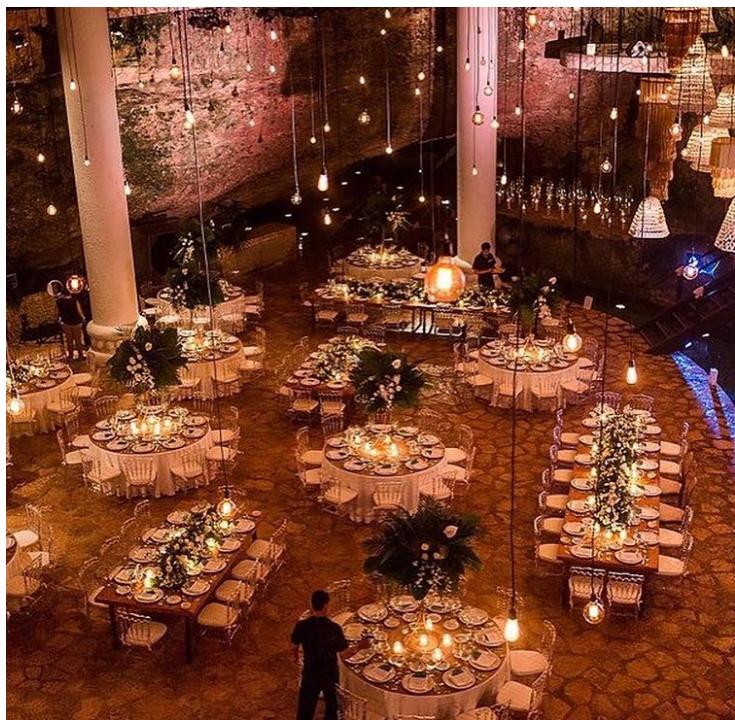
Color palette:



Church decoration:



Wedding room decoration:







Cake and sweets table:





Extra details, cute memories:



