

*Jessie's Event*

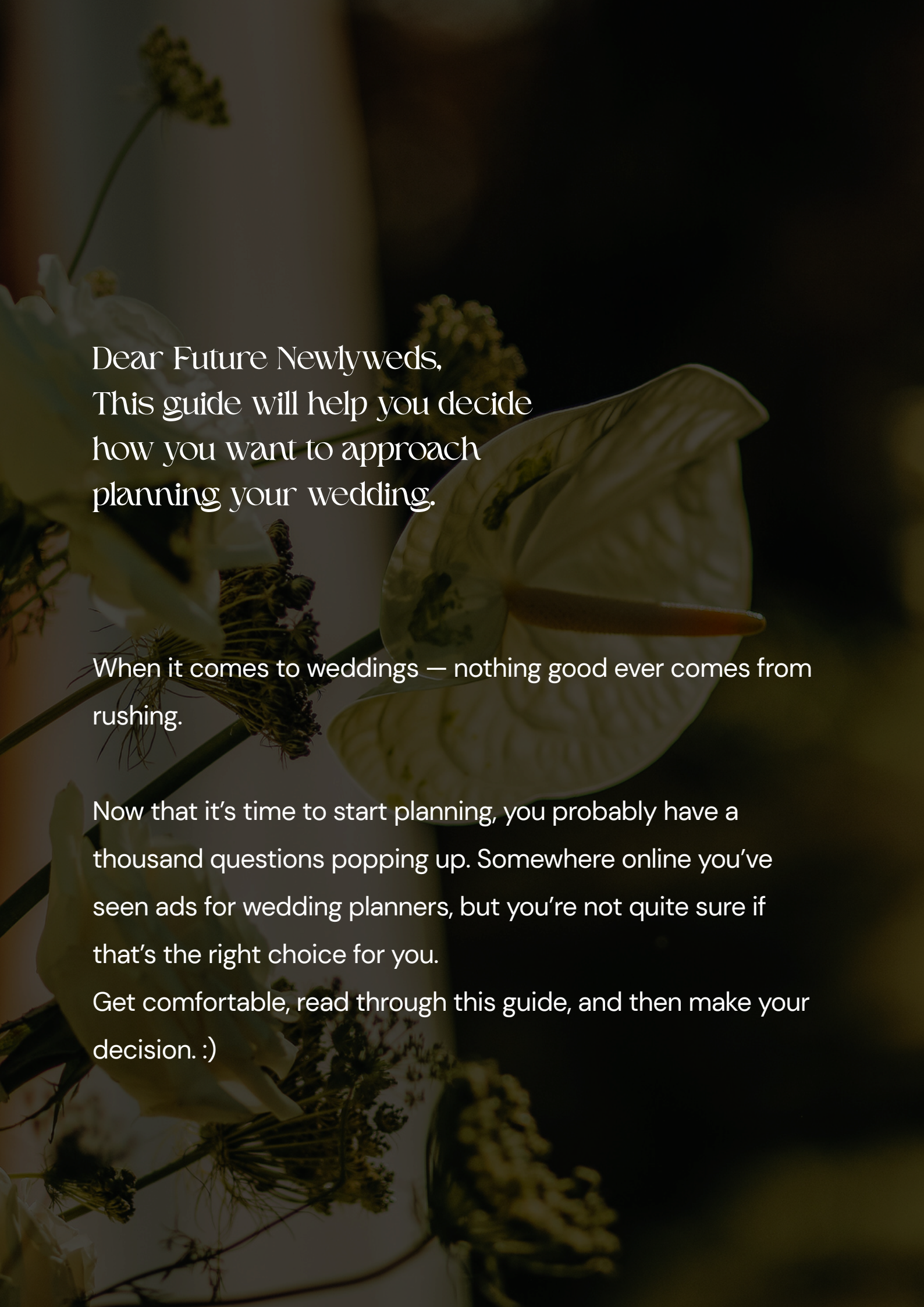
— EXPERIENCE —

# THE HOUSE OF WEDDINGS.

Experience you can feel.

Wedding planning &  
coordination services





Dear Future Newlyweds,  
This guide will help you decide  
how you want to approach  
planning your wedding.

When it comes to weddings — nothing good ever comes from rushing.

Now that it's time to start planning, you probably have a thousand questions popping up. Somewhere online you've seen ads for wedding planners, but you're not quite sure if that's the right choice for you.

Get comfortable, read through this guide, and then make your decision. :)

# Who I am?

I'm Jasenka, the owner of Jessie's Event Experience agency. As a licensed wedding planner, I often meet couples who aren't entirely sure what a wedding planner or coordinator actually does. Many are uncertain about the services offered, or they think those services are unnecessary or too expensive. I created this e-book to give future brides and grooms reliable, first-hand information, all in one place — without guessing, searching endlessly, or falling for misinformation.



My journey began in 2013 when I organized a European tour for a band. Since then, I've worked on numerous socially beneficial projects, fashion shows, concerts, and corporate events.

In 2022, I opened my own agency dedicated to wedding and event planning. Shortly after, I added symbolic wedding ceremonies to my service list.

Although I work on many types of events — both private and corporate — wedding planning has become my foundation and my passion. It allows me to grow, learn, and truly fulfill my purpose. I love weddings deeply, and helping couples navigate the planning process without stress brings me immense joy.



# WHAT A WEDDING PLANNER DOES?

A wedding planner is someone couples hire once they've decided to get married and have a date in mind. Their role is to guide and assist throughout the entire planning process.

Here's how it works:

You begin "from scratch."

You share your ideas, wishes, and plans, and the planner organizes everything by priority. A planner has a broad network of trusted partners and vendors, creates moodboards, suggests design and styling ideas, drafts the timeline, and prepares a budget — all tailored to your preferences and possibilities.

Each couple is approached individually.

A wedding planner is with you every step of the way — from the first idea to the wedding day itself. They track the timeline, remind you of upcoming tasks, advise you on decisions, and contact you before any agreements or contracts are signed so you always have full control.

You always make the final decision.

Your "yes" or "no" is what matters.

When the wedding day arrives and everything is ready, the planner wishes you luck, steps back, and lets you enjoy your celebration. Often, the relationship between couples and planners continues even after the wedding — sometimes even turning into real friendships.

A planner encourages you when you're nervous, supports you when decisions feel overwhelming, and genuinely works in your best interest.



# PLANNING PROCESS

Once you're engaged and ready to start organizing, the planner invites you to an initial meeting. You share your ideas, wishes, and even fears.

This conversation also helps you get to know the person you'll be working with.

You are not obligated to anything until you decide to proceed. After agreeing to work together, you sign a contract outlining the price, payment plan, and cooperation terms. Some clients prefer frequent communication; others choose scheduled monthly touchpoints — everything is customizable.

Then the planning begins.

Your planner will ask key questions:

What style do you like? What colors? What is your budget?

Indoor or outdoor wedding? Big or small? What kind of music and food? What type of decor?

You may receive a detailed questionnaire to help the planner understand your vision.



# WHAT A WEDDING PLANNER'S JOB INCLUDES

- Initial consultation and client interview
- Budget planning and financial tracking
- Creating a planning timeline
- Researching and contacting venues and vendors
- Gathering offers and pricing comparisons
- Presenting curated options so you can make informed decisions
- Organizing meetings with vendors (with or without you)
- Continuous support, advice, and communication
- Managing deposits, contracts, and deadlines
- Ensuring legal and financial protection throughout the process



# Important to know:

Hiring a wedding planner does not mean losing control. You are still the boss.

The planner is simply your expert partner who works to make the entire process smooth, efficient, and enjoyable.

Some couples also choose to hire their planner as the wedding day coordinator, so they can fully relax on the most emotional day of their lives.

After a year of planning — the big day arrives — and emotions, excitement, and stress naturally follow. That's where a coordinator steps in.





## HOW COORDINATION WORKS?

Once you've chosen your coordinator, your first meeting is dedicated to creating the wedding-day timeline. You share all your wishes, concerns, and vendor contacts. If your planner is also your coordinator — even easier — they already know everything.

On the wedding day, the coordinator is with you from morning to night.

They:

- Help manage timing for hair, makeup, and preparations
- Receive all vendor calls
- Work directly with the venue and suppliers
- Ensure all equipment is working
- Guide guests and answer their questions
- Handle any issue or delay quietly, without disturbing you

A good coordinator ensures you experience a smooth, stress-free, joyful wedding.

# WHAT A WEDDING COORDINATOR DOES?



A coordinator is the person who manages your wedding day so you can experience it peacefully and without stress.

They don't usually organize the wedding (unless you choose a combined package), but they make the actual event run flawlessly.

Your planner can also be your coordinator — many couples choose this option.

Without a coordinator, couples often rely on parents, siblings, or the best man/maid of honor to handle the day's problems. But realistically, on the wedding day:

- Coordinators receive around 30 phone calls
- At least 3 prearranged details fail and need immediate fixing
- At least one vendor is late

This is not something couples — or their family — should have to deal with.

Your mum shouldn't spend the day chasing vendors.

Your maid of honor shouldn't be troubleshooting.

Your guests shouldn't be rearranging chairs or dealing with technical issues minutes before the ceremony.

Let them enjoy the day with you.



# THE VALUE OF A GOOD PLANNER & COORDINATOR

Many couples say hiring a planner and coordinator was their smartest investment — and often, the most cost-effective one.

How?

Planners work with trusted partners and often have access to better prices, discounts, and special packages. They know when and where to book, how to negotiate, and how to make your budget work efficiently.

In the sea of wedding expenses, the planner is an investment that makes an enormous difference.

Many offer payment plans — don't hesitate to ask!





# After the wedding...

After your big day, both planner and coordinator schedule a meeting with you to share impressions.

Once you've rested, the planner reminds you of remaining payments and deadlines. All contracts and invoices are safely handed over to you for your personal archive.

If you want an offer for planning, coordination, or a symbolic ceremony — feel free to reach out! We can chat over coffee (in person or on Zoom) and see how I can help.





## How to book the service?

It couldn't be simpler.

each out by phone, email, or message, and we'll get back to you as quickly as possible.

We'll schedule an initial meeting — with no obligations — where we go through all the details and talk about anything you're curious about.

If, after that, we charm you a little and earn your trust, we'll sign the contract and get to work. That's the moment you can stop worrying — because from then on, you have top-level support by your side.

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THE.  
HOUSE.  
OF.  
WEDDINGS.

Every story begins with a conversation.  
Tell us yours.