

FLORAL GUIDE



EVENTS ESSEN
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ABOUT US



We take pride in your love story at Essen, and specialize in making your vision our priority.

We're honored that you've thought of Essen to help make your big day dreams come to life! We understand that your wedding is as unique as your love story. You have hand-picked your favorite vendors to help you create a beautiful celebration of your love and commitment. We reflect that back by giving special consideration to every couple, from the quoting stage to the final delivery and installation. Our process allows you the comfort of knowing you'll stay within budget and get more than you could ever have hoped for.

We can't wait to dive into the pretty details with you!

weddings | events | floral design



STEP 1

WE'VE GOT QUESTIONS

You've sent an inquiry, so now we need to talk details! The next step in our process is to get to know you! You should've received a questionnaire when you inquired. There's a lot of info on there that we need before we can put together a quote for you. In that questionnaire, we're gathering information about these things:

BUDGET

We will work with you to allocate your budget towards the items that are most important to you. Before you meet with us, think about your priorities for your special day. We will discuss and budget in any additional styling needs you require day-of.

INSPIRATION

Don't forget to send your pinterest board or any inspiration you've got saved. Because flowers change week by week, we'll be able to determine what's available and source flowers to suit from your inspiration images.

WEDDING PARTY

To be able to provide an accurate quote, we'll need to know by the time you meet with us how many are in your wedding party. Don't forget to consider whether you'd like mothers and grandmothers to have flowers too!

DETAILS

It's all in the details. Write a list before you meet with us so that we can work together on designing the perfect flowers for your wedding. Rose petals for the flower girl? Flowers in your hair? Let's cover all the possibilities and make sure we bring your wedding to life with the most gorgeous florals.

TRAVEL

We'll want to chat to you about the transport and delivery of your flowers - we're more than happy to travel for weddings, but the logistics of an event may affect the price.

STEP 2

CONSULTATION

Once we've received your complete questionnaire, we'll reach back out to you to get a consultation meeting on the calendar!

At this meeting, we'll chat through your questionnaire, make sure we've got all the logistical information we need to set our team up for success, and then we'll chat through your custom floral proposal.

We get started on building these proposals right away after you send us your questionnaire, and a lot of hours go into making sure we are pulling ideas and product that will work for the time of year, be a good fit for your venue, and fit the vibe that your pinterest board / inspiration images are giving.

Your floral proposal will serve as your 'mood board' for your floral designs, where we show you similar pieces as inspiration. Keep in mind, your floral proposal serves as inspiration - and your designs will not be exact replicas of the photos shown. We pull inspiration as we're ordering and building recipes for your designs. We will keep in mind the style, shape, size, and colors shown throughout the proposal.

At Essen, we provide Full Service Floral Design. That means that not only do we provide your floral product, but we include rentals in your quote. All of your centerpiece items will also come from our inventory. No need to rent or buy candles or votives, we've got you covered! Your floral proposal will lay all of those items out in detail.



STEP 2

CONSULTATION cont.

Because every wedding is special and unique, our pricing is based upon the following: guest count, wedding party size, seasonality, types of blooms, and size and scale. Your quote will include pricing based on the following:

IN SEASON

Knowing as much as we can in advance, we will quote on the flowers we intend to be able to source at the time of your wedding.

CREATIVE

The quote we deliver will highlight all of the detail we've discussed about your beautiful arrangements. We include lots of detail so you can see exactly where the money has been allocated.

QUALITY

We source only the highest quality products, whether it's the flowers or the ribbon that ties them together.

SERVICE

Our service doesn't stop once we send you a quote. We follow through with contact up until the day, and we deliver and install as agreed. Our team works really hard on your special day to make sure your wedding goes off without a glitch.

TRAVEL

We'll include any travel costs as anticipated by our conversations.

Our pricing for full service floral design starts at \$4,500. After our consultation meeting, we'll make any revisions that we chat about during our call and will send a personalized contract + 50% down payment invoice. At that point, your event date will be held for 2 weeks until the 50% down payment invoice has been made and contract has been signed. Once we've received those two items, your event will officially be on our calendar!





STEP 3

FINAL MEETING



4-6 weeks out from your big day, we will reach out to meet with you one last time so that we're all on the same page logistically and aesthetically. We'll walk through your most recent floral proposal together, confirm the details for delivery and set-up, explain the flower care for the day, and double check nothing any other details that we need to be aware of. Your final remaining payment will also be due at this time.

It's such an exciting time, and we're thrilled to be able to be part of your special day. We want to make it as stress-free as possible, so this final meeting is really important.

STEP 4

YOUR BIG DAY



DELIVERY

If you have a wedding planner, make sure they have our contact details on the day-of. We will arrive at the agreed upon time to deliver and install the floral arrangements according to your final floral proposal.

INSTALLATION

We'll be in contact with your coordinator to ensure that we'll have enough time allotted in your timeline to day-of to get all the floral set. Especially if there is a hanging installation or floral arbor, more time will be needed to complete that design.

STYLING

Our team will provide styling support for all of our floral + rental items.

CARE

We'll prep you in advance as to how to care for your flowers, and as much as possible we'll provide a water source to keep the flowers looking healthy throughout the day. Flowers are perishable items and while we do our best to ensure they remain perfect throughout the day and night, but it is ultimately up to you to take care of them once we have delivered.

CLEAN UP

Included on your floral proposal is a teardown fee. This fee ensures that you and your family don't get stuck cleaning up at the end of the night. Our team will return to your venue and pack up all of the floral items and rental items that belong to us. If you want to keep any of the floral, please make sure to tell us that at your final meeting so we can plan accordingly.

TESTIMONIALS



Essen Events is the best of the best! We hired Hailey and her team for our wedding's floral design and they went above and beyond what I had ever envisioned. From the ceiling installation, to our bouquets, to the tablescapes, they nailed every single detail. Beyond an incredible designer, Hailey is such a fun, kind, and selfless person that deserves all of the recognition for what she does in the wedding industry. I have so much gratitude that she helped make our wedding dreams come true!

>> Mollie + Ryan, 8/4/2023, *Floral Design clients*



Wowow we don't even know where to start! Working with Hailey was one of the best decisions we ever made. She was our full-service wedding planner and did our florals for our September 2023 wedding. Hailey made the whole wedding planning process fun and easy—something that we were very worried about before working with her because of our busy schedules. She was able to make our vision a reality and truly create the wedding of our dreams with her coordinating, design guides, and flowers! The tablescapes and installs we were dreaming of truly would not have been able to come to life without the help of Hailey. I can't stress enough how amazing Hailey and the Essen team is and we are just so thankful to have worked with them! :)

>> Alex + Matt, 9/9/2023, *Full Planning + Floral Design clients*



I could NOT be happier with how our wedding went. From the moment my husband and I met Hailey, we felt at ease with Hailey's energy - she's such an expert and a professional, but she is also SO easy to chat with and just be around (even when I was a little stressed girlie). I explored a few options for a wedding planner, and what set Hailey apart for me was her genuine passion for the couples she works with. She has a sparkle and an excitement for what she does, and she helped make my CRAZY dreams come true. Hailey and her team are not JUST wedding planners and florists - they are ARTISTS, they are KIND, they are your HYPE GIRLS, they are the right choice for your wedding if you're looking to be surrounded by gorgeous vibes and wonderful people.

> Madison + Tony, 7/21/2023, *Partial Planning + Floral Design clients*

FAQ

What do clients typically spend with you for floral design?

This is a tough question because there are so many variables that go into a pricing structure for each event. On average though, we're seeing events with around 150 guests spend between \$6k-\$10k with us for floral design services. This includes all of the floral product, labor, and staffing.

What does full service floral design include?

We do all the rental work for you! No need to go and source candles for your centerpieces, vases for your flowers, or votives for your guest tables. We've got a huge inventory of items and include everything you'll need in your pricing.

If I book floral and planning together is there a discount?

We do offer a discount to clients who book us for both floral design services and a planning package. You'll see a 5% discount on your reception decoration package, which makes more sense once you've got a floral proposal from us in front of you - but it typically ends up being about \$100-\$200 in savings.

Do you do teardown?

Yes! There is a teardown fee noted on your floral proposal. This fee is based on your floral subtotal amount, the amount of staff we'll need to return, and the timing / logistics of teardown.

Do you have a rental inventory of decor items that we can use?

We have a huge inventory of items for you to use! All of your centerpiece + floral items are already included in your floral proposal, but if you're looking for other decor items that don't quite fit into the floral scope (i.e. frames for table numbers, sign holders, card boxes, etc.) we've got options for that as well. **Our rental inventory guide is currently under construction, but will be available to view soon!**

I want a specific type of flower included in my designs. Is that possible?

We will do our best to accommodate any specific requests you have! We can never totally guarantee flower availability, because nature does what it wants. But we will certainly do everything in our power to get you that coral crush peony in your bridal bouquet if that's what you have your heart set on! On the other side of things, if there is anything you do NOT want in your flower designs, we can definitely accommodate that. We just won't order it or use it if you don't want it!

THANK YOU for considering essen for your floral design needs for your event! We're thrilled to get to know you and help celebrate your love story on your big day!