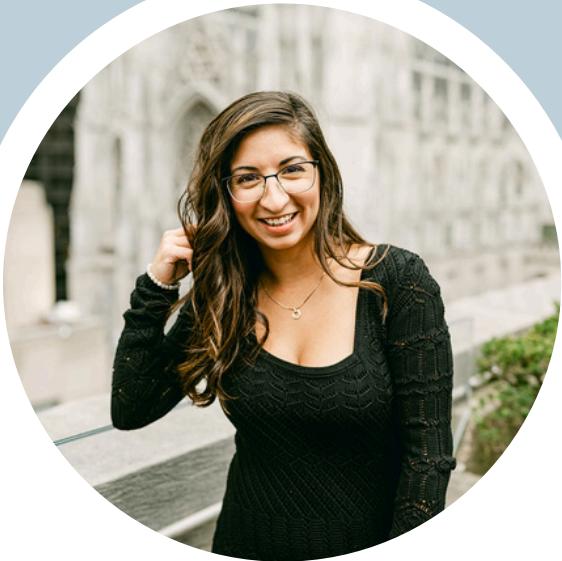# STORY TO SPACE

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EVENTS

I'm So Glad You're Here!

This journal prompt guide was created to help you take a couple's story and turn it into a design that feels personal layered and purposeful. Great design is never random. It comes from listening closely understanding the emotional cues and translating who your clients are into a space that feels like them from the first moment to the last.

Use these prompts to slow down and observe the details. Notice what your clients respond to. Pay attention to their language their reactions and the experiences they value most. When you combine story with structure you create weddings that are not only beautiful but deeply meaningful.

This journal prompts are your guide to making that process feel clear and intentional. I hope it helps you design with confidence and collaborate with your clients in a way that elevates their entire experience.

Luxury logistics made personal. Building a business that feels as elevated as the weddings you plan

ASK YOURSELF...

The Story

What moments define their relationship?
How would they describe their connection in three words?
What experiences or places feel deeply personal to them?

The Vibe

How do they want guests to feel from arrival to sendoff?
What emotions matter most during the ceremony and reception?
What energy describes them as a couple?

Design Cues

What colors or tones show up naturally in their life?
What textures remind you of their story?
What elements feel like them without trying?

Translate

How can this story become a palette?
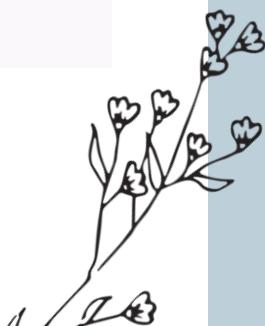How can emotion become lighting and texture?
How can their values become layout and experience?

DIVE DEEPER

Take a moment to think...

What opportunities can I create during our conversations or meetings to learn more about who they are how they communicate and what experiences matter most to them so I can design a wedding that feels like their true selves?
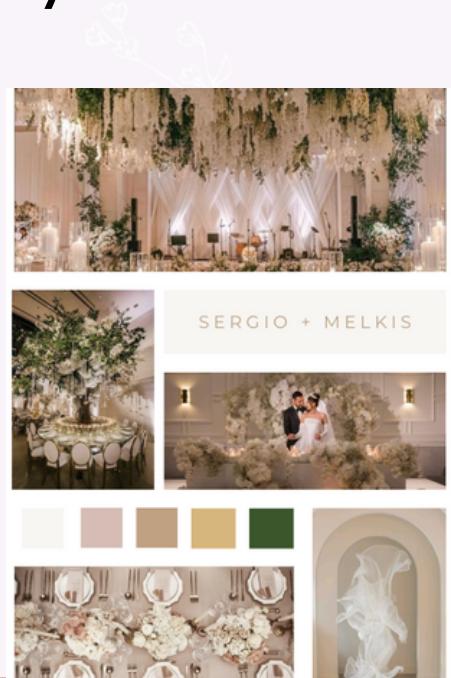
What personal photos or meaningful items can my couple share that reveal their style, their story, and the environments or memories that feel most like them, so I can better understand who I am designing for and what inspires them at their core?

Visuals to Vocabulary

Mood Board
 A mood board is the overall vibe. It shows the colors, textures, and inspiration that guide the look and feeling of the wedding. It is the foundation that helps everyone understand the aesthetic direction before any specific design decisions are made.

2D Design
 A 2D design is where we start placing actual pieces into the space. This can look like table layouts, linen choices, floral inspiration, chair styles, and signage concepts. It connects the vision to real elements so you can see how the design choices work together.

3D Design
 A 3D design shows the wedding in the actual space. It lets you see the room from different angles, how tall arrangements feel, how the dance floor sits in the layout, and how the design will look on the wedding day. It gives a realistic preview so everyone feels confident and aligned.

Let's Reflect

HOW CAN I CREATE A RELATIONSHIP WITH MY CLIENTS THAT ENCOURAGES HONEST COLLABORATION AND GIVES ME THE INSIGHT I NEED TO DESIGN A DAY THAT TRULY REFLECTS WHO THEY ARE?

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Need Help?

Apply for a mentorship at
www.irenecoevents.com/weddingindustrymentor