



3 Secrets

to design a wedding
in your personal style

www.WEDSchool.com | Shannon Leahy Events



What is Event Design and why is it important?

- Event Design is the process we use to create the look and feel of a wedding or party
- Event Design is the plan that touches every little visual piece of your wedding big and small
- Event Design is the way your cake looks, the way your bridal party looks, the invitations and the lighting – and as far as we're concerned...
- Event Design is everything your guests will see, touch feel and interact with on the day of the wedding.
- Event Design expresses your personality, your style and creates the entire mood of an event
- The Event Design at your wedding is the first chance you get to show the world what your style is as a couple, how you like to entertain and what you're all about.
- Event Design is functional. It's where your tables are placed, how big your dance floor is and where the bar is. Good event design creates a seamless flow while bad event design causes problems like lines at the bar and centerpieces that get in the way of conversation.
- Event Design is the way that a party feels, and that's what guests really remember.

Remember . . .

I've learned that people will forget
what you said, people will forget
what you did, but they will never
forget how you made them feel"

~ Maya Angelou

The wedding is over in the blink of an eye. And what do you have to remember it all by? The photos and video from your wedding.

If you're a pro and you don't offer event design, it's something you need to learn. Good Event Design will get you published in magazines, it will make for a beautiful portfolio and help win you new business.



Insider Tip ...

Every event designer uses a similar process to design their weddings.

And it's not something they were born knowing how to do.

Get ready because I'm going to teach you how...

The first thing everyone tells you when it come time to design a wedding is to look for inspiration images. But what most people don't know is... what should you be looking for? And then... what do you do with those images once you find them?



JOY!



You're looking for images that bring you JOY!

You're looking for images that cause awe, are inspiring or stop and make you gasp

But specifically? You're looking for...

- Textures
- Colors
- Plants
- Flowers
- Fabrics
- Photos with Mood

Why are you looking for images?

You're looking for images to help define your style and the style of your wedding.

Already know your style?

You still need to look for images – so you can communicate your style to your creative team.

Defining Your Style . . .

When we talk about defining your style we are literally talking about a definition. We're talking about key words or terms. We are coming up with a definition that connects your inspiration images, clarifies the style in your mind and helps you communicate this style to your team.

Do you start to see a theme throughout your images? Are they all serene and calm? Are they vibrant and textured?

Write these words down and this will give you a sense of what your style is.

Below is an overview of some of the more popular styles we see today.



Whimsical

Whimsical design is playful, spirited, youthful. Usually very colorful and vibrant. This style often has hand-drawn elements and child-like motifs such as flowers, butterflies, ruffles, and hearts.



Western

Western design has materials like raw, rough-hewn woods. Often cozy fabrics like fur and worn leather. Stone hearths and motifs like antlers, trees and mountains.



Tropical

Tropical design has natural materials found by the sea like thatched/ woven baskets and seagrass. Objects from the ocean like palm leaves, sand, seashells. And tropical flowers like orchids and birds of paradise. Tropical design often uses bright prints, saturated colors and even neons.



Traditional

Traditional design has classic, timeless styling. There is often symmetry to create calm, balanced, orderly decor. Color palettes are usually in mid-tones and the colors are muted. There are usually simple florals and fabrics come in solids, stripes or plaids. Silver accents (think candlesticks at Downton Abbey) and clear glassware set the tables of Traditional design.



Shabby Chic

Shabby Chic design is cottage inspired. Think slipcovered furniture, white distressed painted furniture and vintage accessories. Often using mason jars, lace and burlap. Sometimes mixed up varieties of vintage chairs. Tabletops might have mixed up vintage china and glassware.



Moroccan & Indian

Moroccan and Indian designs are all about intricately patterned fabrics that are layered and colorful. Metal lanterns and colored tea lights might make up the lighting while the tables and flowers are comprised of bold jewel tones. Flowers could include garlands of marigolds and carnations. Furniture might be ornately carved in wood and covered in silk patterns.



Hollywood Regency

Think movie set design during the golden age of hollywood. Lots of glitz and glam and drama. This style is part art deco, part modern, part neoclassical with a lot of confidence and flair. Often using bold geometric patterns and featuring lacquered furniture, mirrors, greek key patterns and vibrant, contrasted colors.



Modern

Modern design is minimal, clean and structured. Often featuring a neutral color palette with clean lines, clutter-free space. Modern design might feature elements like timber, stone, concrete, metal and glass. Sleek is usually a word often used to describe modern design. The style is all about clean lines & simple geometry.



Mediterranean

Mediterranean style is influenced by the interiors of Spanish and Italian villas and homes. Think terra cotta and tiles. Often using linen fabrics and heavy woods this style features wrought iron fixtures, candle holders and color palettes influenced by nature. Water glasses and vases might be made from thick, hand blown glass. This style might use flora and fauna found in the Tuscan countryside, think olive, lavender, and citrus.



Bohemian

Bohemian style is all about unrestricted, free spirited design. It's an explosion of global pattern on pattern including tie-dye, suzani, and ikat. There's a ton of color and a wonderful eclectic mix of furnishings and decorations. There is nothing minimalist about it. It's all about layers, lovingly put together from adventures and travels. Bohemian motifs could include crochet, dreamcatchers, and feathers.



Glam

Glam, short for glamorous, Glam weddings have lots of sheer draping, crystals and chandeliers. They often have mirrored accents, things like mercury glass and candelabras. Glam weddings have masses of flowers. They use silk, lace and have a lot of glitz and sparkle.



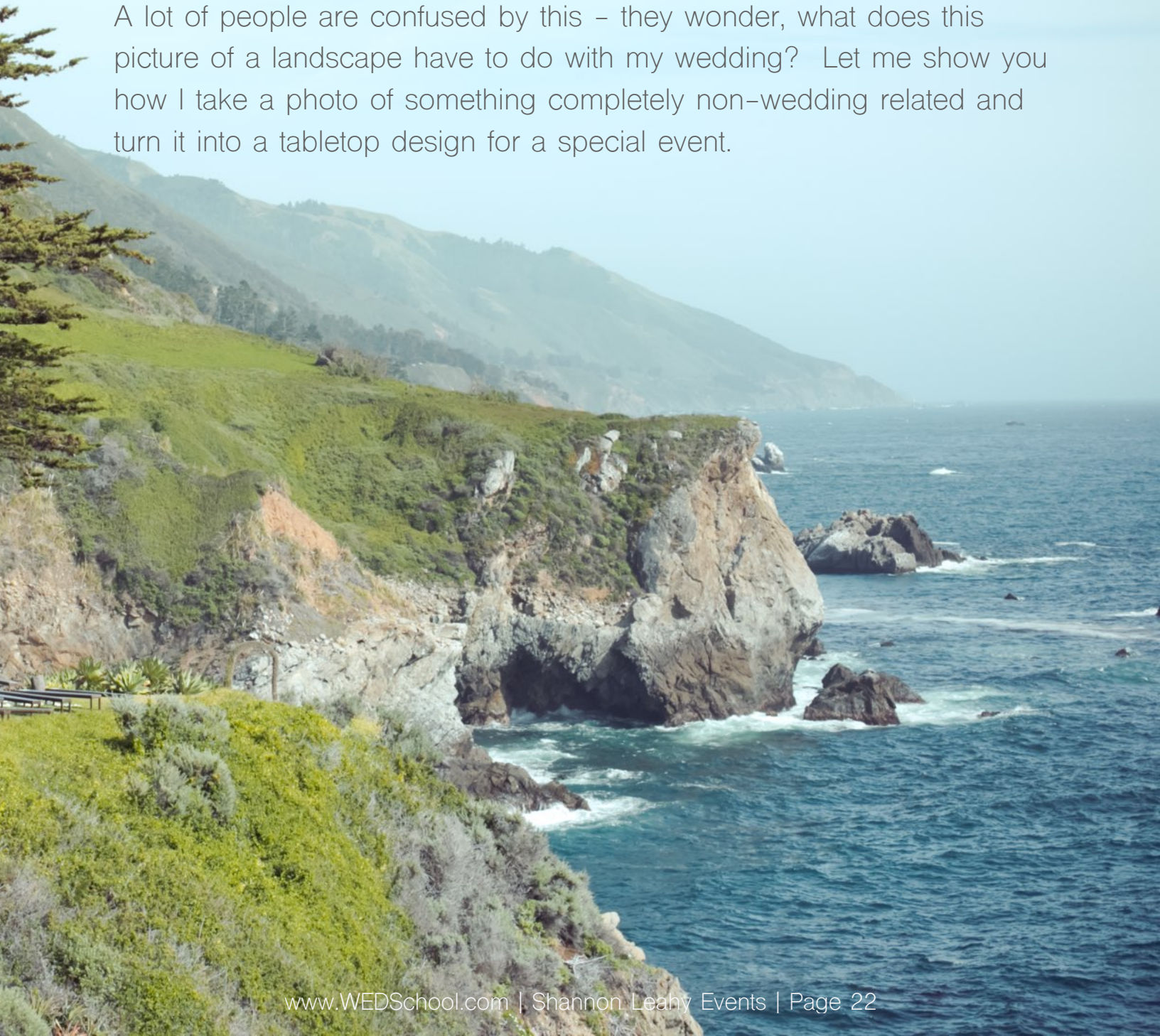
Rustic

Rustic weddings are defined by things found on a farm, think barns, hay bales, barrels and wood. Rustic materials might include burlap, twine, ceramic, raw-edged linen and wood. Rustic motifs would include things found in nature like trees, twigs or ferns.

Look outside of weddings for inspiration. Don't just look at weddings and event design. Look to:

- Travel Photography
- Your Daily Life
- Interior Design
- Shop Windows
- Fashion Magazines
- Art Galleries

A lot of people are confused by this – they wonder, what does this picture of a landscape have to do with my wedding? Let me show you how I take a photo of something completely non-wedding related and turn it into a tabletop design for a special event.





Step One:

List the items
in the photo

- Straw Hat
- Rust Orange Linen
- White Ceramic
- White Drape
- Gold Detailing
- Emerald Wood
- Medium Wood Floors



Step Two:

Describe the Feeling
of the Photo

- Tropical
- Elegant
- Refined
- Flowing
- Relaxed

Let's

Brainstorm!

Take one of the terms. Straw Hat for example and start to write down like terms, no wrong answers here!

- Straw
- Straw Mat
- Straw Place Mat
- Straw Basket
- Jute
- Jute Bag
- Jute Ribbon
- Burlap
- Raffia
- Seagrass
- Sisal
- Sisal Carpet
- Wicker
- Weaving Straw
- Woven Basket

Do it Again!

This time for one of the Feeling Words –
Tropical for example

- Tropical Flowers
- Palm Fronds
- Driftwood
- Beach
- Sand
- Jungle
- Palm Trees
- Seashells
- Rainforest
- Palm Leaves
- Coral
- Exotic Birds

Now search!

Take these terms and head to Google Images or Pinterest. Search these terms and see what images come up that could work for a wedding.

Hold the images up to your inspiration image. Do they match? Do they go together?

Try adding words to the images like “decor” “texture” “flowers” or “style”.

What ideas and pictures relate to your inspiration image? Looking through google will create interesting associations and spark your creativity!

The 3 Secrets to Designing a Wedding in Your Personal Style

1. Discover and find images that bring you JOY
2. Use those images to define your key words
3. Analyze and break down those images to find elements to use in your Event Design.



This Free Class was a Preview of WED School



It's a self-study program that you can take at your own pace and it's jam packed with fun and practical tools to help you find your style, design with heart and create amazing, original weddings.

Here's a [link](#) to check out the curriculum and you can start the program immediately, if you feel it's the right fit for you.

GET THIS PDF FROM A FRIEND?

Click [here](#) to learn more about WED School and watch the full video training on the 3 Secrets to Designing a Wedding in Your Personal Style



About Your WED School Instructor...

You might be wondering, “Who the heck wrote this thing and what qualifies them to tell me about designing a wedding?” Excellent question.

I am Shannon Leahy, and I know you can design a beautiful wedding.

Over the years, I’ve listened to thousands of clients who struggle with boiling down their ideas into a cohesive design. I created WED School to help you learn the process the pros use and create amazing designs.

Is WED SCHOOL right for you?

We're confident we can help you if you've ever said anything like:

"I have no idea where to start?"

"I'm not good at the design stuff but I want my party to look amazing"

"I have so many ideas but no clue how to edit them together"

"I know I've got great style but I can't figure out the best way to convey my concepts to my vendors"

"My clients expect me to be involved in the event design, but it's not really my strong suit."

"Pinterest is so overwhelming!"

"I struggle with my process for every new event, I wish there was a way to organize my work flow."

With all that said, here's the official bio and places to check out the designs for yourself.

ABOUT SHANNON LEAHY

Shannon has been an award-winning professional event designer for nearly ten years. Named a top wedding planner in the USA by Martha Stewart and a top planner in San Francisco by 7x7 Magazine, her list of credits include Martha Stewart Weddings, Brides Magazine, Style Me Pretty, The Knot, Geraldine and many, many more.

She is the founder of Shannon Leahy Events, a planning, design and production company based in San Francisco where she and her team create stunning weddings with a strong attention to detail. Clients fly Shannon all over the world to design their events, from Provence to New Orleans, from Jackson Hole to Croatia, Shannon has worked all over the world refining her technique and honing her skills.

In this one-of-a-kind class she teaches you everything she's learned so you can design your own wedding like a pro.

THANK YOU SO MUCH
for your interest in WED SCHOOL
I hope to see you in the program!