



# *Pollard Wedding*

MDST 3030\*02: Individual Event Critique  
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## EVENT SUMMARY

2 May 2015 marks the wedding event of Cody James Pollard and Lindsay Victoria Marshall. The event began with a matrimonial ceremony at Holy Redeemer Church in Downtown Toronto. With a short service and beautiful exchange of vows, the two became man and wife. After the ceremony, guests were commuted to the celebratory event at Casa Loma Castle. Event attendees included the bride and grooms closest family and friends, some of which participated in the wedding party as well as event performances and speeches. With an exceptionally evident feeling of love and family, the day was made very personal and romantic. From location to décor and from food to flowers, the atmosphere was elegant, intimate and full of love.



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## ORGANIZATION BEHIND EVENT

Lexington and Co. was hired to plan and execute the wedding. Owner, event planner and creative operator, Lexi Haslam coordinated and planned a full array of services to execute a lavish and elegant event. Once the bride and groom decided upon an aesthetic, Lexi organized the location, invitations and décor, as well as the various vendors needed for their special day (i.e. caterer, photographer, hair and makeup stylist, and florist).

- ♥ Make-up and hair: *Fancy Face Inc.*
- ♥ Photography and Cinematography: *Everlasting Moments*



## OBJECTIVES OF THE EVENT

- ♥ Establish 2 May 2015 as ideal wedding and event day
- ♥ Create a unique, captivating experience illustrating the love between the bride and groom
- ♥ Establish location, décor and vendors allocating the couple's budget
- ♥ Invite 225 of the bride and grooms closest family and friends in months preceding the event via RSVP invitation
- ♥ Ensure timeline is being met in months preceding the event and on event day
- ♥ Religiously and lawfully wed Mister Cody James Pollard and Miss Lindsay Victoria Marshall
- ♥ Adjust timeline according to implement wedding traditions (i.e. bouquet toss, cake cutting)
- ♥ Establish spokespersons and schedule speech/toast times throughout the event day
- ♥ Invite potential attendees to book a nights stay at the Hyatt Regency Toronto on King St.

As the objectives are unique to the newly wed couple, I believe they were evidently met. May 2 will forever be a significant, memorable and cherished day to celebrate the love this couple shares for one another. In addition, the couple will always have fond memories and photos as a reminder of how tremendously the objectives were met. It was incredibly apparent that immense planning and determination went into the execution of this event by all parties (i.e. wedding planner, the bride and groom, the wedding party and even guests).

## **RUNNING ORDER**

### ***Event day commences 8 a.m. to 1:45 p.m.***

- ♥ Wedding party begins the day at the Hyatt Regency hotel. Fancy Face Inc. arrives to prepare hair and makeup for the bride and bridesmaids.
- ♥ Everlasting Moments photographer arrives, setting up photo-ops with the groomsmen.
- ♥ Bridesmaids continue aesthetic preparation and the photographer arrives to photograph the process. Once hair and makeup are complete, the photographer and bridesmaids take photos outside the hotel.
- ♥ As the men head to the church, the women head back to the room one last time and toast to the day ahead. Once the groom has arrived at the church, the bride and bridesmaid then make their way to the ceremony.



### ***Church ceremony commences 2 p.m. to 3 p.m.***

- ♥ All guests have arrived and music plays on the piano. The groomsmen arrive to the church, entering through the back door located near the front of the altar.
- ♥ The bride and bridesmaids arrive, entering through the main entrance, located furthest away from the ceremonial area. Groomsmen are then cued and head to the altar.
- ♥ Once groom and groomsmen are in place, wedding instrumental begins.
- ♥ The bridesmaids travel down the isle first, standing in place and awaiting the bride.
- ♥ The first bridesmaid to arrive at the altar – the bride's sister-in-law – stands aside with a microphone to sing the bride down the isle. Once all bridesmaids are in place, she begins to sing *A Thousand Years* by Christina Perri, cueing the bride to enter.
- ♥ The bride is then escorted down the aisle by her two parents. Once she reaches the groom, the music concludes and her parents give their daughter away to the groom.
- ♥ A service is hosted by the priest, with a passage read by the bride's grandfather.
- ♥ The couple exchanges vows and they are pronounced husband and wife. The couple seals it with a kiss and the crowd celebrates.

### ***Church ceremony concludes 3 p.m. to 3:30 p.m.***

- ♥ The couple has been wed and the wedding party is escorted outside of the church to take photographs on the church steps. The guests then begin to head outside.
- ♥ Shuttle service arrives to transport guests to Casa Loma Castle, prioritizing the wedding party and immediate family first. If guests did not choose to book a room at the Hyatt, they are given the option to drive separately.

***Wedding party arrives at Casa Loma Castle 3:45 p.m. to 4:30 p.m.***

- ♥ Wedding party and immediate family arrive at the venue. Photographer begins to take photographs both inside and outside of the castle, capturing both the wedding party as well as the newly wed couple with their families.

***Celebratory event commences 4 p.m. to 5 p.m.***

- ♥ Guests begin to arrive and open-bar commences. Cocktail hour begins.
- ♥ Wedding party concludes photo-op and begins to exchange with guests.

***Seated dinner 5 p.m. to 7:30 p.m.***

- ♥ Guests are seated at prioritized tables, anticipating the entrance of the bride and groom.
- ♥ The wedding party enters the dining hall by dance, building anticipation for the entrance of the bride and groom.
- ♥ The bride and groom enter the hall and make their way to the head table.
- ♥ All guests are seated and a three-course meal is served. By desert, prepared speeches are presented – beginning with the mother of the groom, the father of the bride, the best man, maid of honour, and lastly the bride and groom.
- ♥ Speeches conclude and the bride and groom cut the cake, leading the dinner portion of the event to an end.

***First dances commence 7:30 to 8 p.m.***

- ♥ As dinner concludes, guests begin to leave their seats and head into the ballroom, grabbing drinks and appetizers from the bar.
- ♥ *You're Still The One by Shania Twain* is the first song to play. As the couple joins together for their first dance, guests gather around to watch.
- ♥ Once the song concludes, the next dances are mother-son and father-daughter.

***Musical entertainment continues into the night 8 p.m. to 2 a.m.***

- ♥ Pre-organized dances conclude and the DJ begins his set. Guests gather in, dancing and joining in celebration.

***Event concludes 2 a.m.***

- ♥ As the venue closes, the event comes to an end. Guests are escorted to their vehicles and/or their hotel room via shuttle bus. After-party is held at the Hyatt Regency, and the couple continues celebration with good friends and family until the sun comes up.

## **PROMOTION OF EVENT**

- ♥ Direct mail invitation and save-the-date email
- ♥ Email promo/group discount for early booking at the Hyatt Hotel
- ♥ Events leading to major event (i.e. engagement party, wedding shower, bachelor and bachelorette party)
- ♥ Photo-op leading to event day, sent to friends and family and previewed on social media platforms (i.e. engagement photos)
- ♥ Promotional hashtags: #ForgettingLindsayMarshall  
#PollardWedding2015



## TARGET AUDIENCE AND ATTENDEES

The target audience of this event includes 225 of the bride and grooms closest family and friends. Attendees range from nearby friends and relatives, to family and friends travelling overseas specifically for the event. As they are a young couple, their primary friend group consists of males and females ages 24-30.

## TROUBLESHOOTING ISSUES

With the exception of a few minor downfalls, the event was able to mitigate any issues that aroused and executed with ease. Issues that arrived are as follows:

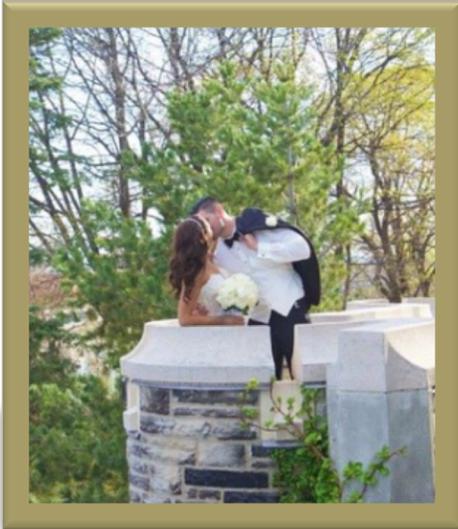
- ♥ *Annual Marijuana March Toronto held on May 2* – church service was delayed as the march impeded the wedding party from entering the church. As this is an external factor, there was nothing the event planner or party could do to avoid this. Fortunately, the march past quickly and the wedding was delayed no longer than 15 to 20 minutes.
- ♥ *Alcohol retainment* – with an open bar service, it is the vendor and planners' responsibility to keep all guests orderly while in attendance of the event. Fortunately, alcohol consumption never became an issue as the vendors respectfully kept service proportionately.

## KEY LEARNINGS

- ♥ *Lack of bar stations* – open bar service was a plus, however the lines were not. Although three bars seems like an efficient amount for one event, each bar had only one to two staff working it, making drinks slow and difficult to come by. Rather than expense for another bar station, the planner could have set up an agreement with the vendor to have a certain amount of staff working each bar.
- ♥ *Follow-up with attendees* – although all guests replied via RSVP invitation, a few people whom expressed their attendance failed to show. Unfortunately, this costs the bride and groom money and excludes a potential invitee whom could have attended in their place. To avoid this, the wedding planner could have implemented a follow-up system once all RSVP invitations were received, to ensure the guest list was accurate and up-to-date.

## NOTES

- ♥ *Events with large attendance need variety* – whether with food, beverage, seating and standing areas. With a large attendance comes the need for more space for guests to actively enjoy the atmosphere.
- ♥ *Location was strategically thought out* – as the Hyatt Regency is located a thirty second walk from Holy Redeemer Church, the guests' first destination, their car will be in close proximity when they go to leave the hotel the next day [if they chose to stay].
- ♥ *Events with numerous locations require transportation* – the wedding party and guests were transported via shuttle bus. All locations were in close proximity and strategically planned.
- ♥ *Objectives vary for wedding events* – the objectives are as unique as the couple. Although setting objectives for a wedding event is crucial, they are also one-of-a-kind.
- ♥ *Thorough pre-planning* – Lexington and Co. executed an amazing event with contingency for any means of risk or issues. There were no evident or notable setbacks.



♥ *Planning for after the event* – offered discounted booking on a nights stay at a nearby hotel and shuttle bus transportation. This provided guests the option to continue celebrating and not have to worry about alcohol consumption or transportation.