



THE BOOKED
SOCIETY

THE ULTIMATE WEDDING SOP



CREATE A SPACE
WHERE THE BRIDE
& GROOM HAVE
THE BEST DAY OF
THEIR LIVES.



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INITIAL INQUIRY & CONSULTATION

Level 1

- Respond promptly to inquiries via email and phone.
- Provide basic information about venue options, availability, and pricing.
- Schedule venue tour with a member of the events team.
- Offer live streaming or virtual tour options for couples unable to attend in-person venue tours. Leverage technology to provide immersive experiences and connect with clients who may be planning destination weddings or have busy schedules.

Level 2

- Send a prompt and personalized email response to the couple's inquiry, addressing them by name and expressing genuine interest in their wedding plans. Provide clear and concise information about venue options and availability.
- Schedule a venue tour with special amenities, such as complimentary champagne or their names on a projector.

Level 3

- Send a personalized email or handwritten note welcoming the couple to inquire about your venue, expressing excitement about their upcoming wedding, and tour.
- Provide personalized welcome packages showcasing the venue's luxury amenities and offerings.
- Schedule a private venue tour with exclusive amenities, such as a gourmet tasting experience.

VENUE TOUR

Level 1

- Conduct a basic venue tour highlighting key features and amenities.
- Provide information about rental packages, pricing, and available dates.
- Offer the couple a complimentary beverage upon arrival for the venue tour, such as water or a non-alcoholic sparkling beverage, to make them feel welcomed and comfortable during their visit.
- Answer all of their questions clearly and warmly.

Level 2

- Arrange for a personalized tour experience with special touches throughout the venue, such as scented candles, fresh flowers, or ambient music, to create a romantic and immersive atmosphere for the couple.
- Highlight unique amenities and features, such as premium decor options or customizable lighting packages.
- Incorporate magic moments, such as surprising the couple with a sample wedding favor or arranging a special photo opportunity in a scenic location within the venue.

Level 3

- Conduct a VIP venue tour tailored to the couple's preferences and vision.
- Paint a vision across the venues within the property, such as private gardens or rooftop terraces.
- Create multiple magic moments throughout the tour, such as arranging a live music performance, a private chef's tasting experience, or a personalized gift presentation to the couple.
- Offer special incentives, such as complimentary upgrades, to couples who book a wedding during their venue tour. Create a sense of urgency by making these offers exclusive to tour attendees, encouraging them to commit to booking on the spot.

CONTRACT & BOOKING

Level 1

- Provide standard contract templates outlining venue rental terms and conditions.
- Collection of booking deposits and scheduling payment arrangements.
- Include a handwritten note or personalized wedding planning checklist along with the contract package, expressing excitement about the couple's decision to book their wedding at your venue.

Level 2

- Provide personalized consultations with couples to review terms and customize details as an opportunity to upsell and create magic moments.
- Create photo-op with couple to announce they booked your venue.
- Provide the couple with a custom-designed welcome kit or gift basket upon contract signing, filled with luxury amenities such as spa vouchers, gourmet treats, or branded merchandise, as a token of appreciation.

Level 3

- Offer exclusive booking perks or bonuses, such as complimentary upgrades or additional services.
- Create referral programs or incentives for past clients who refer new bookings to your venue. Offer discounts or special perks for both the referring client and the new booking, encouraging repeat business and word-of-mouth referrals.
- Arrange for a private champagne toast or celebratory dinner for the couple and their immediate family members at the venue's upscale restaurant or private dining room, allowing them to commemorate the milestone moment of booking their wedding in style.

WEDDING PLANNING & COORDINATION

Level 1

- Provide event coordinator to assist with basic planning tasks, such as vendor referrals and timeline creation.
- Create informative emails or brochures offering wedding planning tips and advice. Position your venue as a helpful resource for engaged couples, establishing credibility and trust within the wedding community.

Level 2

- Recommend event planner to oversee the entire wedding planning process from start to finish.
- Provide personalized planning consultation and assistance with vendor selection and design coordination.
- Surprise the couple with a personalized wedding planning toolkit or gift box filled with planning essentials such as a custom wedding planner binder, stationery set, and inspirational materials, to help them stay organized and inspired during the planning process.

Level 3

- Provide wedding concierge or team of specialists to provide white-glove service and personalized attention throughout the planning process.
- Offer comprehensive planning services, including venue design, vendor management, guest concierge, and logistical coordination.
- Provide the couple with access to exclusive wedding planning resources and services, such as a virtual planning platform, offering personalized assistance, expert guidance, and VIP treatment at every step of the planning journey.

WEDDING DAY

Level 1

- Greet the couple with a warm and personalized welcome upon their arrival at the venue. Use their names and express genuine excitement for their special day.
- Basic event setup and coordination services, including venue preparation and vendor coordination.
- Designated event manager or coordinator to oversee event logistics.

Level 2

- Full-service event management and coordination on the day of the wedding, including setup, timeline management, and vendor supervision.
- Conduct a final walk-through with the couple to ensure everything is set up according to their vision. Address any last-minute concerns or adjustments.
- Arrange for a special welcome basket or hospitality suite for the bride and groom on the wedding day, stocked with refreshments, snacks, and essential amenities to keep them comfortable throughout the day.
- Provide an emergency kit with essential items such as safety pins, sewing kit, stain remover, and pain relievers to help the couple and their guests handle any unexpected situations.

Level 3

- VIP event concierge services with a dedicated team of event specialists to cater to the couple's every need.
- Ensure seamless execution of the wedding day timeline and logistics, with attention to detail and anticipatory service at every moment.
- Coordinate a surprise "wow" moment during the reception, such as a fireworks display, aerial drone light show, or live performance by a celebrity artist, to dazzle the couple and their guests and create an unforgettable highlight of their wedding day.

POST WEDDING

Level 1

- Standard post-wedding follow-up to gather feedback and address any issues or concerns.
- Send a heartfelt thank-you note or email to the couple after the wedding, expressing gratitude for choosing your venue and wishing them a lifetime of happiness together, along with a special offer for future events.

Level 2

- Personalized post-wedding debriefing meeting with the couple to review their wedding experience and gather testimonials.
- Offer resources for post-wedding tasks, such as name changes, thank-you notes, and preserving wedding mementos.
- Surprise the couple with a personalized wedding keepsake, such as a custom-framed wedding photo or engraved champagne flutes, delivered to their home as a thoughtful reminder of their special day at your venue.

Level 3

- Offer exclusive post-wedding discounts or incentives for clients who book additional events or refer new clients to your venue. Create a sense of appreciation and loyalty among past clients, incentivizing them to continue engaging with your venue for future events.
- Encourage past couples to share photos and memories from their wedding day on social media using a designated hashtag or tag the venue's accounts, allowing them to relive and share their special moments with others.
- Send a thoughtful gift or surprise to the couple on special occasions such as their anniversary, to show appreciation and maintain a personal connection.

COMMUNICATION CHECKLIST

Communication is key.

Inquiry

- Prompt & personal email response
- Follow-up call

Pre-Tour Prep

- Confirmation email with details
- Pre-tour phone call or text

Tour Time

- Personalized welcome
- Follow-up email & text

Booking

- Contract confirmation email
- Welcome package or email once signed
- Questionnaires
 - Big Picture (1 Year - 9 Months Before)
 - Detailed (4-6 Months Before)
- Send or share “Wedding Planning Timeline” that includes expected venue meetings and important dates/milestones.

Planning

- Planning kickoff call (4-6 Months Before)
- Initial meeting (3 Months Before)
- Planning meeting (2 Months Before)
- Final details & contacts (2 Weeks Before)
- Final head count (1 Week Before)
- Rehearsal

Day-of

- Day-of communications
 - Text bride & groom congratulations!
 - Text and specific contacts provided to open line of communication

Post-Wedding

- Thank-you email
- Handwritten note/card
- Referral/review email
- Anniversary gift

WEDDING SETUP

It's all in the details.

3 Days Before the Wedding

Confirm Layout and Floor Plan

- Review and finalize the seating chart and floor plan with the couple.
- Make any necessary adjustments to accommodate last-minute changes.

Clean and Inspect Venue

- Deep clean all areas of the venue, including the ceremony space, reception area, restrooms, and bridal/groom suites.
- Check for and address any maintenance issues.

Inventory Check

- Verify the availability and condition of tables, chairs, linens, and other essential items.
- Ensure all rental items are scheduled for delivery on time.

Check Lighting and Sound Systems

- Test all lighting fixtures and sound equipment to ensure everything is working properly.

2 Days Before the Wedding

Table and Chair Setup

- Arrange tables and chairs according to the finalized floor plan.
- Double-check spacing for comfort and accessibility.

Linens and Napkins

- Lay out tablecloths, table runners, and napkins.
- Ensure they are clean, wrinkle-free, and properly aligned.

Centerpieces and Decorations

- Set up centerpieces and any table decorations.
- Position candles (unlit), vases, and other decorative items.

Outdoor Spaces

- Arrange outdoor furniture and decor.
- Check and prepare any outdoor heating or cooling units if needed.

WEDDING SETUP

It's all in the details.

1 Day Before the Wedding

Final Touches on Tables

- Place table settings, including plates, cutlery, glasses, and menu cards.
- Set up any additional table decor, such as place cards and favors.

Lighting and Ambiance

- Install and test decorative lighting (string lights, lanterns, etc.).
- Set up any mood lighting and ensure dimmers are functioning.

Sound and Entertainment Setup

- Test microphones, speakers, and other sound equipment.
- Set up the DJ or band area, ensuring all necessary equipment is ready.

Candles and Floral Arrangements

- Position floral arrangements on tables and around the venue.
- Place and test battery-operated candles (if using real candles, ensure matches/lighters are available for lighting on the day).

Final Walkthrough

- Conduct a final walkthrough with the event coordinator to ensure everything is in place.
- Address any last-minute adjustments or requests from the couple.

Flip for Next Event

Post-Event Plan

- Have a clear plan for quickly resetting the venue for the next event.
- Coordinate with the cleanup crew and ensure all rentals are scheduled for pickup or reset for the next event.

Inventory and Maintenance

- Inspect all items for damage and make necessary repairs or replacements.
- Reorder any depleted supplies or damaged inventory.

Cleaning

- Schedule a thorough cleaning of the venue to prepare for the next event.
- Ensure all areas are sanitized and ready for new guests.

DAY OF CHECKLIST

Simple is smart.

Early Morning Preparations

- Turn on all venue lights – Ensure all areas are well-lit, including the ceremony space, reception area, restrooms, and outdoor spaces.
- Inspect the venue – Conduct a walkthrough to check for cleanliness and address any maintenance issues.
- Prep the bridal suite – Stock with water, snacks, tissues, and any special requests from the bridal party.
- Set up the groom's suite – Ensure it is clean and stocked similarly to the bridal suite.
- Unlock all necessary doors – Ensure access to all areas for staff and vendors.

Mid-Morning Preparations

- Set up the ceremony area – Arrange chairs, decorations, and ensure the aisle is clear.
- Prepare the reception area – Set tables, place settings, centerpieces, and any additional decor.
- Turn on music system – Play soft background music to create a welcoming atmosphere.
- Coordinate with vendors – Confirm arrival times for caterers, florists, photographers, and entertainers.
- Check HVAC systems – Ensure the venue is at a comfortable temperature.
- Inspect outdoor areas – Check the parking lot, garden areas, and any outdoor seating for cleanliness.
- Arrange welcome signage – Place signs directing guests to various parts of the venue.

DAY OF CHECKLIST

Simple is smart.

Afternoon Preparations

- Check audio/visual equipment – Test microphones, speakers, and projectors if needed for the ceremony or reception.
- Set up guest book and gift table – Ensure these are placed prominently and stocked with necessary .
- Prep restrooms – Ensure they are clean, stocked with supplies, and have fresh hand towels.
- Prepare the bar area – Stock with beverages, glassware, and ensure bartenders are ready.

Pre-Ceremony Final Touches

- Light candles and lanterns – If using candles or lanterns, light them just before the guests arrive.
- Coordinate with wedding planner – Ensure everything is on schedule and address any last-minute changes.

During the Event

- Greet vendors and guests – Ensure a staff member is available to greet and assist as needed.
- Monitor the event flow – Keep an eye on the schedule and coordinate with the wedding planner to address any issues.
- Assist with transitions – Help transition from the ceremony to the reception smoothly.

Post-Ceremony Duties

- Clear the ceremony area – Quickly tidy up the ceremony space for any post-ceremony activities or photos.
- Oversee dinner service – Ensure the catering staff is prepared and dinner service begins on time.

DAY OF CHECKLIST

Simple is smart.

Evening Activities

- Light the dance floor – Ensure the dance floor lighting is ready for the evening festivities.
- Manage the bar – Keep the bar stocked and monitor guest consumption.
- Coordinate with the DJ/Band – Ensure they are ready for the first dance and other scheduled performances.
- Monitor restrooms – Check periodically to ensure they remain clean and stocked.

End of Event

- Organize the send-off – Assist with any planned send-off activities, such as sparklers or confetti.
- Assist with vendor pack-up – Ensure vendors are able to pack up their equipment and exit the venue smoothly.
- Final venue walkthrough – Conduct a final walkthrough to ensure all lights are turned off, doors are locked, and the venue is secure.

Post-Event Duties

- Clean the venue – Arrange for cleaning staff to restore the venue to its original condition.
- Collect and store items – Safely store any personal items left by the bridal party or guests.
- Check HVAC systems – Ensure they are turned off or set to appropriate settings for the night.
- Flip for next event if needed – Prepare the venue for the next event, including rearranging furniture, decorations, and ensuring all areas are ready for the next set of guests.



WE WANT YOUR VENUE TO THRIVE.



We assist venue owners in marketing and sales. We use proven strategies to help venues attract the right clients and book more events. Our goal is to make the booking process smooth and luxurious for both the venue and the clients.

With our carefully designed process, we aim to improve efficiency and make the venue more profitable while also helping the client have a better experience!