

2019 Knowledge Sharing Summit and Marketplace
Thursday, March 28, 10:00 a.m. - 11:30 a.m. Roundtable Session:

Weddings 101: How to Make Your Property a Wedding Destination
The Benefits of Wedding Coordinators
Presented by Terry Hammer
Hermann Hill Vineyard Inn & Spa, Hermann, Missouri

Terry will give insight to why Hermann Hill employs experienced wedding coordinators to increase lodging and wedding sales and guarantee excellence in their wedding operations. Terry will also review tools the wedding coordinators use to stay organized within the team, promote productivity, and interact with clients.

BULLET POINT LIST OF TALKING POINTS:

- Discuss the different ways Hermann Hill utilizes wedding coordinators to increase sales
 - Responding to and answering leads from website, phone, social media, and paid listings
 - Maintaining paid listings (the Knot and Wedding Wire)
 - Posting to social media accounts (Facebook, Instagram, Pinterest)
 - Scheduling tours
 - Booking Weddings
 - Planning Sessions
 - Wedding Trails: an open house event where couples can come in to taste food and drinks, meet with local vendors, and get design ideas
 - Requesting Reviews

- Discuss the ways Hermann Hill encourages wedding coordinators to increase brand loyalty with clients
 - Wedding Coordinator assistance from the moment the client books
 - Planning Sessions throughout process starting ten months before wedding
 - Assigned lead coordinator at six months before wedding
 - Lunch or dinner meeting with lead wedding coordinator
 - Day of wedding coordinating

- Review two different programs that Hermann Hill uses to stay organized within the team and with couples.
 - Honeybook
 - Aisle Planner

QUESTIONS? PLEASE CONTACT:

- Name: Becki Krupp
- Title: Wedding Manager
- Phone: 314-960-7981
- Emails: weddings@hermannhill.com
- Website: <https://hermannmoweddings.com>

INCLUDED HANDOUTS:

- Hermann Hill Wedding Day Notes: a document where we keep all the notes and timeline of a couple's wedding day
- Hermann Hill Wedding Coordinator Checklist: a document that covers when and what wedding coordinators cover with our clients to stay organized and on-track
- Hermann Hill Organizational Tools: a document explaining the different apps and programs we use as a team to stay organized

HANDOUTS:

Hermann Hill Wedding Day Notes:

Couple:
Package:
Wedding Date:

Client Info:
Address:
Phone:
Email:

Notes last updated on 01.01.19

Wedding Day Notes

<i>Description of Wedding</i>	
PRE-CEREMONY INFORMATION	
Lead Wedding Coordinator:	Assistant Wedding Coordinator:
Email:	Email:
Phone:	Phone:
Venue Address for Invitations: (Please send a proof of your invitation to your coordinator so that we can make sure all of the information is accurate. We will send a master for directions so you can include that with your invitation.)	Hermann Hill Wedding Chapel 165 Hwy 100 East Hermann, MO 65041
Venue Address for Billing:	Hermann Hill P.O. Box 555, Hermann, MO 65041
Rehearsal:	
Rehearsal Dinner Site:	
Amount at Rehearsal:	

Name to Appear on Marquis: Send horizontal pictures for marquis sign	Before Ceremony: After Ceremony:
Arrival for use of Bridal Suites:	
Venue Arrival (Start of Event):	
Are there any family issues we should be aware of in order to make your Wedding Day as stress free as possible?	
End of Event:	
Number of Guests: (Adults/Kids age 10 and under) <i>(Please notify us at any time if you see that this number is going to change.)</i>	
Ceremony Location:	
Ceremony Time:	
Officiant:	
Contact Information:	
Ceremony Musician:	
Wedding Colors:	
How do you want your wedding to be remembered?	
Florist:	
Florist Contact Information:	
Person responsible for flowers and décor set up if PTO: <i>(Please provide us with a floral/décor description and procedure for set up.)</i>	
Photographer:	
Arrival Time:	
Contact Information:	
Videographer:	
Arrival Time:	
Contact Information:	
Will you be doing hair & make-up in the Bride's room?	
Hair Stylist: Contact Information:	
Make-Up Artist: Contact Information:	
Do you plan to see each other before the ceremony?	
First Look?	
Location of First Look?	
When do you plan to begin photos?	
Will you need our van to shuttle the wedding party to photo spots on the property before the ceremony?	

Breakfast pastries, fresh fruit delivered to Bride's Room?	
Light Lunch delivered to Bride & Groom's Rooms:	
Time:	
Outside alcohol is not permitted. We will have a 12 pack of beer in the Groom's room and will provide the ladies with a bottle of wine or Mimosas. Would you like to purchase any additional alcoholic beverages for use before and/or after the ceremony upstairs?	
# of handicapped/reserved parking spaces needed for guests:	
Names to be added to Reserved Signs: (There are 6 spots plus 2 spaces to the left of the front door for parents.) (Make sure they know there are spaces reserved for them.)	1. 2. 3. 4. 5. 6.
Guest Book:	Type:
Programs: Vendor:	Type:
Ushers:	
Would you like Ushers to seat guests?	
Designate Bride's side or Groom's side for seating?	
How many rows reserved for family members? (Please provide an outline of guests to be seated there and inform them and your ushers.)	
Will you do any decorating at your ceremony site?	
Who is responsible for set up?	
Will you have an aisle runner?	
Will you have a Unity Ceremony? Type?	
Who will provide this?	
CEREMONY	
You will need songs for the following segments of your ceremony: (If a Hermann Hill musician is providing your music, make sure she has your selections by 01/01/19, or he/she will choose traditional music for you.)	
20-30 minutes of prelude music while your guests are arriving:	
Seating of Parents/Grandparents:	
Attendants Processional:	
Bridal Processional:	
Unity Candle, Sand Ceremony:	
Champagne Toast:	
Recessional:	

PROCESSIONAL: (Family)	
Grandparents:	
Parents:	
WEDDING PARTY:	
How will your wedding party enter the Ceremony Location:	
Jr. Bridesmaid:	
Bridesmaids (order to TBD):	
Matron of Honor:	
Maid of Honor:	
Jr. Groomsmen:	
Groomsmen (order TBD):	
Best Man:	
Flower Girl:	
Ring Bearer:	
Bride Entrance:	
Will you have a Reader besides the Officiant?	
Will you need a Podium?	
Do you plan to have a Vocalist?	
Will you present roses to your mothers?	
Would you like the Hermann Hill Champagne Toast during Ceremony?	
Please provide us with estimated numbers of glasses to be poured	Champagne = _____ Grape Juice = _____ Do you need any grape juice/Sprit for the Wedding Party? TBD
Do you plan to have a Receiving Line?	
Approximately how long will photos take after the ceremony?	
Will you need our van to shuttle the wedding party to photo spots on the property?	
Will you go off-site for photos?	
Will you be using the Hermann Trolley or other shuttle service?	
Will you need time to bustle your dress?	
Who will you designate to remove your personal items from the Bride's Room & Groom's Room, following your ceremony?	

RECEPTION

Reception Location:	
Reception Centerpieces:	
Head Table Style:	
Backdrop Style:	
Napkin Style on all Tables:	
# at Head Table:	
Chair Bows for Head Table:	
Table Overlays or Runners for Head Table:	
# of Guest Tables:	
Chair Bows for Guest Tables:	
Table Overlays or Runners for Guest Tables:	
Do you plan to have assigned seating?	
Do you need any tables reserved for your family?	
Will they take up 8 seats at each table? (Please provide place cards for these guests.)	
Do you need our table numbers and/or holders?	
Where would you like those placed?	
Where would you like the Dance Area located?	
Will you use our Bird Cage for cards on the Gift Table?	
Will you be offering Favors to your Guests?	
Other Special Tables:	
Chef:	
Light Lunch for Bride's Room & Groom's Room:	
Reception Appetizers:	
Reception Appetizer Time:	
Allergies or Dietary Restrictions:	
Dinner:	
Dinner Time:	
Late Night Snack/Sandwich Tray:	
Bar Option:	
Special Bar Requests:	
Frozen Beverages:	
Is it okay for tip jar to be out?	
Would you like to personalize your frozen beverages with special names?	
Gourmet Beverage Bar & Pub Beer Glasses?	
Designated "Responsible Person"	
Baker:	
Baker Contact Information:	
Set-Up Time:	
Are you providing a cake topper?	

Will the cake have fresh flowers?	
When will you cut the cake?	
What are the flavors?	
Are you planning to keep the top tier of your wedding cake?	
Do you plan to use Hermann Hill's Cake Knife & Server?	
DJ or Band:	
Contact Information:	
Set-Up Time:	
Will you be using Hermann Hill Up-Lighting?	
Colors?	
Will your DJ be providing any other lights?	
Will you be using the Hermann Hill Photobooth?	
Time of Photo Booth:	
Contact Information if not HH:	
How will your Wedding Party enter the Reception Area?	
Will you have a Toast at the Reception?	
Who will be giving the Toast(s), and how long will they last? (If you are running behind in your schedule by more than 30 minutes, Toasts will be done during dinner.)	
Do you plan to have a Blessing before the meal?	
If so, who will be offering the Blessing?	
Will you be having a: First Dance? Father/Daughter? Mother/Son Dance?	
Are you having a Bouquet/Garter Toss?	
Where will your toss bouquet be located?	
Are you doing any special dances or presentations/games we should be aware of?	
Sparklers or Balloons for your Grand Exit?	
Who will help you gather your gifts, personal items, and décor items after the reception?	
You will be staying in Hermann Hill Cottage:	
Will you be staying additional nights? If so, when? Have you made arrangements? 573-486-4455	
Do you have a booking bonus that involves lodging?	
Are you taking advantage of our Spa services?	Contact lodging number 573-486-4455
We will have your check-in packet for you.	(Please be respectful of other lodging guests. Your Honeymoon night's stay was meant as a gift for the two of you and not a place to continue the party after the end of your reception.)

MISCELLANEOUS NOTES	
Do you need assistance with lodging for your guests?	Call 573-486-4455
Date Wedding was booked:	
Date one-month guest count due: (Make sure you include yourselves, the photographer, DJ, etc. in your count.)	
<i>DON'T FORGET YOUR MARRIAGE LICENSE!</i>	

WEDDING TIMELINE	
Rehearsal Day:	
	Pre-Rehearsal Gathering @
4:30	Rehearsal at
Rehearsal Dinner Site:	
Rehearsal Dinner Time:	
Wedding Day:	
	Bride & Bridesmaids Arrive
	Photographer Arrives Videographer Arrives Lunch is delivered to Bride's Room
	Groom & Groomsmen Arrive
	Lunch is delivered to Groom's Room
	DJ Set-Up Pre-Ceremony Photos Begin
	Cake Set-Up Frist Look at ? Photo Booth Set-Up
	Ceremony begins
	Photos Reception begins in Pavilion Bar opens Appetizers served
	Bride & Groom's Room cleared
	Bustle dress, freshen up Wedding Party announced at Reception Toasts during dinner

	Welcome by Coordinator Blessing by ?
	Head Table is plated & served Guests served Dinner via buffet
	Cake Cut
	First Dance Bride/Father Dance Groom/Mother Dance
	Sunset Photo (Sunset @)
	Bar Closes
	Sparkler Send Off
	Reception Ends Gifts & Personal belongings gathered <i>Blank and Blank live happily ever after!</i>

Hermann Hill Wedding Coordinator Checklist:

Wedding Coordinator Checklist

Once Assigned as Lead Coordinator:

- ___ Contact weddings@hermannhill.com to be added to their Honeybook account.
- ___ Review Contact Feed in Honeybook to familiarize yourself with past conversations.
- ___ Review Wedding Day Notes found in Honeybook.
- ___ Review their Invoice in Honeybook and make sure payment is current and items are correct.
- ___ Contact weddings@hermannhill.com if you have any questions.
- ___ Reach out via Honeybook to introduce yourself as their lead coordinator. Find out what their preferred method of contact is.
- ___ Reach out Accounting and fill out payroll form so you will be paid your initial payment for the wedding
- ___ Set up a time to meet in-person or schedule a time to connect via phone.
- ___ Notify your couple to when the next Wedding Trail (open house tasting event) is. Invite and let them know they are welcome to bring family and friends. Remember, the Wedding Trail is primarily to focus on new sales so do not promise a time to sit down with them during the Trail.

8 months to 3 months before Wedding Date:

- ___ Schedule regular monthly meetings to review Wedding Day Notes and check what assistance your couple needs.
- ___ Update Wedding Day Notes and send via Honeybook so management and kitchen always have current information for your wedding.

___ Notify Judy, who does our ironing, of any changes to table counts, chair bows, table overlays, etc. She will notify management if there is a concern with needing to add inventory. Judy's email is jkmeyer56@yahoo.com.

___ Make sure that an Officiant and a Ceremony Musician have been assigned. Notify weddings@hermannhill.com if you need one assigned.

3 months before Wedding Date:

___ Schedule a time for your couple to tour the facility and to review Wedding Day Notes. See what assistance they need. You may offer them a night's stay on us if they are visiting during the week. Check lodging for availability before confirming with couple.

___ If your couple has not met with their Hermann Hill Officiant, schedule them to come in during the walk-thru.

___ Update billing as needed. Double check to make sure all items have tax and service charge applied. (Including discounts) Make sure service charge has been taxed.

___ Check their invitations for accuracy before they order and make review with your couple that we need final guest count one month before their wedding date. (Correct address is listed in their Wedding Day Notes.)

___ Send your couple a copy of blank floor chart. The River Room and Pavilion diagrams may be found in the Honeybook library.

___ Remind couple of any Wedding Trails coming up before their Wedding Date.

2 months before Wedding Date:

___ Schedule a time with your couple to review Wedding Day Notes and update billing. If they have not done a walk-thru, schedule.

___ Check on their table layout. Check to see what additional tables they need such as: Groom's cake, dessert, photo booth, etc.)

___ Review who has been assigned as your assistant. Assign them to the wedding project in Honeybook and start including on emails. If you have a River Bluff ceremony scheduled you will need two assistant coordinators. If your wedding is over 200 guests you will need two assistant coordinators. Contact Rhonda to assign additional assistants.

1 month before Wedding Date:

___ Schedule a time with your couple to review Wedding Day Notes and their final guest count. Update billing and send out immediately for them to make their final payment. (Due one month before)

___ Review table layout with couple. If they are doing assigned tables, have them send a copy of their assignments to ensure proper number of tables and chairs at each table.

___ Send out an introductory email to all vendors and schedule a phone meeting with each one. Attach assistant coordinator to email.

3 weeks before Wedding Date:

___ Send Rhonda your table layout diagrams, Wedding Day Notes, and Agenda. (Agenda Master is in Honeybook library) Include assistant coordinator and notify assistant of what time you need them. (30 minutes before Pre-Rehearsal Gathering, 2 hours before Chapel ceremony, 3 hours before River Bluff/Gazebo ceremony)

___ Check on couple and see what they need from you and build excitement! Check on status of marriage license. (Marriage license is good for 30 days in Missouri/recommend getting 1-2 weeks before their wedding day)

___ Make sure you have photos of the couple for the electronic sign. Horizontal photos work best.

___ Conduct phone meetings with vendors (refer to vendor checklist following this document)

2 weeks before Wedding Date:

___ Schedule a meeting with your couple to review Wedding Day Notes and Timeline. Review table layout and numbers. If they have not paid final bill, check on status.

___ Check Shift Planning for staff the day of the wedding. Any concerns, contact Rhonda.

___ Log into Canva and create your signage for their day. You will need: bar menu, food menu, photo booth, ceremony location, reception location, creative team (staff and vendors), and social media table tents. Additional signage may include: sparklers, outdoor bar, River Bluff Bar, etc.

___ Schedule your electronic sign message. You will need a welcome sign for rehearsal (if no wedding going on that day) and ceremony time sign. Refer to day-of wedding checklist for sign updates.

1 week before the Wedding Date:

___ Schedule a final meeting with couple. Make sure they have marriage license, review rehearsal times and number of guests attending rehearsal.

___ Send out Final Wedding Day Notes to vendors, Rhonda, and assistant coordinator. Include a separate timeline for easy access. (You can create one in Honeybook) Include directions to Hermann Hill and make sure vendors know GPS isn't accurate.

___ Do a walk-thru of venue to check for maintenance concerns, landscaping, and cleaning. Notify management if action is needed.

___ Check weather and come up with game plan if outdoor ceremony is planned. If there is a possibility of moving indoors, notify management to move in additional seating to Chapel. (if needed)

___ Print off checklist for Rehearsal and Wedding Day.

Contacting Vendors and Need to Ask Questions:

Terraflora or Florist:

___ Ask them to send you a floral description.

___ Terraflora rents out containers, so make sure couple is aware of this.

___ Review ceremony set-up and any items that need to be moved to the reception.

___ Are they provided cake flowers? If so, are they placing them on the cake?

___ Review timeline of ceremony and when pictures begin.

___ If not using Terraflora, ask who is in charge of set-up, what items need to be returned, who is taking items back to florist, and review arrival time and set-up.

Cake:

___ Review timeline of ceremony and when they should drop off cake (typically 1-2 hours before ceremony)

___ Review if any flowers or decorations are going on cake. Ask if they are assembling items on cake. If not, ask for a picture for reference.

___ Review flavors of each tier of cake and any additional sheet/kitchen cakes.
___ Review any items that need to be returned to cake vendor and who is returning them.

DJ:

___ Review timeline and ask for the couples' music selections for important songs such as: First Dance, Entrance, Father/Daughter, Mother/Son, etc.

___ Make sure DJ will be set-up and ready to go for start of reception. (If an outdoor ceremony, they will need to be set-up one hour before start of ceremony.)

___ Review that DJ will play until the end of the reception and not to announce last call for bar)

___ Ask if they prefer to sit at a table or at their DJ table for dinner service.

___ If couple is using DJ for ceremony, refer to ceremony musician list below.

Photographer/Videographer:

___ Review timeline and their total contract time.

___ If they have not been to Hermann Hill, invite them out. You may offer them a one night's stay during the week (check with lodging beforehand).

___ Notify them of the Hermann Hill Van for use on the property. If they are going off-site, plan for other transportation.

___ Make sure they have a list of who they need for family photos. Review this information with couple at rehearsal.

Ceremony Musician:

___ Make sure Hermann Hill musician has music one month prior to wedding day.

___ Check schedule so musician knows to attend rehearsal. (Ultimate II and III include ceremony musician in package)

___ Ask for the list of music selections for key moments of the ceremony.

___ If not using a Hermann Hill musician, ask if they are bringing their own equipment.

___ If couple is playing recorded songs, request that songs be downloaded on a device that is not their phone, ask for password if needed, and request they delegate a person to be in charge of this. They will also need to provide their own AUX cord.

Officiant:

___ Review timeline and ceremony details with them.

___ Ask for a description of their ceremony.

___ Review rehearsal procedure. Coordinator will announce and organize wedding party. Officiant will run rehearsal.

___ Review champagne toast, unity service, and presentation roses (if applicable)

___ Review back-up plan if ceremony is outdoor.

Stylists:

___ Review timeline of day.

___ Make sure they have enough stylist to be completed in time. (Bridesmaids 30 minutes for hair/30 minutes for make-up/Bride 1 hour for hair/1 hour for make-up)

Hermann Hill: Organizational Tools



Honeybook is an all-in-one project, invoicing, and payments management tool. You can access it from your desktop or even download the app for use on your smart phone.

Hermann Hill enjoys this because we have instant access to all of our client's projects and may be shared between multiple wedding coordinators so all of our team has access to wedding day details, billing, and visual aids on our client's projects. This is what we love most about Honeybook:

- Integrated with our website, so when clients fill out the RFP (Request for Proposal) on our website it automatically files to Honeybook and creates a personalized project in the system.
- When clients reach out for information, you're able to choose to have an automatic response or respond in real time with your own personalized message.
- Our interaction with the client tracks in a news feed so we don't have to worry about any lost messages!
- Hermann Hill can keep all important documents in their cloud so we have access to the details and all of our staff have access to training materials within our company.
- Easy to create invoices with automatic payment options that send out reminders to make payments. Just set the payment due dates and amounts and be done!
- Easy to customize your own contracts. No more having to fill out forms in-person or mail in.
- Add in outside vendors to be a part of the planning process keeps everyone in the loop.

Want to see Honeybook from the client's viewpoint? Here are the steps:

1. Check out our website at <https://hermannmoweddings.com>
2. Fill out our RFP form (contact us form).
3. See our response and contact us with more questions if needed.
4. Please let us know you're with AIHP, for lead tracking purposes.



Aisle planner is a new tool that we are introducing to our clients in 2019. We are using this to tap into the design aspect of wedding planning and so we can showcase that we are unique to other venues in that we take an active interest in their wedding. This is what we love about Aisle Planner:

- Customizable client projects that the client has access to
- Create design boards similar to Pinterest
- Active seating charts featuring your venue reception design layout
- Client To-Do Lists that you tailor to each client
- Aisle planner provides the option to set up invoices and send out contracts. Perfect for smaller venues with less complex packages and services.