

Project Workflow

LOVESTRUCK EVENTS



SAVE THE DATE CONTRACT

- Retainer holds the wedding date in the Lovestruck calendar
- Payment is applied to the Event Proposal

01

DISCOVERY

Prior to the discovery meeting, the Client will complete a design questionnaire. Lovestruck will gather known event variables and Client preferences/priorities to formally define the project Statement of Work.



This checkpoint will be marked by a meeting with the Client.



STATEMENT OF WORK

- Project Timeline
- List of proposal needs/project scope

02

RESEARCH + DESIGN CONCEPTING

Once the Statement of Work has been signed by the Client, Lovestruck will research design solutions and conceptualize the design plan. Lovestruck will utilize creative strategy to refine spatial planning diagrams to support the design and provide event timing suggestions based on sun orientation.



This checkpoint will be marked by a meeting in which the Design Concept Deck will be presented to the Client for their feedback and approval.



DESIGN CONCEPTS APPROVAL

03

DESIGN DEVELOPMENT

Once the Design Concept Deck has been signed by the Client, Lovestruck will build upon the design concepts and develop the comprehensive design plan.



This checkpoint will be marked by a meeting in which the Design Presentation Deck will be presented to the Client for their feedback.

04

PRODUCTION

The Event Proposal will be shared with the Client for their approval. Lovestruck will produce the Client-approved Event Proposal and finalize the finer event details with additional design documentation (renderings, prototypes). The production schedule will be finalized with the Planner.



EVENT PROPOSAL

- Comprehensive proposal inclusive of travel and installation

05

EVENT INSTALLATION

Lovestruck will manage all design installation and tear down in accordance with parameters provided by the Planner.